



CITY OF POQUOSON
ENGINEERING

**500 CITY HALL AVENUE,
POQUOSON, VIRGINIA 23662-1996
(757) 868-3025 (757) 868-3105 fax**

September 30, 2019

To: Matt Fanghella
MS4 Coordinator
Virginia Department of Environmental Quality
Tidewater Regional Office
5636 Southern Boulevard
Virginia Beach, VA 23462
Matthew.Fanghella@deq.virginia.gov

From: Ellen Roberts

RE: City of Poquoson Permit Year 1 Annual Report for VAR040024

Transmitted via email

The following general information is provided in accordance with Permit Section II.E.3 Annual Report requirements:

Part 1.

D.2. Background Information

- a. Name of system, Permittee and State Permit Number: City of Poquoson MS4, Poquoson, Virginia; VAR 040024
- b. Reporting Period: Permit year 4: November 1, 2018-June 30, 2019. Report also includes information on the July 1, 2018-October 31, 2018 period
- c. A signed certification is attached.
- d. Each annual reporting item as specified in an MCM in Part I E is provided in the attached status of compliance spreadsheets, with supplemental data provided in the Appendix.
- e. An evaluation of program effectiveness is provided in the attached status of compliance spreadsheets.

D.3. Requirements for permittees receiving initial coverage: N/A.

D.4. Status Report on the Implementation of the Chesapeake Bay TMDL Action Plan: This information is provided in the attached Status of Compliance spreadsheets and in the Appendix. Action plan implementation is compliant with permit requirements.

D.5. Status Report on the Implementation of Other TMDLs: Status report information on the development of Bacterial TMDL action plans in accordance with permit requirements is provided in the attached Status of Compliance spreadsheets and in the Appendix. Please note that action plan development and implementation for other TMDLs is due 30 months after permit issuance, as the TMDLs were approved by EPA in 2018. At this time the City is implementing measures to reduce bacterial in its waterways. The Action Plan will be developed in the next permit year and in the first portion of the third permit year.

D.6. Separate Submittal of Annual Report and Program plan: In accordance with the permit, these documents are submitted separately. Please be advised that no citizen input was received on last year's program plan.

C.1. General Information Related to the Program Plan:

- a. Roles and Responsibilities are found in the Status of Compliance Spreadsheets and in the Program Plan.
- b. Use of another Entity: The City of Poquoson has entered into a regional memorandum of agreement with other localities and the Hampton Roads Planning District Commission to participate in a regional stormwater program. The MOA and the annual status report on regional cooperative efforts are found in the Appendix. The City of Poquoson relies on the Hampton Roads Planning District Commission Regional Stormwater Program to satisfy or partially satisfy various educational and training requirements. Details are provided in the associated MOA, Summary of Regional Stormwater Activities, and Regional Stormwater Education program (AskHRgreen) annual report. The City has also entered into a credit trading agreement with the Hampton Roads Sanitation District in order to meet Bay TMDL goals. Both agreements are found in the Appendix.
- c. Included information required by I.C.1.c is found on the Program Plan and Status of Compliance spreadsheets.
- d. List of documents: References are incorporated into the Status of Compliance spreadsheets and the Program Plan.

C.2. Initial coverage: N/A.

C.3. The Program Plan is attached and posted on the City website.

C.4. Revisions to the Program Plan: None have been made.

C.5. Documentation of regulatory program approval is provided in the Status of Compliance spreadsheets and Appendix.

C.6. Reliance on another entity to satisfy a minimum control measure: See information provided under C.1.b. Poquoson does not rely on another entity to satisfy all parts of any minimum control measure.

C.7. Reliance on another governmental entity regulated under 9VAC25-870-380: Poquoson only relies on a regional program operated by the Hampton Roads District Planning Commission and participated in by other regional local governments. See C.1.b.

In accordance with Part I.E.3.e., I confirm that no additional outfalls were added to the MS4 after the City's submittal of the outfall map and table in June 2019. Therefore, no updates to these documents were made or required.

As you look through the Annual Report, we hope that you notice some of this year's accomplishments. The City's sewer maintenance and improvements program continues to be successful, and there were no Sanitary Sewer Overflows (SSO's) reported this year. The City was proactive in improving its Public Works yard, replacing a double walled above ground fuel storage tank and constructing a storage shed for metal materials. This additional storage capacity will ensure that materials do not contact stormwater. Perhaps the highlight of this year's program were Poquoson's public participation offerings. A wide variety of volunteer and educational opportunities were held. These were targeted at a diverse range of ages and citizens. A new concept in volunteerism was introduced: instead of having to wait for a City-sponsored clean up event, civic groups and individuals can check out "Keep Poquoson Beautiful" equipment from the library anytime. This augments our Clean the Bay and other restoration projects. Even with strong rain and windstorms, the Poquoson Seafood Festival still managed to draw a crowd that more than tripled the City's population. The Festival emphasizes living on the water and the importance of water quality.

You will also find information on education efforts and work performed in the rivers and streams surrounding Poquoson. Obviously, the emphasis of the City's MS4 is the MS4 service area. However, Poquoson is a coastal community surrounded by rivers and the Chesapeake Bay. That means we emphasize water quality both in and outside the service area. We have included information on this emphasis in the report.

Thanks so much for your assistance when City staff have questions about the permit or submittal requirements. That thanks is also extended to the Central office. DEQ personnel have been invaluable over the past year in answering technical questions on the BMP Clearinghouse and the Stormwater Regulation.

CONTENTS

Transmittal Memo with Status Report, Program Plan Update and Reporting Requirement Information (preceeds this table of contents)

Certification Statement

Fiscal Year 2019 Status of Compliance Spreadsheets

Appendix

NOTE: As required by the permit, the 2019-2020 program plan is submitted as a separate document.



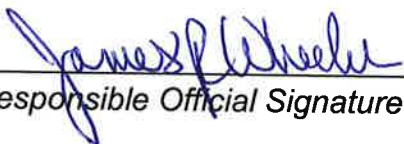
CITY OF POQUOSON

500 CITY HALL AVENUE, POQUOSON, VIRGINIA 23662-1996
(757) 868-3000 TELEPHONE (757) 868-3101 FAX

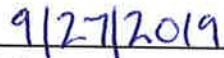
Office of the City Manager
J. Randall Wheeler

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.



Responsible Official Signature



Date

VAR 040024

City of Poquoson, VA

Permit Number

MS4 Name

Status of Compliance

Spreadsheets describing actions and status, supplemented by Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2019

Submitted to DEQ September 30, 2019

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
	Program Plan Requirements						
	Roles and responsibilities	Identify the roles and responsibilities for each department, division, and subdivision in implementing the permit, also include the written agreement for any other entities implementing parts of the Program Plan	List of roles and responsibilities, written agreement	SW Program Administrator	As needed	List of roles and responsibilities; Written agreement(s)	Compliant. The roles and responsibilities are shown in the status of compliance spreadsheets. Agreements are attached in the Appendix.
1. Public Outreach and Education							
1.1	Update Public Education and Outreach Program						
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1b	Rationale for selecting each of the 3 issues	Explain the importance of each issue	Rationale identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The rationales are shown on the plan in the Appendix.
1.1c	Provide a contact name and phone number where the public can find more information	Provide contact information	Information provided	SW Program Administrator	PY1	https://www.ci.poquoson.va.us/278/Stormwater-Quality	Compliant. The contact information is available at https://www.ci.poquoson.va.us/278/Stormwater-Quality
1.1d	Increase public's knowledge of hazards associated with illegal discharges and improper disposal of waste, including legal implications	Communicate hazards	Document communications	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The information is available at city website above and in appendix in plan.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.2	Regional Media Campaign to Address High Priority Issues						Participated in the regional askHRgreen.org program according to the Regional budget (see attached).
1.2a	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report:	Compliant. Annual report is in the Appendix. In addition, the City provided giveaway materials at City Hall (near the Library and the Treasurer's office where citizens obtain a pet license).
1.2b	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report	Compliant. Annual report is in the Appendix.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.2c	Promote FOG campaign	Participate in the askHRgreen.org regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report	Compliant. Annual report is in the Appendix.
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the askHRgreen.org regional Bay Star Businesses Program	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report	Compliant. Annual report is in the Appendix.
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	Locality website	Compliant. See Public Participation spreadsheet. 6 opportunities were advertised, as well as opportunities to be a board member.
1.3b	Regional Initiatives	Submit articles for askHRgreen.org blog or on locality website for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	askHRgreen.org website	Compliant. See Public Participation spreadsheet. Over 20 events were advertised. These included staff talks/presentations, learning opportunities, and volunteer events as well as Festivals and library events.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.3c	Regional Outreach	Post volunteer opportunities on askHRgreen.org calendar or on locality website	Number and types of events submitted	askHRgreen.org Representative & HRPDC Environmental Educator	Quarterly	askHRgreen.org website	Compliant. See Public Participation spreadsheet. 5 volunteer events were advertised on social media or on City websites
1.3d	Distribute educational materials developed through askHRgreen.org	Distribute materials developed through askHRgreen.org to target audience in locality.	Number of materials distributed	askHRgreen.org Representative	Continuously	List of giveaways in Appendix.	Compliant. See list of giveaways in Appendix. 725 materials were distributed.
1.3e	Maintain and enhance askHRgreen.org website	Increase website visits each year	Annual askHRgreen.org website visits	HRPDC & askHRgreen.org	Permit Cycle	askHRgreen.org Annual Report	Visits to askHRgreen.org have increased every year since 2012
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit cycle).	MOA	MOA was renewed in 2018. See Appendix.
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and askHRgreen.org	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. See Attendance Chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. See Attendance Chart in Appendix.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Poquoson library events are well attended. The Seafood Festival provides WQ information to an audience of more than 4 times the City's population. Public education events combining WQ info with "life on the water" themes are successful. Program is compliant and should build on current popular events/themes.

Poquoson MS4 STATUS OF COMPLIANCE

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.1	Public Involvement					
2.1a	Develop and implement procedures for public to report illicit discharges, spills, and other environmental concerns	Implement procedures	Procedures	SW Program Administrator & IT Department	PY1	Annual report
2.1b	Establish methods to receive, respond to, and document public input on the MS4 program	Establish methods	Methods and documentation	SW Program Administrator & IT Department	PY1	Annual report
2.1c	Establish a dedicated webpage for the MS4 program that includes: 1) the MS4 permit and coverage letter, 2) Program Plan, 3) annual reports, 4) a way to report illicit discharges, and 5) methods for how the public can provide input on the Program Plan	Establish a dedicated MS4 webpage	Presence of materials on dedicated MS4 webpage	SW Program Administrator & IT Department	Before 2/1/19	Annual report
2.2	Public Participation					
2.2a	Offer a minimum of four local activities per year from two or more categories in Table 2	Local Activities are shown on attached Public Involvement Spreadsheets	Activities offered	SW Program Administrator	Annually	Participation Categorization Summary Spreadsheet
						See Appendix. Over 20 events are shown. They fall into the Restoration, Educational, Disposal and Pollution Prevention categories.

Poquoson MS4 STATUS OF COMPLIANCE

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
2.2b	Identify a metric for each public participation activity	Identify metrics	Examples include the weight of debris collected or number of participants	SW Program Administrator	Annually	Participation Categorization Summary Spreadsheet	Metrics shown in Appendix. These include attendance for educational events; amount of waste collected for restoration events, number of collection events held.
2.2c	Schedule of public participation activities	Document the anticipated time periods the activities will occur	Time periods documented	SW Program Administrator	Annually	Annual report	Compliant. Schedule found in Appendix.
2.3	Evaluation and Assessment	Evaluate and assess whether the activities are beneficial to improving water quality.		SW Program Administrator	Annually	Annual report	Compliant. City typically provides significantly more than required number of activities. WQ information is available on website. Work with other departments providing public participation opportunities to ensure monitoring of metrics.

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map					
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Map	SW Program Administrator/ IT Dept. (GIS)	Annually	Service area map Compliant. Map provided to DEQ ON 6/25/19. It is found online at https://www.ci.poquoson.va.us/278/stormwater-quality
3.1b	MS4 outfall or point of discharge information table	Maintain and update table	Updated Table	SW Program Administrator/ IT Dept. (GIS)	Annually	Information Table Compliant. Provided to DEQ ON 6/25/19. It is found online at https://www.ci.poquoson.va.us/278/stormwater-quality

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map					
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Map	SW Program Administrator/ IT Dept. (GIS)	Annually	Service area map
						Compliant. Map provided to DEQ ON 6/25/19. It is found online at https://www.ci.poquoson.va.us/278/Stormwater-Quality
3.1b	MS4 outfall or point of discharge information table	Maintain and update table	Updated Table	SW Program Administrator/ IT Dept. (GIS)	Annually	Information Table
						Compliant. Provided to DEQ ON 6/25/19. It is found online at https://www.ci.poquoson.va.us/278/Stormwater-Quality
3.1c	Provide to DEQ a GIS-compatible shapefile of the MS4 map	Provide file	Provide to DEQ	SW Program Administrator/ IT Dept. (GIS)	No later than 7/1/19	Shapefile or PDF
						Compliant. In accordance with permit, a PDF was provided.

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
3.1d	New outfalls or recently approved TMDLs	Update map and table	Updated map and table	SW Program Administrator/ IT Dept. (GIS)	No later than October 1 each year, incorporate updates through June 30	Map and information table	Compliant. No new outfalls added since map and table submittals in summer 2019.
3.1e	Provide written notification to downstream MS4s	Identify and notify, in writing, any downstream adjacent MS4 of any known physical interconnection established or discovered after permit effective date.	Develop map, Regional Stormwater Workgroup Meetings, letters	SW Program Administrator	Annually	Letters; meeting attendance	Compliant. No notifications required because Poquoson is downstream of all other MS4s.

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1f	Prohibit illicit discharges through ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Current Ordinance	SW Program Administrator/ Fire Dept	As necessary	Ordinance
						Compliant. See https://library.muquoson.com/va/po_nicode.com/va/poquoson/codes/cod_e_of_ordinances?nodeId=PTIICOOR_C H34EN_ARTVSTMA
3.2	Dry Weather Screening (DWS)					
3.2a	Maintain and implement dry weather screening protocol	Implement written dry weather field screening methodologies for IDDE. Track the outfall unique identifier, time since last precipitation event, estimated quantity of the last precipitation event, site description, whether a discharge was observed and if so, rate of discharge, and visual characteristics	Protocol	SW Program Administrator/ SW Inspector	Continuously	DWS Protocol
						Compliant. See Appendix.

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.2b	Develop a prioritized schedule for field screening and the rationale for the prioritization	Implement the schedule and document the rationale	Schedule	SW Program Administrator/ SW Inspector	Annually	DWS Protocol
3.2c	Field testing & outfall reconnaissance inventory (ORI)	Perform dry weather screening of a minimum of 50 outfalls (or all if < 50 outfalls in MS4)	Documentation of screening performed and results	SW Program Administrator/ SW Inspector	Annually	ORI Field sheets; summary table
						Compliant. 77 outfalls and over 16 miles of ditching were inspected. In addition, the entire system was walked and visually inspected prior to Hurricane Florence in 2018. Summary Table attached. A sample screening sheet is provided (rather than all the sheets) in order to reduce paperwork. All screening sheets are available upon request

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.3	IDDE program implementation					
3.3a	Maintain and implement written procedures for IDDE	Implement written IDDE procedures	Procedures	SW Program Administrator	Continuously	Procedures are in the Appendix.
3.3b	Public IDDE Reporting	Promote & publicize IDDE reporting	Presence of contact information on website	SW Program Administrator	Continuously	Compliant. Found online at https://www.ci.poquoson.va.us/278/Stormwater-Quality
3.3c	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	SW Program Administrator/ Fire Dept	Continuously	Compliant. Fire Department reporting forms in Appendix.
3.3d	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	SW Program Administrator/ Fire Dept	Ongoing	Compliant. See Spreadsheet in Appendix.

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.3e	Continue Sanitary Sewer System improvements in coordination with SSO consent order	Continue to diagnose and correct deficiencies	Number of improvements	SW Program Administrator/ Public Utilities	Continuously	List of Improvements
3.4	Spill reporting					Compliant. Improvements Summary Spreadsheet and typical monthly work log in Appendix. City also replaced a boat pump out at a City pier.
3.4a	Report non sewer spills and releases from small MS4 operated properties that reach State waters to DEQ.	Report spills to the DEQ's Pollution Response Program (PREP), if applicable	Number of internal reports. If applicable, obtain PREP number.	SW Program Administrator/ Fire Dept	Continuously	Internal Summary Report
3.4b	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	Public Utilities Superintendent.	Continuously	Fire Department reports spills. None this year. See VDEM reports and summary discharge sheet for details.
						Compliant. No SSO's this year. This is likely due to lack of major storms and City's generator work.

City of Poquoson MS4 STATUS OF COMPLIANCE

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator/ Fire Dept	Annually	Annual report
						Compliant. City continues to exceed screening requirements. Since some staff members have recently assumed new responsibilities and are now more involved in inspecting (e.g., promoted to crew chief), need to stress importance of documenting discharges found and cleaned, rather than just cleaning them, during next year's training.

Status of Compliance

4. Construction Site Storm Water Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.1	Legal Authorities					
4.1a	Construction projects	Continue to implement the SWM, E&SC, & CBPA ordinances	SWM, E&SC, & CBPA Ordinance citations.	SW, E&SC, & CBPA Program Administrators	Continuously	Ordinances. E&SC ordinance link: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIIICOOOR_CH34 EN_ARTIIIERSECO Stormwater link is https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIIICOOOR_CH34 EN_ARTVSTMA . CBPA ordinance link: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIIICOOOR_APXA ZO_ARTXI.IVENMAAREM OVDI Compliant. The City's Stormwater Ordinance is found in City Code Chapter 34. Environment, Article V . The Erosion and Sediment Control Ordinance is found in City Code Chapter 34, Article III. The City's CBPA ordinance is titled Article XI.IV Environmental Overlay Area (EMA) District. The stormwater code prohibit non stormwater discharges other than those identified in 9VAC25-890-20D

Status of Compliance

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
4.1b	Confirmation statement on land disturbing activities	Statement: Land Disturbance Projects that occurred during the reporting period have been conducted in accordance with the current department approved standards and specifications for erosion and sediment control.	Statement	Environmental Compliance Officer	Annually	Land Disturbance Projects that occurred during the reporting period have been conducted in accordance with the current department approved standards and specifications for erosion and sediment control.	Compliant. In addition to statement, the most recent correspondence from state agencies on these programs is attached.
4.2	Compliance and Enforcement						
4.2a	Written E&SC inspection procedures	Implement inspection procedures	Procedures	Environmental Compliance Officer	Continuously	Procedures	Compliant. SOPs are in Appendix.
4.2b	Written E&SC procedures for requiring compliance through corrective action or enforcement action	Implement corrective or enforcement action procedures	Procedures	Environmental Compliance Officer	Continuously	Procedures	Compliant. Inspection and Enforcement SOPs are in Appendix. These also require controls to prohibit non stormwater discharges.

Status of Compliance

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
4.2d	E&SC and VSMP combined inspections	Continue to implement construction site BMP, and inspection provisions of the local Erosion and Sediment Control Ordinance.	# of inspections	Environmental Compliance Officer	Annually	Summary from Locality tracking system	588 inspections were conducted. These were almost all on single family home or townhouse construction. No commercial or new subdivision site development occurred this year.
4.2e	Enforcement	Continue to implement provisions of the local Erosion and Sediment Control Ordinance.	# Enforcement Actions	Environmental Compliance Officer	Annually	Summary from City records	Compliant. 163 corrective actions resulting from inspections were required and made. 2 Notices to Comply were issued. In both instances, the issues were addressed by the developer and no further action was warranted.

Status of Compliance

4. Construction Site Storm Water Runoff Control

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
4.3	Evaluation and Assessment			SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. The City is still experiencing limited development. Staff should continue to monitor development/construction inquiries and other signs that rate of land disturbance activities might increase quickly. A rapid increase in this work may require additional staffing not warranted at this time.

5. Post Construction Storm Water Management in New Development and Redevelopment							PY 1 Status	
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents		
5.1	Post Construction SW Management Program							
5.1a	Local VSMP	Implement the approved VSMP	Approved VSMP	VSMP Authority Administrator	Ongoing	Approval letter issued by DEQ	Compliant. Letter is found in the appendix with MCM 4 items.	
5.1b	Stormwater Management Ordinance	Implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment	Stormwater Management Ordinance	SW Program Administrator	Ongoing	SWM Ordinance	Compliant. See https://library.municode.com/val/poquoson/codex/code_of_ordinances?nodeId=PTIICODR_C_H34EN_ARTVSTMA	
5.2	Inspection & Maintenance Schedules for BMPs							
5.2a	Written inspection and maintenance procedures for managing locally owned BMPs	Implement procedures, inspect locally owned BMPs at least annually (or have an approved alternative schedule)	# of inspections; description of significant maintenance activities	SW Program Administrator	Ongoing	Procedures and BMP Spreadsheet /Database	Compliant. Three BMPs are owned by City for WQ treatment. All were inspected. See Appendix for inspection reports and procedures.	
5.2b	Inspection and enforcement program for privately-owned BMPs	Implement program, inspect privately owned BMPs at least once every 5 years	# of inspections; # of enforcement activities	SW Program Administrator	Ongoing	BMP Spreadsheet /Database	Compliant. Six private BMP inspections were performed this year. Two private owners were given "Final Request" letters. This led to one inspection. The other BMP owner (Channelwalk Subdivision) is working with the City to obtain inspection. Poquoson will inspect at the HOA's cost if the inspection is not performed.	
5.2c	BMP Maintenance Agreements	Require BMP maintenance agreements as directed by the Stormwater Management Ordinance.	# of Agreements & Inspection Schedules	SW Program Administrator	Ongoing	List of Maintenance Agreements	Compliant. BMPs with Maintenance agreements as well as those constructed prior to the requirement for agreements are attached in the spreadsheet. No new BMPs or agreements were added this year.	
5.2d	Optional - Develop and implement a progressive compliance and enforcement strategy	Develop and implement strategy	Strategy	SW Program Administrator	Ongoing	Written Strategy	The current program appears to be working well. See description of program in Appendix. Staff will review the program periodically to determine if this optional action is needed.	

Status of Compliance

5.3	Tracking and Reporting		Data as required by Permit (print & spreadsheet/ database)	SW Program Administrator	Annually	BMP Spreadsheet /Database	Compliant. See spreadsheet in Appendix. This shows all BMPs in the City. Practices draining into the MS4 are highlighted in yellow.
5.3a	BMP Tracking	Track all known permanent stormwater management facilities that discharge to the regulated small MS4 and submit the information listed in permit					
5.3b	Update database or spreadsheet with new BMPs	Track new permanent stormwater management facilities	Database or spreadsheet with new BMP information	SW Program Administrator	Within 30 days of date brought online	BMP Spreadsheet /Database	Compliant. No new BMPs this year. Spreadsheet attached.
5.3c	Report Construction BMPs	Report BMPs installed to control post-construction runoff through the DEQ Construction SW database	Confirmation statement	SW Program Administrator	Ongoing	Confirmation statement	Compliant. No new BMPs this year.
5.3d	Report other BMPs	Report any BMPs not included in the Construction SW database implemented between July 1 - June 30 in the DEQ BMP Warehouse	Confirmation statement	SW Program Administrator	No later than Oct. 1 each year	Confirmation statement and date information was submitted	BMP clearinghouse would not allow any log in. City will review list and report any BMPs excluded when site is corrected. See Appendix for BMP spreadsheet in the interim
5.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. City's inspection processes for publically and privately owned BMPs are working well. Only one privately owned BMP has not been inspected on schedule. That facility will be inspected by the City at the HOA's cost if the inspection is not performed.

STATUS OF COMPLIANCE

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1	Operations and Maintenance Activities					
6.1a	Pollution prevention procedures at permittee-owned facilities	Continue to implement and update plans describing spill prevention and control and pollution prevention procedures for municipal facilities specifically to prevent illicit discharges	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	Compliant. The SOPs are provided in the SWPPP plan. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1b	Waste Disposal	Continue to implement and update procedures for proper waste disposal, including yard waste	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	Compliant. See SWPPP on website.
6.1c	Manage Municipal Vehicle Wash Water and Wastewater	Develop and implement procedures to prevent the discharge of municipal vehicle wash water into the MS4 without a separate VPDES permit	Procedures	Operations Personnel and Department of Utilities	Continuously	Compliant. See SWPPP on website.
6.1e	Stormwater System Maintenance BMPs	Require BMPs when discharging water pumped from utility construction and maintenance activities	BMPs Used	Operations Personnel	Continuously	Compliant. See SWPPP on website.
6.1f	Bulk Storage BMPs	Require BMPs for bulk storage areas (salt storage, top soil stockpiles)	BMPs Used	Operations Personnel	Continuously	Compliant. See SWPPP. Bulk storage is under roof or placed in designated areas. See photos in SWPPP
6.1g	Manage Leaking Municipally-owned Leaking Vehicles	Prevent the discharge of pollutants to the MS4	BMPs Used	Operations Personnel	Continuously	Compliant. See SWPPP

STATUS OF COMPLIANCE

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1h	Manage Fertilizers and Pesticides	Implement procedures to ensure materials are applied in accordance with manufacturer's recommendations	Procedures	Operations Personnel	Continuously	Compliant. Personnel applying these products are trained through their certification program. Materials stored inside.
6.2	Storm Water Pollution Prevention Plans (SWPPP)					
6.2a	High-priority facilities	Identify municipal high-priority facilities that have a high potential to discharge stormwater pollutants	# & type of high-priority facilities	SW Program Administrator	Within 12 months	List of high-priority facilities
6.2b	SWPPP Implementation	Maintain and implement SWPPPs for identified high-priority facilities	SWPPP	SW Program Administrator	Continuously	Compliant. See SWPPP on website https://www.ci.poquoson.va.us/278/Stormwater-Quality . Public Works Yard is inspected monthly. A typical report is found in Appendix.
6.3	Nutrient Management Plans (NMPs)					
6.3a	NMP Implementation	Maintain and implement NMPs on permittee-owned lands where nutrients are applied to a contiguous area greater than one acre	NMP	SW Program Administrator & Landscape Division	Continuously	List of NMP Covered Sites
						Compliant. Two facilities identified. See list in Appendix.

STATUS OF COMPLIANCE

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
6.3b	Avoid deicing agents	Operator shall not apply deicing agents containing urea or other forms of nitrogen or phosphorus to parking lots, roadways, and sidewalks, or other paved surfaces	Statement of non-use of nutrient containing deicing agents	SW Program Administrator	Annually	Statement	Operator shall not apply deicing agents containing urea or other forms of nitrogen or phosphorus to parking lots, roadways, and sidewalks, or other paved surfaces
6.4	Contractors						
	Contractors minimize the discharge of pollutants	Provide contract language, training, SOPs, etc. to contractors to use appropriate control measures to minimize the discharge of pollutants to the MS4	Contract language, SOPs, etc.	SW Program Administrator	Continuously	Contract language, SOPs, etc.	Contractors are required to follow SOPs in the SWPPP available at https://www.ci.poquoson.va.us/278/Stormwater-Quality . Contractors are used to supplement existing Public Works staff and are supervised by Public Works staff leaders.
6.5	Employee Education & Training						
6.5a	Written training plan	Maintain and implement a training plan for applicable staff	Training Plan	SW Program Administrator	PY1	Training Plan	Compliant. Training plan is attached.
6.5b	IDDE Training for field personnel	Provide training to field personnel in the recognition and reporting of illicit discharges	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Training will be held in PY 2020. The last training was conducted in FY 2018 and reported in last year's annual report.
6.5c	Streets & parking lot maintenance staff training	Provide training to Streets & Landscape Divisions for road, street & parking lot maintenance	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Training will be held in PY 2020. The last training was conducted in FY 2018 and reported in last year's annual report.

STATUS OF COMPLIANCE

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
6.5d	Good housekeeping at municipal yards	Provide training on good housekeeping and pollution prevention practices to employees working in and around maintenance, public works, or rec facilities	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Training will be held in PY 2020. The last training was conducted in FY 2018 and reported in last year's annual report.
6.5e	Pesticides & herbicide certifications	Maintain certifications and training for pesticide and herbicide applicators in accordance with Virginia Pesticide Control Act and verify contractors have obtained	Certifications obtained	SW Program Administrator	Continuously	Certifications	Compliant. Four certifications are attached.
6.5f	E&SC & SWM Training	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law and the Stormwater Management Act and verify that contractors have obtained	Certifications obtained	E&SC Program and SW Program Administrators	Continuously	Certifications	Compliant. Five certifications are attached.
6.5g	Emergency Response employee training	Document spill management training for emergency responders	Certifications obtained	Haz-Mat officer	Annually	Certifications	Compliant. Appendix includes list of attendees who were trained in current year.
6.6	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Compliant. If possible, include contracted temporary workers in the staff training for spill prevention/good housekeeping.

City of Poquoson MS4 STATUS OF COMPLIANCE

TMDL Special Conditions						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
SC-1	Chesapeake Bay TMDL					
SC-1a	Update the Chesapeake Bay TMDL Action Plan	Update the Bay TMDL Action Plan to meet 40% reduction of pollutants of concern (POC)	Updated Bay TMDL Action Plan	SW Program Administrator	12 months after permit effective date	Updated Bay TMDL Action Plan
SC-1b	Provide opportunity for public comment on the updated Bay TMDL Action Plan	Opportunity provided for public comment	Public comment period for no less than 15 days	SW Program Administrator	Prior to submittal of updated Bay TMDL Action Plan	Record of Comments
SC-1c	Implement Bay TMDL Action Plan	Implement the Bay TMDL Action Plan to meet 40% of the Level 2 (L2) reductions of pollutants of concern (POC) by the end of the permit cycle	BMPs implemented	SW Program Administrator	End of PY5	Bay TMDL Action Plan
SC-2	Local TMDL					
SC-2a	Local TMDL Action Plan for TMDLs approved by EPA prior to July 1, 2013	Develop a local TMDL Action Plan	Local TMDL Action Plan	SW Program Administrator	No later than 18 months after permit effective date	Local TMDL Action Plan
						Compliant. Draft plan submitted to DEQ in June 2018 is attached. Action plan will be finalized prior to end of first permit year. The draft plan will be updated after new DEQ guidance becomes available.
						Public comment period will be held after plan has been revised per new DEQ guidance.
						ongoing. Credit Trading agreement with HRSD is provided in Appendix.
						Not applicable. Bacterial TMDLs approved by EPA after July 1, 2013, in February 2018

City of Poquoson MS4 STATUS OF COMPLIANCE

SC-2b	Local TMDL Action Plan for TMDLs approved by EPA on or after July 1, 2013 and prior to June 30, 2018	Develop a local TMDL Action Plan	Local TMDL Action Plan	SW Program Administrator	No later than 30 months after the permit effective date	Local TMDL Action Plan	Applicable. Plan to be developed by May 2021.
SC-2c	Identify the significant sources of the POC	Identify the significant sources	Sources identified	SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Applicable. Plan to be developed by May 2021.
SC-2d	Outreach strategy to enhance public (including staff) education on reducing bacteria discharges	Develop and implement an outreach strategy	Outreach Strategy	askHRgreen and SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Applicable. Strategy to be developed by May 2021.
SC-2e	Schedule of anticipated actions for this permit term	Schedule of anticipated actions provided	Schedule of actions	SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Applicable. Strategy to be developed by May 2021.
SC-2f	Public comment period for the updated Local TMDL Action Plan	Opportunity provided for public comment	Public comment period for no less than 15 days	SW Program Administrator	Prior to submittal of updated Local TMDL Action Plan	Record of Comments	Applicable. Strategy to be developed by May 2021.
SC-3	Bacteria TMDL						
SC-3a	Implement at least 3 strategies from Table 5	Identify strategies	At least 3 strategies implemented	SW Program Administrator	As listed in schedule of anticipated actions	Bacteria TMDL Action Plan	Applicable. Strategy to be developed by May 2021.
SC-4	Sediment, Phosphorous, and Nitrogen TMDLs						

City of Poquoson MS4 STATUS OF COMPLIANCE

SC-4a	Implement BMPs to reduce pollutant loads	BMPs listed in the VA BMP Clearinghouse, BMPs approved by the CBP, or using land disturbance thresholds lower than required	BMPs installed	SW Program Administrator	As listed in schedule of anticipated actions	Sediment, P, or N TMDL Action Plan	N/A. No individual TMDLs.
SC-4b	Submit anticipated end date by which the WLA will be met	Identify anticipated end date	Submit anticipated end date	SW Program Administrator	36 months after effective date of permit	Annual report	N/A. No individual TMDLs.
SC-5	PCB TMDLs						
	Develop an inventory of potentially significant sources of PCBs owned or operated by the permittee	Develop potentially significant sources inventory	Potentially significant sources identified	SW Program Administrator	As scheduled in permit	PCB TMDL Action Plan	N/A. No individual TMDLs.

Appendix

Supporting documents and supplemental reports

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2019

Submitted to DEQ September 30, 2019

Public Outreach and Education

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2019

Submitted to DEQ September 30, 2019

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
	Program Plan Requirements						
	Roles and responsibilities	Identify the roles and responsibilities for each department, division, and subdivision in implementing the permit, also include the written agreement for any other entities implementing parts of the Program Plan	List of roles and responsibilities, written agreement	SW Program Administrator	As needed	List of roles and responsibilities; Written agreement(s)	Compliant. The roles and responsibilities are shown in the status of compliance spreadsheets. Agreements are attached in the Appendix.
1. Public Outreach and Education							
1.1	Update Public Education and Outreach Program						
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1b	Rationale for selecting each of the 3 issues	Explain the importance of each issue	Rationale identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The rationales are shown on the plan in the Appendix.
1.1c	Provide a contact name and phone number where the public can find more information	Provide contact information	Information provided	SW Program Administrator	PY1	https://www.ci.poquoson.va.us/278/Stormwater-Quality	Compliant. The contact information is available at https://www.ci.poquoson.va.us/278/Stormwater-Quality
1.1d	Increase public's knowledge of hazards associated with illegal discharges and improper disposal of waste, including legal implications	Communicate hazards	Document communications	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The information is available at city website above and in appendix in plan.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	askHRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.2	Regional Media Campaign to Address High Priority Issues						Participated in the regional askHRgreen.org program according to the Regional budget (see attached).
1.2a	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report:	Compliant. Annual report is in the Appendix. In addition, the City provided giveaway materials at City Hall (near the Library and the Treasurer's office where citizens obtain a pet license).
1.2b	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report	Compliant. Annual report is in the Appendix.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.2c	Promote FOG campaign	Participate in the askHRgreen.org regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report	Compliant. Annual report is in the Appendix.
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the askHRgreen.org regional Bay Star Businesses Program	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee		askHRgreen.org Annual Report	Compliant. Annual report is in the Appendix.
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	Locality website	Compliant. See Public Participation spreadsheet. 6 opportunities were advertised, as well as opportunities to be a board member.
1.3b	Regional Initiatives	Submit articles for askHRgreen.org blog or on locality website for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	askHRgreen.org website	Compliant. See Public Participation spreadsheet. Over 20 events were advertised. These included staff talks/presentations, learning opportunities, and volunteer events as well as Festivals and library events.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.3c	Regional Outreach	Post volunteer opportunities on askHRgreen.org calendar or on locality website	Number and types of events submitted	askHRgreen.org Representative & HRPDC Environmental Educator	Quarterly	askHRgreen.org website	Compliant. See Public Participation spreadsheet. 5 volunteer events were advertised on social media or on City websites
1.3d	Distribute educational materials developed through askHRgreen.org	Distribute materials developed through askHRgreen.org to target audience in locality.	Number of materials distributed	askHRgreen.org Representative	Continuously	List of giveaways in Appendix.	Compliant. See list of giveaways in Appendix. 725 materials were distributed.
1.3e	Maintain and enhance askHRgreen.org website	Increase website visits each year	Annual askHRgreen.org website visits	HRPDC & askHRgreen.org	Permit Cycle	askHRgreen.org Annual Report	Visits to askHRgreen.org have increased every year since 2012
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit cycle).	MOA	MOA was renewed in 2018. See Appendix.
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and askHRgreen.org	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. See Attendance Chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. See Attendance Chart in Appendix.

Poquoson MS4 STATUS OF COMPLIANCE

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 1 Status
1.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Poquoson library events are well attended. The Seafood Festival provides WQ information to an audience of more than 4 times the City's population. Public education events combining WQ info with "life on the water" themes are successful. Program is compliant and should build on current popular events/themes.

Agreements with Other Entities for Implementing Minimum Control Measures:

**Memorandum of Agreement Establishing the Hampton Roads Regional
Stormwater Management Program**

**The Hampton Roads Water Quality Credit Agreement for Chesapeake
Bay Restoration**

The City of Poquoson is also a member of VPPSA, the Virginia Peninsula Public Service Authority. The City participates with VPPSA to host computer parts recycling and household hazardous waste collection events. The website from this organization is attached.

**MEMORANDUM OF AGREEMENT
ESTABLISHING THE
HAMPTON ROADS REGIONAL STORMWATER MANAGEMENT PROGRAM**

WHEREAS, Section 15.2-4200 of the Code of Virginia enables local governments to establish Planning District Commissions; and

WHEREAS, the eighteen local governments that are signatories to this Agreement have acted, in accordance with Section 15.2-4200 of the Code of Virginia, to establish the Hampton Roads Planning District Commission (HRPDC); and

WHEREAS, the HRPDC has been requested and has undertaken various studies to support local government stormwater management programs, including compliance with Virginia Stormwater Management Program (VSMP) Municipal Separate Storm Sewer (MS4) Permits; and

WHEREAS, the signatory local governments have requested the HRPDC to administer and coordinate a regional stormwater management program; and

WHEREAS, pursuant to the Clean Water Act, the U.S. Environmental Protection Agency (EPA) has promulgated implementing regulations, 40 Code of Federal Regulations Part 122, which established the National Pollutant Discharge Elimination System (NPDES) Permits for Municipal Separate Storm Sewer System (MS4) Discharges; and

WHEREAS, pursuant to the Virginia Stormwater Management Act, 62.1-44.15, et. seq. of the Code of Virginia, 1950 As Amended, the Board of Soil and Water Conservation has promulgated implementing regulations 4 VAC 50-60, et. seq., which establish the requirements that localities obtain permits for their MS4 discharges; and,

WHEREAS, the majority of the eighteen signatory local governments are required by their MS4 permits to conduct certain activities, including reporting on their discharges, conducting public information and education programs, and certain other activities; and

WHEREAS, the Water Quality Monitoring and Reporting Act and implementing regulations promulgated by the State Water Control Board establish requirements for the preparation of Total Maximum Daily Load (TMDL) Implementation Plans, which apply to activities conducted by localities in general as well as activities conducted in implementing MS4 permit requirements; and,

WHEREAS, the Chesapeake Bay Preservation Act and the Virginia Erosion and Sediment Control Law and implementing regulations also establish stormwater management requirements that govern one or more of the eighteen signatory local governments; and,

WHEREAS, sixteen local governments and the HRPDC executed the Memorandum of Agreement Establishing the Hampton Roads Regional Stormwater Management

Program on September 5, 2003 and that Agreement expired on December 31, 2007; and,

WHEREAS, eighteen local governments and the HRPDC executed the Memorandum of Agreement Establishing the Hampton Roads Regional Stormwater Management Program on March 6, 2008 and that Agreement expires on June 30, 2013, and

WHEREAS, eighteen local governments and the HRPDC executed the Memorandum of Agreement Establishing the Hampton Roads Regional Stormwater Management Program on July 1, 2013 and that Agreement expires on June 30, 2018.

NOW THEREFORE, the signatory parties enter into the following Agreement.

This Memorandum of Agreement entered into this first day of July 2018, among and between the eighteen local governments in Hampton Roads and the HRPDC, establishes and maintains the Hampton Roads Regional Stormwater Management Program.

BASIC PREMISES

All local governments in Hampton Roads operate stormwater management programs.

The Cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth and Virginia Beach received VPDES Permits in 1996. Those permits, which were renewed in 2001, govern the discharges from their MS4s to waters of the state and impose certain operational and reporting requirements on those systems. In 2005, these permits were converted to VSMP permits. These permits must be renewed on a five (5) year basis and the localities applied for renewed permits in 2005. Localities operated programs under administratively continued permits until June 30, 2016. The new permit became effective on July 1, 2016.

The Cities of Poquoson, Suffolk and Williamsburg and the Counties of Gloucester, Isle of Wight, James City, and York were all identified by the EPA as requiring VPDES permits under Phase II of the MS4 regulations. Those localities that operate MS4s obtained VPDES permits in March 2003. Those permits also imposed certain operational and reporting requirements on those systems. In 2005, these permits were converted to VSMP permits. These permits must be renewed on a five (5) year basis with the next renewal planned for 2013.

It was determined that permit coverage for Isle of Wight County was not required, and the County Phase II MS4 Permit was terminated on April 15, 2016.

Although Gloucester County was initially identified by the EPA as requiring a Phase II MS4 permit, it was subsequently determined that permit coverage for Gloucester County was not required.

The City of Franklin, the Counties of Gloucester, Isle of Wight, Southampton and Surry and the Towns of Smithfield and Windsor are governed by stormwater management

requirements established under the Virginia Stormwater Management Act and the Virginia Erosion and Sediment Control Law. The Chesapeake Bay Preservation Act also governs Gloucester and Surry Counties and the Towns of Smithfield and Windsor.

As of July 1, 2014, all localities have implemented stormwater management programs that meet the minimum requirements established in the Virginia Stormwater Management Act. The Virginia Stormwater Management Act imposes operational and reporting requirements on all localities that are required to implement stormwater management programs.

The local governments are interested in managing stormwater in a manner which protects and does not degrade waters of the state and which meets locally established quality of life goals and objectives. The Clean Water Act and the VSMP require that stormwater quantity and quality be managed to the maximum extent practicable.

In carrying out their stormwater management responsibilities, the aforementioned local governments have developed a consensus on regional goals to guide the operation of their stormwater management programs. Initially, approved by the HRPDC at its Executive Committee Meeting of September 15, 1999, they are:

1. Manage stormwater quantity and quality to the maximum extent practicable (MEP)
 - Implement best management practices (BMP) and retrofit flood control projects to provide water quality benefits.
 - Support site planning and plan review activities.
 - Manage pesticide, herbicide and fertilizer applications.
2. Implement public information activities to increase citizen awareness and support for the program.
3. Meet the following needs of citizens:
 - Address flooding and drainage problems.
 - Maintain the stormwater infrastructure.
 - Protect waterways.
 - Provide the appropriate funding for the program.
4. Implement cost-effective and flexible program components.
5. Satisfy MS4 stormwater permit requirements:
 - Enhance erosion and sedimentation control.
 - Manage illicit discharges, spill response, and remediation.

This Agreement establishes the administrative framework, which will be used by the local governments in Hampton Roads to address certain stormwater management

requirements under the above-cited state and federal laws and regulations.

Eighteen local governments in the Hampton Roads Region will be participants in and signatories to the Agreement.

HRPDC RESPONSIBILITIES

Under the terms of this Agreement, the HRPDC staff is responsible for the following:

- Provide technical support and policy analysis related to stormwater and water quality issues to local government staff.
- Provide the necessary administrative, technical and clerical resources to support program activities in order to ensure that the MS4 permit-holding cities and counties meet applicable stormwater management requirements.
- Prepare an annual work program and budget for the Hampton Roads Regional Stormwater Management Program. The annual work program will be incorporated into the HRPDC Unified Planning Work Program and the annual budget will be incorporated into the HRPDC budget.
- Assist the signatories in coordinating reporting on stormwater related activities to other state and federal agencies to ensure that program requirements are met in a cost-effective manner, which minimizes duplicative reporting and the administrative burden on the signatories.
- Conduct a regional stormwater education program. This will include public education activities and may include outreach to specific economic sectors and groups. The stormwater education subcommittee of askHRGreen.org will be responsible for guiding the development of original materials, including publications, media advertising and promotional items. This may also include development of locality-specific materials or coordination of bulk purchases. The stormwater education subcommittee of askHRGreen.org will coordinate with HRPDC staff on the educational and outreach components of the Hampton Roads Regional Stormwater Management Program.
- Develop and conduct a regional training program for municipal employees, contractors, civic leaders and other interested parties. The training program will emphasize stormwater management, pollution prevention and permit issues.
- Respond equitably and in a timely fashion to requests from all signatory local governments for technical assistance. The time frame for responses will be based on experience, the complexity of individual requests and the overall work load of program staff.
- Provide other technical support, as requested, to the signatory local

governments.

- Upon request from one or more participating localities, conduct technical studies to support compliance by the localities with MS4 permit requirements and VSMP program requirements.
- Facilitate development of multi-jurisdictional management plans for shared watersheds, as requested.
- Take steps, in conjunction with the signatory local governments, to obtain financial support for program activities from outside sources, including state, federal and private grants, to the extent that this may be accomplished without creating a conflict of interest, as determined by the signatory local governments.
- Contract with and manage consultants, including both private firms and academic institutions, to support the regional program, including provision of requested services to local governments in excess of the common program elements.
- Represent the Hampton Roads Regional Stormwater Management Program at federal, state, regional and local governmental, civic, professional and political organizations, agencies, and committees.
- Provide technical and administrative support, as appropriate, to those localities that are required to develop stormwater management programs to meet VSMP requirements, but that are not required to obtain MS4 permits for their stormwater discharges.
- Prepare annual program reports, or components thereof, which comply with the provisions of the MS4 permits and stormwater management programs of the signatory localities.
- Facilitate local government involvement in TMDL studies being prepared through the Virginia Department of Environmental Quality and EPA and facilitate preparation of TMDL Implementation Plans for impaired waters in the Hampton Roads Region as requested.
- Prepare an annual report of activities undertaken through the Hampton Roads Stormwater Management Program. This report will include summaries of related activities undertaken on a cooperative basis by the signatories.
- Identify state and federal regulatory actions that may affect local government stormwater programs, serve on regulatory advisory panels (RAPs) as necessary, conduct policy analysis, and develop policy recommendations on behalf of the HRPDC.
- Coordinate the compilation of regional data for MS4 permit annual reports to the appropriate regulatory authority

LOCAL GOVERNMENT RESPONSIBILITIES

Under the terms of the Agreement, the signatory local governments are responsible for the following:

- Appoint one voting member and alternates, as appropriate, to the Regional Environmental Advisory Committee to represent the local government stormwater and water quality related concerns. Generally, the voting representative should be the MS4 permit or program administrator.
- Appoint a representative and alternates, as appropriate, to the stormwater education subcommittee of askHRGreen.org.
- Provide, in a timely fashion, all locally generated data required by their MS4 permits and such other data as may be necessary to accomplish locally requested services.
- Provide timely technical review of HRPDC analyses and conclusions.
- Participate in regional efforts to conduct public outreach and education activities in regard to the state's TMDL study process and efforts to develop TMDL Implementation Plans for impaired waters lying within the locality or within watersheds that include the locality.
- Provide input on regulatory issues to HRPDC staff and serve on RAPs or provide input to the regional RAP representative as appropriate.
- Support HRPDC efforts to obtain additional funding to support the regional programs, to the extent that this may be accomplished without creating a conflict of interest, as determined by the signatory local governments.
- Provide annual funding to support the agreed-upon regional program.

METHOD OF FINANCING

The majority of program costs will be allocated according to a formula reflecting each locality's share of the regional population. Costs for additional projects or services will be allocated based on a formula developed by the HRPDC staff and approved by the HRPDC with the concurrence of the signatory local governments. For example, legal services have been split between the localities with MS4 permits and the maintenance costs for the regional online BMP database have been split by the subset of localities still using the system.

AVAILABILITY OF FUNDS

Performance by the HRPDC of its responsibilities under this Agreement is subject to the availability of funding from the signatory local governments. Failure of the local governments to provide the necessary funding to support these activities will constitute a Notice to Modify or Terminate the Agreement.

MODIFICATIONS

Modifications to this Memorandum of Agreement must be submitted in writing, approved by the HRPDC, and accepted by all signatories.

DURATION AND TERMINATION

This Agreement will have a term of five years, extending from the date of full execution of the renewed Agreement by the signatories or June 30, 2018, whichever occurs last through June 30, 2023. To conform to local government charter and Virginia Code requirements, the funding provisions of this Agreement will be subject to annual appropriations.

No later than January 1, 2023, the signatories will institute a formal reevaluation of the Hampton Roads Regional Stormwater Management Program. This reevaluation will serve as the basis for appropriate modification of the Agreement and the Hampton Roads Regional Stormwater Management Program.

Any signatory may terminate its participation in the Hampton Roads Regional Stormwater Management Program by written Notice To Terminate to all other parties. Such termination will be effective with the start of the following Fiscal Year. Depending upon the terms of individual VSMP permits, termination of participation in the Hampton Roads Regional Stormwater Management Program in the middle of a permit term may result in changes to permit conditions and require renegotiation of the individual locality's VSMP permit from the state (Virginia Department of Environmental Quality).

OWNERSHIP OF PROPERTY

It is not the intent of the signatories that the Memorandum of Agreement will result in the purchase, ownership, leasing, holding or conveying of any real property.

INDEMNITY

It is the intent of the signatories that no signatory will be held liable for any damage or associated penalties caused by or associated with the failure of any other signatory to discharge its duties or to exercise due diligence in discharging its duties under this Agreement, and that no signatory, by entering this Agreement, waives any defenses or immunities available to it at law, including, but not limited to, those set forth in Section 15.2-970 of the Code of Virginia.

It is the intent of the signatories that no signatory will be held liable for any damage or

associated penalties caused by or associated with the failure of any other signatory to comply with the terms and conditions of the signatory's VSMP permit.

IN WITNESS THEREOF, the Chief Administrative Officer of the local governments and the Executive Director of the Hampton Roads Planning District Commission hereby execute this Agreement.

CITY OF POQUOSON

By: 

Date: 1/17/2018

Date: 1-17-18

Attest: 

**HAMPTON ROADS WATER QUALITY CREDIT AGREEMENT
FOR CHESAPEAKE BAY RESTORATION**

THIS HAMPTON ROADS WATER QUALITY CREDIT AGREEMENT FOR CHESAPEAKE BAY RESTORATION (this "Agreement") is made this 5TH day of JULY, 2017, by and between the Hampton Roads Sanitation District ("HRSD") and the City of Poquoson (the "City") (each a "Party" and jointly the "Parties").

BACKGROUND

A. The HRSD Plants. HRSD owns and operates various wastewater treatment plants that are authorized to discharge the nutrients total nitrogen ("TN") and total phosphorus ("TP") as well as sediment as total suspended solids ("TSS") to the Chesapeake Bay watershed (the "HRSD Plants"). The HRSD Plants have TN, TP and TSS waste load allocations assigned by the State Water Control Board and the Virginia Department of Environmental Quality (jointly, "DEQ") pursuant to the Water Quality Management Planning Regulation, 9 VAC 25-720, and by the U.S. Environmental Protection Agency ("EPA") pursuant to the Chesapeake Bay Total Maximum Daily Load ("TMDL") and related Virginia Watershed Implementation Plan ("WIP"). The HRSD Plants are subject to the General Virginia Pollutant Discharge Elimination System ("VPDES") Watershed Permit Regulation for TN and TP Discharges and Nutrient Trading in the Chesapeake Bay Watershed in Virginia, 9 VAC 25-820, most recently reissued by DEQ effective February 8, 2017, as hereafter modified or reissued from time to time (the "Watershed General Permit"). Due to exceptional performance and current operating conditions, the HRSD Plants currently discharge less TN, TP and TSS than they are authorized to discharge under the Watershed General Permit while protecting Chesapeake Bay water quality and, therefore, HRSD has the ability to provide TN, TP and TSS credits on at least a temporary basis.

B. The Locality MS4. The City owns and operates a municipal separate stormwater sewer system ("MS4") authorized to discharge TN, TP and TSS to the Chesapeake Bay watershed. Like the HRSD Plants, the MS4 is subject to the Chesapeake Bay TMDL as derived from the Virginia WIP and to a VPDES Permit issued to the City by DEQ. Pursuant to the TMDL, WIP and VPDES Permit for the MS4, it is anticipated that the City will reduce MS4-related TN, TP and TSS discharges pursuant to City-developed and DEQ-approved TMDL Action Plans for each of three, five-year permit cycles, which are referred to as the First Bay TMDL Permit Cycle (5% Progress), Second Bay TMDL Permit Cycle (40% Progress), and Third Bay TMDL Permit Cycle (100% Progress). During 2017, the City is in its First Bay TMDL Permit Cycle.

C. The SWIFT Project. HRSD's Sustainable Water Initiative For Tomorrow ("SWIFT") Project was conceived with multiple benefits in mind for the Hampton Roads region. Aside from TMDL benefits, this innovative water purification project is designed to enhance the sustainability of the long-term groundwater supply and help address other environmental pressures such as sea level rise and saltwater intrusion. The SWIFT Project is intended to achieve these benefits by taking already-treated wastewater that would otherwise be discharged into the Chesapeake Bay watershed, purifying it through additional rounds of advanced water treatment to meet drinking water standards, and injecting the resulting drinking quality water into the Potomac aquifer deep underground. With respect to TMDL benefits, SWIFT will result in a

significant reduction in the total volume of HRSD discharge to the Chesapeake Bay watershed, to achieve greater environmental benefits with corresponding significant reductions of TN, TP and TSS discharges to the Chesapeake Bay watershed.

D. Legal Authority. Pursuant to Virginia Code § 62.1-44.19:21, the City may acquire and use TN and TP credits for purposes of compliance with the Chesapeake Bay TMDL loading reductions of its MS4 VPDES Permit, including credits generated by the HRSD Plants by discharging less TN or TP than permitted under the Watershed General Permit. Pursuant to Virginia Code § 62.1-44.19:21.1, the City may also acquire and use TSS credits for purposes of compliance with the Chesapeake Bay TMDL loading reductions of its MS4 VPDES Permit, including credits generated by the HRSD Plants by discharging less TSS than allocated under the Chesapeake Bay TMDL. With respect to all three parameters, it is recognized that this authority does not limit or otherwise affect the authority of DEQ to establish and enforce more stringent water quality-based effluent limitations in permits where such limitations are necessary to protect local water quality and, further, that the use of water quality credits does not relieve an MS4 permit holder of any requirement to comply with applicable local water quality-based limitations.

E. Redevelopment-Based MS4 TMDL Action Plan. The City expects to achieve its Chesapeake Bay TMDL reduction goals more cost-effectively by utilizing HRSD-generated TN, TP and TSS credits before and during operation of the SWIFT Project in lieu of stormwater retrofit projects on a condensed 10-year schedule (*i.e.*, Second and Third Bay TMDL Permit Cycles) coupled with ongoing stormwater quality improvements from redevelopment projects, which are subject to TP reduction criteria (and associated TN and TSS reductions) under the applicable water quality design requirements of DEQ's Virginia Stormwater Management Program Regulation, 9VAC25-870-63.A.2. By aligning with the normal redevelopment cycle rather than scheduling retrofits prior to redevelopment activity, the City's Chesapeake Bay TMDL Action Plan will also conserve scarce state and local resources for other important water quality projects.

F. Credit Trading Premise of SWIFT. For all of the above reasons and others, the ability to generate TN, TP, and TSS credits through the SWIFT Project and apply those credits as progress under the Hampton Roads localities' MS4 Permits and associated TMDL Action Plans is a fundamental premise for the SWIFT Project. HRSD is proceeding with the SWIFT Project, and the City is supporting it, in large part in reliance on these critical water quality trading-based benefits.

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises (hereby incorporated as if fully set forth herein), the mutual covenants and conditions herein, and other good and valuable consideration, the receipt and sufficiency of which HRSD and the City acknowledge, the Parties hereby agree as follows.

1. Annual Credit Transfers Prior to SWIFT Feasibility Determination. Prior to HRSD's determination of SWIFT Project feasibility as provided below, HRSD shall annually generate and transfer to the City the quantity of water quality credits needed to meet the City's

compliance requirements under its DEQ-Approved Chesapeake Bay TMDL Action Plan for its MS4, as provided below. This annual transfer shall be made by HRSD's execution and delivery to the City of the Annual Water Quality Credit Transfer Form (Attachment B hereto) on or before May 20 immediately following each calendar year of HRSD's credit generation.

a. Determination of Total Reductions Needed. The City shall determine the total TN, TP and TSS reductions required for its full MS4 implementation of the Chesapeake Bay TMDL and WIP as issued in December 2010, in accordance with the procedures established in its VPDES Permit and DEQ Guidance Memorandum 15-2005, Chesapeake Bay TMDL Special Condition Guidance (May 18, 2015).

b. Credit Demand Minimization Elements. The City shall minimize its calculated reductions by (i) accurately mapping and delineating its existing MS4 service area, (ii) taking full credit for reductions achieved by stormwater projects and regulated redevelopment projects occurring prior to the effective date of the City's VPDES Permit in effect as of the effective date of this Agreement, and (iii) other procedures or accounting measures reasonably available to the City.

c. Credit Transfer Ceilings. HRSD's annual credit transfer obligations to the City shall not exceed the lesser of (i) the City's initial estimate of credit needs, or (ii) 95 percent of the City's total calculated reductions determined in accordance with Subparagraphs 1.a. and 1.b. and set forth in a DEQ-approved Chesapeake Bay TMDL Action Plan, or (iii) the quantity of credits actually needed to meet such total calculated reductions. The City's initial estimate of credit needs as of the effective date of this Agreement is set forth in Section 1 of Attachment A hereto. Following DEQ's approval of the City's Chesapeake Bay TMDL Action Plan and subsequent acceptance of the credit needs by HRSD as consistent with the requirements of this Subparagraph 1.c., HRSD shall issue an update to Attachment A setting forth in Section 2 thereof HRSD's actual annual credit transfer obligation determined in accordance with this Subparagraph 1.c.

d. Term & Termination of Initial Credit Transfers. HRSD's annual credit transfer obligations to the City under this Paragraph 1 shall expire upon (i) conversion to a permanent transfer of wasteload allocations as provided in Paragraph 2, (ii) termination as specifically authorized by any other provision of this Agreement, or (iii) December 31, 2036, whichever occurs first.

2. Permanent Transfer After SWIFT Feasibility Determination. Upon HRSD's determination that full-scale implementation of the SWIFT Project is feasible, HRSD shall permanently transfer to the City the quantity of TN, TP and TSS waste load allocations set forth for its MS4 on Attachment A hereto, as updated and issued by HRSD in accordance with Paragraph 1 c.

a. Factors for Feasibility Determination. Feasibility shall be determined in HRSD's sole discretion taking into account (i) whether all required permits and approvals have been acquired in final, non-appealable form acceptable to HRSD including the federal Safe Drinking Water Act Underground Injection Control Permit, (ii) whether the first full-scale

HRSD plant upgrade is online and performing as desired, (iii) whether full-scale implementation of the SWIFT Project is technically and financially feasible, and (iv) other material factors.

b. Timing for Feasibility Determination. Without limiting HRSD's discretion to determine whether full-scale SWIFT Project implementation is feasible or when to make such determination, it is the mutual goal of the Parties for HRSD to make such determination as soon as reasonably possible and not later than December 31, 2025, so as to preserve the maximum amount of time prior to the termination date for the City to implement stormwater retrofit projects or other permit compliance measures that might be necessary should it be determined that the SWIFT Project is not feasible.

3. Regulatory Plans & Approvals. In furtherance of the annual credit transfer and, when applicable, the permanent transfer contemplated by this Agreement, the Parties shall collaborate on appropriate submittals to and requests of DEQ, as follows; however, HRSD shall have no responsibility for the failure or refusal of DEQ or other governmental authority to approve such transfers.

a. City's TMDL Action Plan. For purposes of annual and, when applicable, permanent transfers, the City shall each include in its Chesapeake Bay TMDL Action Plan a provision for the receipt and use of TN, TP and TSS credits from the HRSD Plants in the form set forth in Attachment C hereto (or such other form as may be mutually agreeable to the City and HRSD).

b. HRSD Watershed General Permit Registration. For purposes of permanent wasteload allocation transfers, when applicable, HRSD shall modify its Watershed General Permit Registration and, if necessary, individual VPDES permits to reflect such transfers.

c. Virginia Chesapeake Bay TMDL Phase III WIP. HRSD and the City shall collaborate to seek inclusion in the Phase III WIP of recognition of the SWIFT Project and the annual and, when applicable, permanent transfers contemplated by this Agreement.

4. Authorized Use of Credits. The City agrees that its sole and limited use of the TN, TP, and TSS credits transferred under this Agreement shall be for the purpose of MS4 Permit compliance and Chesapeake Bay TMDL implementation and that it shall not transfer any portion of HRSD-generated credits (or waste load allocations, if applicable) to any other person or entity. In the event that the City no longer requires some or all of the credits (or waste load allocations) for such use, they shall revert to HRSD and HRSD shall update and reissue Attachment A accordingly.

5. Mutual Cooperation. The Parties shall continue to cooperate with each other as reasonably necessary to confirm or bring about the transfers contemplated by this Agreement.

6. Permits & Approvals. If for any reason any federal, state, regional or local government or agency fails to issue any necessary permit, approval or other authorization for the SWIFT Project or the transfers contemplated by this Agreement, HRSD shall be excused from its performance hereunder.

7. Force Majeure. The obligations of HRSD, including its annual or permanent transfer obligations, shall be suspended while and as long as performance is prevented or impeded by strikes, disturbances, riots, fire, severe weather, acts of war, acts of terrorism, acts of God, government action (other than by HRSD), major technical, engineering or construction related delays, or any other cause similar or dissimilar to the foregoing that is beyond the reasonable control of and not due to the gross negligence of HRSD.
8. Change in Law. In the event of any material change in applicable laws or regulations, the Parties shall work together to attempt to amend this Agreement to conform to such change, while maintaining as closely as practical the provisions and intent of this Agreement. If in any such event HRSD is unable to perform its transfer obligations as provided herein, the City shall be solely responsible for otherwise meeting its TMDL and MS4 Permit obligations.
9. Significant Financial & Budgetary Constraints. Notwithstanding any other provision of this Agreement or any prior determination of feasibility of the SWIFT Project, HRSD reserves the right to terminate or renegotiate this Agreement in the event HRSD experiences significant financial or budgetary challenges which, in HRSD's opinion, would significantly impair its ability to perform its obligations hereunder. In such event, the Parties shall work together to attempt to amend this Agreement to accommodate such challenges, with the goal of providing annual credits to the City (and to other Hampton Roads localities with similar water quality credit agreements) as practical.
10. Credit Supply Constraints. Notwithstanding any other provision of this Agreement, to the extent that HRSD determines in its sole discretion that its available quantity of water quality credits (or allocations) is insufficient to meet the total MS4 Chesapeake Bay TMDL Action Plan compliance requirements of the City and of all other Hampton Roads localities that are party or become party to a similar water quality credit agreement, HRSD's obligations hereunder shall be limited to transferring to the City its pro rata share of HRSD's available credits based on pollutant-specific total credit needs of all Hampton Roads localities. HRSD agrees to provide the City with notice of its ability only to transfer a pro rata share of HRSD's available credits as promptly as possible but no later than 90 days after becoming aware of the event limiting HRSD's ability to meet the total credit needs of all Hampton Roads Localities. For clarity, HRSD shall assume no obligation under this Agreement to install, upgrade, improve, or significantly alter the operation of any portion of its sewerage system or treatment works for purposes of providing water quality credits (or allocations).
11. No Third-Party Beneficiaries. This Agreement is solely for the benefit of the Parties hereto and their permitted successors and assigns and shall not confer any rights or benefits on any other person or entity.
12. No Assignment. This Agreement, and the rights and obligations established hereunder, shall be binding upon and inure to the benefit of any successors of the Parties. However, no Party may transfer or assign this Agreement, or its rights or obligations hereunder, without the prior written consent of the other Party, which consent shall not be unreasonably withheld.

13. Expenses; Commissions. Except as provided herein, each Party shall pay its own fees and expenses, including its own counsel fees, incurred in connection with this Agreement or any transaction contemplated hereby. The Parties represent and warrant to each other that they have not dealt with any business broker or agent who would be entitled to a brokerage commission or finders fee as a result of this Agreement or any related transactions. .

14. Governing Law; Venue; Severability. This Agreement shall be construed in accordance with and governed for all purposes by the laws of the Commonwealth of Virginia. This Agreement is a Virginia contract deemed executed and accepted in the City of Virginia Beach; and all questions with respect to any of its provisions shall be instituted, maintained, and contested in a court of competent jurisdiction in the City of Virginia Beach, Virginia or the U.S. District Court for the Eastern District of Virginia. If any word or provision of this Agreement as applied to any Party or to any circumstance is adjudged by a court to be invalid or unenforceable, the same shall in no way affect any other circumstance or the validity or enforceability of any other word or provision.

15. No Waiver. Neither any failure to exercise or any delay in exercising any right, power or privilege under this Agreement by either Party shall operate as a waiver, nor shall any single or partial exercise of any right, power or privilege hereunder preclude the exercise of any other right, power or privilege. No waiver of any breach of any provision shall be deemed to be a waiver of any preceding or succeeding breach of the same or any other provision, nor shall any waiver be implied from any course of dealing.

16. Entire Agreement; Amendments. This Agreement contains the entire agreement between the Parties as to the subject matter hereof and supersedes all previous written and oral negotiations, commitments, proposals and writings. No amendments may be made to this Agreement except by a writing signed by both Parties.

17. Counterparts; Signatures; Copies. This Agreement may be executed in counterparts, both of which shall be deemed an original, but all of which together shall constitute one and the same instrument. A facsimile or scanned signature may substitute for and have the same legal effect as an original signature. Any copy of this executed Agreement made by photocopy, facsimile or scanner shall be considered the original for all purposes.

18. Authorization. Each Party represents that its execution, delivery and performance under this Agreement have been duly authorized by all necessary action on its behalf, and do not and will not violate any provision of its charter or enabling legislation or result in a material breach of or constitute a material default under any agreement, indenture, or instrument of which it is a party or by which it or its properties may be bound or affected.

IN WITNESS WHEREOF, the Parties hereto have caused the execution of this Agreement as of the date first written above.

[SIGNATURES BEGIN ON NEXT PAGE]

**SIGNATURE PAGE OF HAMPTON ROADS WATER QUALITY CREDIT
AGREEMENT FOR CHESAPEAKE BAY RESTORATION BY AND BETWEEN
HRSD AND CITY OF POQUOSON**

**HAMPTON ROADS SANITATION
DISTRICT**

By: _____

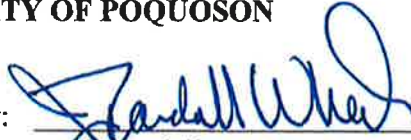
A handwritten signature in black ink, appearing to read 'E. Henifin', written over a horizontal line.

Edward G. Henifin
General Manager

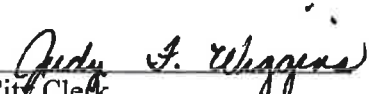
**SIGNATURE PAGE OF HAMPTON ROADS WATER QUALITY CREDIT
AGREEMENT FOR CHESAPEAKE BAY RESTORATION BY AND BETWEEN
HRSD AND CITY OF POQUOSON**

CITY OF POQUOSON

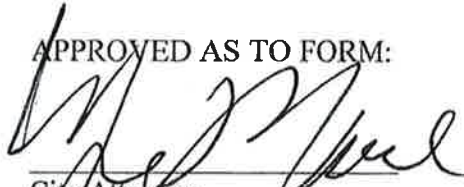
By: _____


J. Randall Wheeler
City Manager

ATTEST:


City Clerk

APPROVED AS TO FORM:


City Attorney

**HAMPTON ROADS WATER QUALITY CREDIT AGREEMENT
FOR CHESAPEAKE BAY RESTORATION
ATTACHMENT A**

Water Quality Credit Needs for Second & Third Bay TMDL Permit Cycles

***Section 1: Initial Estimate of Credit Needs (lbs/yr)
[As Estimated by City as of Effective Date of this Agreement]***

	James River Basin			York River Basin		
Parameter	2 nd Permit Cycle	3 rd Permit Cycle	Total Both Cycles	2 nd Permit Cycle	3 rd Permit Cycle	Total Both Cycles
TN	0.0	0.0	0.0	408.52	700.32	1108.84
TP	0.0	0.0	0.0	74.90	128.40	203.30
TSS	0.0	0.0	0.0	23,975.8	41,101.4	65,077.2

***Section 2: City-Calculated and HRSD-Accepted Credit Needs (lbs/yr)
Under DEQ-Approved TMDL Action Plan and Subparagraph 1.c. of this Agreement
[As Accepted by HRSD After DEQ Approval of City's TMDL Action Plan]***

	James River Basin			York River Basin		
Parameter	2 nd Permit Cycle	3 rd Permit Cycle	Total Both Cycles	2 nd Permit Cycle	3 rd Permit Cycle	Total Both Cycles
TN	0.0	0.0	0.0	408.52	700.32	1108.84
TP	0.0	0.0	0.0	74.90	128.40	203.30
TSS	0.0	0.0	0.0	23,975.8	41,101.4	65,077.2

* DEQ approved the City's TMDL Action Plan prior to the effective date of this Agreement. Section 2 is complete.

**HAMPTON ROADS WATER QUALITY CREDIT AGREEMENT
FOR CHESAPEAKE BAY RESTORATION
ATTACHMENT B**

Annual Water Quality Credit Transfer Form

Instructions: To be completed and executed by HRSD and delivered to the City on or before each May 20 immediately following the calendar year of credit generation by HRSD.

By execution and delivery of this Annual Credit Transfer Form, HRSD transfers the following water quality credits in the amounts specified to the City in accordance with, and for the specific and limited purposes of, the Hampton Roads Water Quality Credit Agreement for Chesapeake Bay Restoration.

Transferor: Hampton Roads Sanitation District

Transferee (MS4): City of Poquoson, Virginia

Year Credits Generated: _____

Date Credits Transfer: _____

River Basin	TN (lbs/yr)	TP (lbs/yr)	TSS (lbs/yr)
James			
York			

Signed (for HRSD): _____

Name (Print): _____

Title: _____

**HAMPTON ROADS WATER QUALITY CREDIT AGREEMENT
FOR CHESAPEAKE BAY RESTORATION
ATTACHMENT C**

MS4 TMDL Action Plan Provision for Use of HRSD-Generated Water Quality Credits

The intent of this plan is the generation and use of TN, TP and TSS credits before and during operation of the SWIFT Project in collaboration with HRSD pursuant to the Hampton Roads Water Quality Credit Agreement for Chesapeake Bay Restoration to which the City and HRSD are signatories. This compliance method is in lieu of more traditional stormwater retrofit projects, which may not be feasible to execute on a condensed 10-year schedule (i.e., Second and Third Bay TMDL Permit Cycles). Not only does this method have the advantage of more reliably meeting the MS4 Permit's short deadlines, but it is also beneficial to the public in that it will meet the City's Chesapeake Bay TMDL reduction goals more cost-effectively than otherwise possible. This component of the plan is fully in accordance with Virginia Code §62.1-44.19:21 (TN and TP) and §62.1-44.19:21.1 (TSS). The quantity of reduction credits from the SWIFT Project that are allocated to this TMDL Action Plan for the James River Basin are 0.0 lbs/yr TN, 0.0 lbs/yr TP, and 0.0 lbs/yr TSS and for the York River Basin are 1108.84 lbs/yr TN, 203.30 lbs/yr TP, and 65,077.2 lbs/yr TSS.

CURBSIDE RECYCLING

VPPSA'S curbside residential recycling program provides every other week collection of recyclable material for almost 50,000 homes in James City, Poquoson, Williamsburg and York.

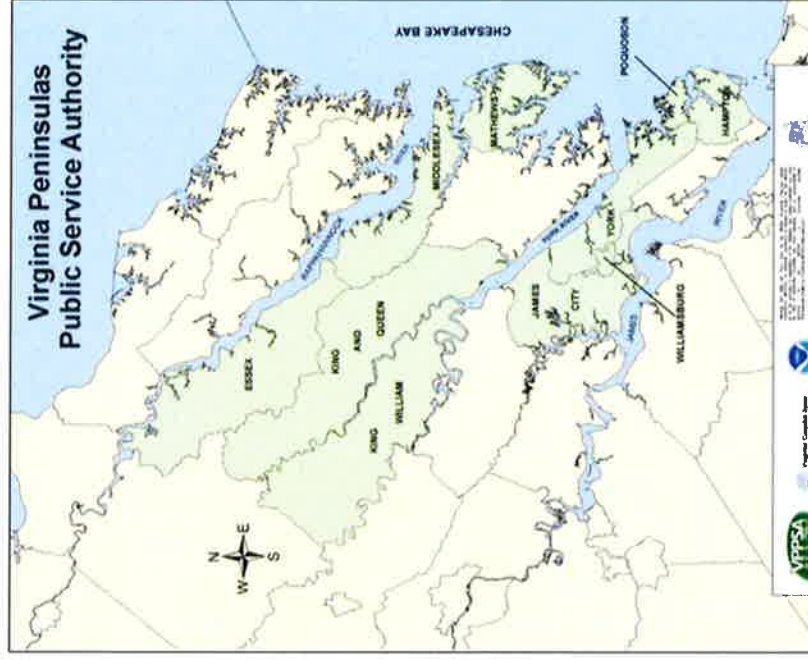
The Virginia Peninsulas Public Service Authority (VPPSA) is a regional governmental organization providing solid waste management services to ten cities and counties in southeast Virginia.

The members of VPPSA are the Cities of Hampton, Poquoson, and Williamsburg and the Counties of Essex, James City, King and Queen, King William, Mathews, Middlesex, and York County. Also included are the Towns of Tappahannock, Urbanna, and West Point.

Administrative Office:
475 McLaws Circle, Suite 3B
Williamsburg, Virginia 23185
757-259-9850
Fax 757-259-9855

Middlesex Field Office
371 Faraway Road
Saluda, Virginia 23149
804-758-1900
Fax 804-758-4263

Compost Facility
145 Goodwin Neck Road
Yorktown, Virginia 23692
757-898-5012
Fax 757-898-0641

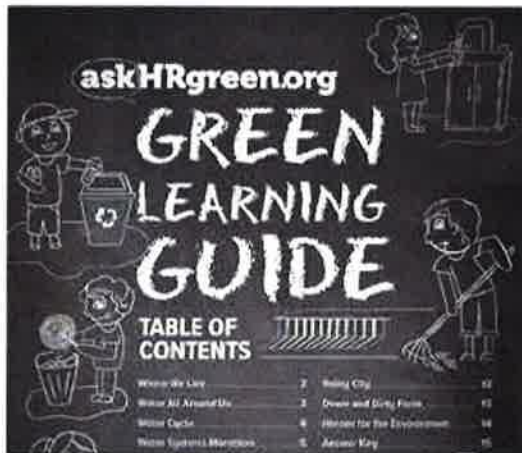


**High Priority Issues - Education and Outreach Plan
Date Developed - April 19, 2019**

Permit Cycle: Nov. 1, 2018 - October 31, 2023

**Anticipated Schedule -
FY19 and beyond**

High Priority Issue		Rationale for Selecting this Issue	Target Audience	Strategies Used	Anticipated Schedule - FY19 and beyond
1	Pet Waste: Scoop the Poop	Reducing impacts to waterways with local bacteria impairments and seasonal algal blooms	Dog owners	Paid media campaign (TV, radio, newspapers) askHRgreen e-newsletter and social media posts Green Learning Guide for every 3rd grader Bulk purchase of pet waste stations Printed brochures Promotional items - Dog waste bag holders, bumper stickers, and hand sanitizers Information on askHRgreen.org	Summer 2019 Each Summer Dec. 2018 Fall 2019 Ongoing Ongoing Ongoing
2	Lawn Care	Reducing algal blooms and nutrients concentrations in surface waters	Homeowners	Paid media campaign (TV, radio, newspapers) askHRgreen e-newsletter and social media posts -fertilizer askHRgreen e-newsletter and social media posts -leaves and lawn debris Rainbarrel Workshops Promotion of soil test kits "Drains to Waterways" storm drain medallions Printed brochures Promotional items - message pens, soil test kits Information on askHRgreen.org	Summer 2019 Each Spring Each Fall Spring 2019 Spring 2019 Ongoing Ongoing Ongoing Ongoing
3	Proper Disposal of Fats, Oils, and Greases (FOG)	Preventing sanitary sewer overflows caused by improper disposal of fats, oils, and grease	Restaurant owners and employees, grease haulers, and general public	Paid media campaign (radio ads, social media ads, and targeted display ads) askHRgreen e-newsletter and social media posts Training and certification website - www.HRFOG.com Promotional items - grease can lids, scrapers, sponges, sink strainers Printed brochures Information on askHRgreen.org	Nov. and Dec. 2018 & Nov. and Dec. 2019 Each Winter Ongoing Ongoing Ongoing Ongoing
4	Pollution prevention education to commercial entities: 1) Auto Care Businesses, 2) Pet Care/Groomers /Boarding Businesses, 3) Landscaping and Lawn Service Providers	Prevention of illicit discharges from businesses most likely to contribute oils, bacteria, and nutrients	Owners and employees of businesses most likely to contribute oils, bacteria, and nutrients	Bay Star Businesses program Three new rack card brochures tailored to each business type Promotional items - Bay Star Businesses window clings and notepads Information on askHRgreen.org	Ongoing Nov. 2018 Ongoing Ongoing



PEP19-02



WORKING TOGETHER FOR A CLEANER, GREENER HAMPTON ROADS

HAMPTON ROADS PLANNING DISTRICT COMMISSION



CHESAPEAKE
James Baker
Robert Geis
Steven Best
Debbie Ritter
Ella Ward

FRANKLIN
Barry Cheatham
Amanda Jarratt

GLOUCESTER COUNTY
Brent Fedors
Phillip Bazzani

HAMPTON
Donnie Tuck
James Gray
Mary Bunting

ISLE OF WIGHT COUNTY
Randy Keaton, Treasurer
William McCarty

JAMES CITY COUNTY
Scott Stevens
Michael Hipple, Chair

NEWPORT NEWS
McKinley Price
Cynthia Rohlf
David Jenkins

NORFOLK
Kenneth Alexander
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Report Documentation

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Local Funds

AUTHORS:

Katie Cullipher
Rebekah Eastep
Elizabeth Vandell

ORGANIZATION NAME,

ADDRESS AND TELEPHONE
Hampton Roads Planning District Commission
723 Woodlake Drive
Chesapeake, Virginia 23320
(757) 420-8300
www.hrpdcva.gov

ABSTRACT

The Hampton Roads Planning District Commission (HRPDC) is one of 21 Planning District Commissions in the Commonwealth of Virginia and is a regional organization representing the 17 local governments of the Hampton Roads area. This report provides an overview of the askHRgreen.org regional public outreach program and campaign results for fiscal year 2018-2019. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education subcommittees: Recycling and Beautification, Stormwater Education, Water Awareness, and Fats, Oils & Grease Education.

ACKNOWLEDGEMENTS

This report was prepared by the HRPDC staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Work Program for Fiscal Year 2019, approved by the Commission in May 2018.

About askHRgreen.org

Launched in 2011, askHRgreen.org is more than just a robust website; it is an award-winning comprehensive public outreach initiative. The program combines traditional and social media with grassroots outreach efforts to not only educate, but inspire residents of Hampton Roads to make changes that have a positive impact on the environment. By combining local expertise and taking advantage of economies of scale, the askHRgreen.org program is able to help local jurisdictions fulfill requirements of MS4 permits, groundwater withdrawal permits, and state consent orders to reduce sanitary sewer overflows. For citizens, it has become a "one-stop shop" to find answers, resources, and inspiration for a cleaner, greener Hampton Roads. From earth-friendly landscaping ideas and pointers for keeping local waterways clean to recycling tips and simple steps to make local living easy on the environment, all you have to do is askHRgreen.org.

Financial support for askHRgreen.org is made possible by the following member localities and agencies: the cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg; the counties of Gloucester, Isle of Wight, James City, Southampton, Surry and York; the town of Smithfield and HRSD. Members of local staff and HRSD comprise four askHRgreen.org subcommittees who meet monthly to develop and implement the regional program.

Recycling and Beautification Subcommittee - A coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, and recycling education. This group has been working cooperatively since 1981.

Fats, Oils, and Grease (FOG) Education Subcommittee - A coalition of local government staff members working together with HRSD to protect wastewater infrastructure, reduce sanitary sewer overflows, and improve local water quality. The Subcommittee shares both technical resources and educational strategies to prevent improper disposal of fats, oils, and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and

HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.

Water Awareness Subcommittee - Regional public utilities staff members who work together to educate citizens about aging infrastructure, the value of tap water, and the importance of water conservation. This cooperative effort to promote the vital role water plays in the quality of life of Hampton Roads and the need to conserve it assists localities in meeting requirements of various locality goals as well as water supply and ground water permit education requirements.

Stormwater Education Subcommittee - A cooperative partnership of the region's seventeen member cities and counties which has served as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4) since 1997. Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.



2018-19 Highlights

eleven million opportunities
to see or hear about askHRgreen.org

58,893 visitors to askHRgreen.org

42 community events with over
350,000 people in attendance

BAY STAR PROGRAM
3,072 homes 93 businesses

7,497 students impacted by \$9,668
in environmental education mini grants

64 pet waste stations installed
impacting neighborhoods across the region

22,000 Green Learning Guides
printed and distributed to third grade students



@askHRgreen
2,576



@HRgreen
1,701



@askHRgreen
249



eNews Followers
7,878

PROMOTIONS + WEBSITE VISITATION



Website Analytics

In December of 2017 we launched a brand new, responsive website for askHrGreen.org, ensuring that all of our content would be delivered seamlessly to any user on any type of device. In FY19, the askHrGreen.org website saw a 5.6% increase in traffic over FY18 and a 9% increase in unique visitors (the number of people accessing the site). We also continue to see an increase in traffic from phones and tablets as opposed to desktop devices, as mobile users climbed to 57% in FY19.

Top Traffic Sources		Sessions
google organic		21,872
wktr (digital ads & paid search)		16,631
direct		13,278
facebook		2,823
hrfrg.com referral		742
other referral		728
bing organic		439
yahoo organic		234

Most Visited Pages		Pageviews
Homepage		9,473
/disposable-diaper-liners-flush-flush/		3,374
/gfk-gtd/recycling-at-home/		3,341
/events-happenings/		3,288
/gfk-gtd/electronics-recycling-donating/		2,423
/campaign/beware-the-grease-grinch/		2,226
/gfk-gtd/plastic-bag-recycling/		1,785
/gfk-gtd/battery-disposal/		1,516
/gfk-gtd/rat-free-drains/		1,423
/programs/great-america-clean-up/		1,392
/campaign/pet-waste/		1,326
/programs/bay-star-homes/		1,249
/dont-trash-the-grass		1,212
/gfk-gtd/restoring-chesapeake-bay/		1,135
/campaign/choose-to-refuse-single-use-plastic/		1,101
/gfk-gtd/plant-native-plants/		1,096
/gfk-gtd/lawn-garden-best-practices/		1,071
/blog/		1,009

	2018-19	2017-18	2016-17	2015-16	2014-15
Visits	58,893	55,735	58,113	52,530	58,279
Unique Visitors	49,816	45,661	46,282	42,539	46,994
Pageviews	86,538	93,589	92,681	93,177	103,228
Pages per Visit	1.47	1.68	1.59	1.77	1.77
Average Visit Duration	1:03	1:27	1:12	1:32	1:26
Bounce Rate	81%	77%	79%	75%	75%
% New Visits	84%	81%	80%	80%	80%
Mobile Devices	57%	54%	53%	40%	39%
Desktop Devices	43%	46%	47%	60%	61%

Search Engine Marketing

The askHrGreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the askHrGreen.org website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHrGreen.org website.

In FY19, we had more than 210,000 Google search impressions from our ad campaigns which drove over 11,000 clicks (a 51% increase from FY18) to relevant content on the askHrGreen.org website for a click thru rate of 5.26%.

That translates into one click to the website for every 20 askHrGreen.org ads that appear in Google search results. See appendix A for the full SEM report for FY19.

	2018-19	2017-18	2016-17
Impressions	210,695	169,140	107,920
Clicks	11,087	7,330	4,226
CTR (click-thru rate)	5.26%	4.33%	3.92%

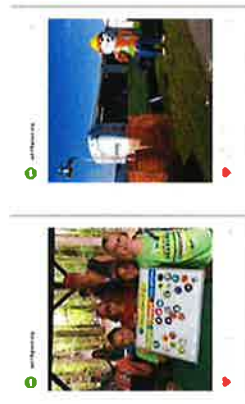
Ad Group	Impressions	Clicks	Cost	CTR	Avg. CPC
Electronics Disposal	28,327	2,296	\$2,687.43	8.05%	\$1.26
Radiata Reuse Recycle	27,630	1,584	\$2,318.04	5.73%	\$1.46
TMDL	21,119	1,218	\$1,756.77	5.77%	\$1.44
Recycling At Home	21,741	843	\$1,170.26	3.88%	\$1.39
Native Plants	19,615	769	\$983.02	3.92%	\$1.25
Battery Disposal	9,017	673	\$765.62	7.46%	\$1.14
Great American Cleanup	12,199	547	\$756.10	4.48%	\$1.38
askHrGreen General	3,467	484	\$285.25	13.96%	\$0.59
Medication Disposal	6,347	425	\$503.88	6.70%	\$1.19
Top Water	8,549	337	\$490.08	3.94%	\$1.45
Plastic Bag Recycling	4,866	303	\$351.29	6.23%	\$1.16
Fertilizer Tips	7,471	216	\$325.28	2.89%	\$1.51
America Recycles Day	2,087	211	\$309.18	10.11%	\$1.47
Rain Barrels	5,626	183	\$230.09	3.25%	\$1.26
Lawn Care	9,029	166	\$256.77	1.84%	\$1.55
Team Up 2 Clean Up	3,252	128	\$192.36	3.94%	\$1.50
Soil Testing	4,401	127	\$176.08	2.89%	\$1.39
Rain Garden	2,392	82	\$91.94	3.43%	\$1.12
Water Conservation	1,593	75	\$86.92	4.71%	\$1.16
Stormwater	991	57	\$83.22	5.75%	\$1.46
Pet Waste	2,125	57	\$73.35	2.68%	\$1.29
Yard Waste Disposal	1,964	57	\$64.77	2.90%	\$1.49
Food Disposal	2,342	48	\$49.38	2.05%	\$1.45
Bay Star Homes	217	47	\$33.68	21.66%	\$0.72
Fat-Oil Grease Disposal	1,009	41	\$60.37	4.05%	\$1.47
	210,695	11,087	\$14,472.56	5.26%	\$1.31

Community Outreach

Events

Each year askHrGreen.org receives numerous invitations to participate in community events. This is a vital touchpoint with residents in Hampton Roads. While some events appeal to green-minded residents, many are geared towards the general public. This provides an important opportunity for askHrGreen.org volunteers to share information about eco-friendly behaviors with those who may be hearing them for the first time. One important engagement tool for community events is the askHrGreen.org trailer. Originally part of the HR WET program formed in the early 1990s, the trailer was first wrapped with an askHrGreen.org design in 2011. The four askHrGreen.org committees worked together to fund important repairs to the trailer in FY19. The repairs included a new wrap designed to match the updated askHrGreen.org website; repairing punctures to exterior sheet metal; and new tires, marker lights, window seals, electrical wiring and more. In total, the askHrGreen education committees invested about \$6,500 to extend the life of the askHrGreen.org trailer.

From employee appreciation day to home improvement shows to the Virginia State Fair, community events provide askHrGreen.org volunteers an opportunity to network with residents and distribute program materials including promotional items and brochures. Events are a critical part of increasing the following of the askHrGreen.org newsletter. In FY19, over 225 people signed up to receive our news and information during outreach events. In addition, more than 325,800 event attendees may have seen askHrGreen.org materials or interacted with program volunteers at the 42 events attended in 2018-2019.



2018-2019 Regional Events		Estimated Attendance
4/10	Living with the Environment Day	1,000
4/15	Butterfly Family Festival, Portsmouth, VA	1,000
5/9	Longview Hospital	1,000
6/26	James River Fest	500
8/13	Virginia State Fair	1,000
9/14-15/17	Portsmouth Festival	5,000
10/22	HR Environment Festival, Science Expo	2,000
10/29	HR Science Festival, Science Expo	500
11/3	Liberty Bell Festival	100
11/8	Longview Hospital	1,000
11/13	Portsmouth Festival	5,000
11/14	Portsmouth Festival	5,000
11/15	Portsmouth Festival	5,000
11/16	Portsmouth Festival	5,000
11/17	Portsmouth Festival	5,000
11/18	Portsmouth Festival	5,000
11/19	Portsmouth Festival	5,000
11/20	Portsmouth Festival	5,000
11/21	Portsmouth Festival	5,000
11/22	Portsmouth Festival	5,000
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11/25	Portsmouth Festival	5,000
11/26	Portsmouth Festival	5,000
11/27	Portsmouth Festival	5,000
11/28	Portsmouth Festival	5,000
11/29	Portsmouth Festival	5,000
11/30	Portsmouth Festival	5,000
12/1	Portsmouth Festival	5,000
12/2	Portsmouth Festival	5,000
12/3	Portsmouth Festival	5,000
12/4	Portsmouth Festival	5,000
12/5	Portsmouth Festival	5,000
12/6	Portsmouth Festival	5,000
12/7	Portsmouth Festival	5,000
12/8	Portsmouth Festival	5,000
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12/25	Portsmouth Festival	5,000
12/26	Portsmouth Festival	5,000
12/27	Portsmouth Festival	5,000
12/28	Portsmouth Festival	5,000
12/29	Portsmouth Festival	5,000
12/30	Portsmouth Festival	5,000
12/31	Portsmouth Festival	5,000

Bay Star Homes

The Bay Star Homes program entered its third year of operation in FY19. The program recognizes residents who pledge to avoid environmentally-harmful behaviors and encourages private property owners to implement voluntary stormwater management practices such as rain barrels, rain gardens, and downspout disconnects. Residents are also encouraged to incorporate more environmentally-friendly choices into their daily routines such as waste reduction and fat free drains. In FY19, there were 379 new Bay Star Homes added across the region, bringing the program total to nearly 3,300 households.

Bay Star Homes Registrants	
City/County	Number
Chesapeake	130
Franklin	13
Gloucester	19
Hampton	106
Isle of Wight	9
James City	10
Newport News	211
Norfolk	2092
Poquoson	15
Portsmouth	36
Smithfield	13
Southampton	2
Suffolk	134
Surry	2
Virginia Beach	204
Williamsburg	8
York	68
Total	2,708



Great American Cleanup

The Team Up 2 Clean Up (TU2CU) program moved from education to action during FY19. Launched in 2018, the TU2CU program makes it easier for residents and businesses alike to get involved with litter prevention and cleanup initiatives. An online outreach toolkit includes resources for everyone from schools and civic leagues to businesses and neighbors. Anyone can download these resources to educate their peers/employees about litter.

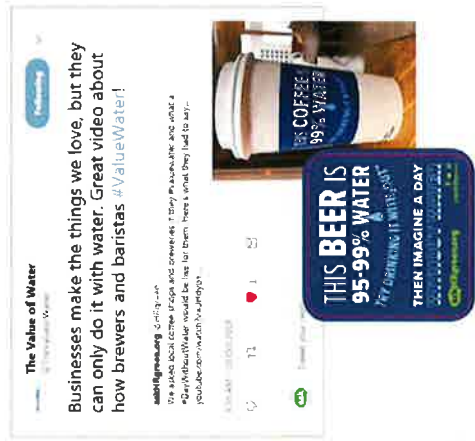
During FY19, the askHrGreen.org Recycling & Beautification Committee hosted a National Kickoff to the Great American Cleanup on May 3-4, 2019. In partnership with Keep Virginia Beautiful, the Committee worked together to plan cleanup and beautification projects in 13 Hampton Roads localities on each day of the event. Volunteers were recruited through the website, social media, newsletters, paid media, and word of mouth. In the end, 71 public spaces were improved through the work of over 1,000 volunteers. Improvements included removing more than 15 tons of litter from the environment including over 150 tires, as well as tending community gardens by weeding, spreading mulch, and planting new plants and trees. Odd and unusual finds from the litter cleanup were set aside and delivered to local scrap artist, Sam Hundley, who transformed found objects into a trash-to-treasure art piece to commemorate the event and extend the TU2CU message throughout the community. The artwork will be on display in venues across the region in 2019 and 2020 to inspire citizens to get involved with cleanup initiatives.



Imagine a Day Without Water

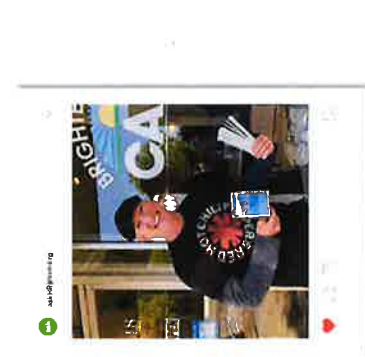
Municipal water services are a vital service for both residents and businesses in Hampton Roads. Local breweries and coffee shops are particularly dependent on a consistent supply of clean, healthy tap water. Tapping into these natural advocates for clean water, the askHrGreen.org Water Awareness Committee partnered with local breweries and coffee shops to raise awareness about the importance of water. The campaign included branded coffee sleeves and coasters that donned messages illustrating that coffee and beer are 95-99 percent water.

This special promotion engaged 23 local breweries and coffee shops around the region. The coffee sleeves and coasters were distributed starting on October 10, 2018, as part of the national Imagine a Day Without Water campaign. This advocacy and awareness campaign addresses the importance of maintaining the water and wastewater systems that bring a steady flow of water to and from residents, businesses, schools, hospitals and emergency outlets. Two videos were produced with Traditions Brewing and Coaster Coffee to give business owners an opportunity to talk about the important role water plays in brewing their beverages of choice. The campaign was also supported on social media and extended through the social media accounts of partnering establishments.



Straw-Free Earth Day

Single use plastics, particularly straws, received considerable international attention in FY19. In order to leverage the increased public awareness surrounding this issue, the askHrGreen.org Recycling & Beautification Committee recruited restaurants to go straw-free for Earth Day in April 2019. In partnership with Keep It Beachy Clean and Clean Virginia Waterways, the Committee asked restaurants to supply straws only upon request on April 22nd and, if possible, for the preceding weekend. The Committee provided participating restaurants with a sample of paper straws to provide to customers who requested a straw during the promotion, as well as branded window clings, menu cards, table tents, and educational placemats. These materials helped educate the public about the wastefulness of straws and encouraged everyone to skip the straw. Through grassroots outreach, 69 restaurants across seven localities joined this campaign and went straw-free for Earth Day.



Green Learning Guide

Completed in FY18, the second edition of the askHrGreen.org Green Learning Guide was tailored to fit the environmental education needs of the region's third grade students. With help from a Chesapeake Bay Restoration Fund grant and financial support from local cities and counties, the third grade Green Learning Guide was designed to meet Virginia SOL standards, making it easy for teachers to bring environmental concepts into the classroom. These free guides showcase educational content in a fun, interactive format with colorful maps, bold graphics, and creative activities to connect students to our Hampton Roads environment. A similar sixth grade Green Learning Guide was first published by askHrGreen.org in 2012, but the third grade edition was brand new for the 2018-19 school year.

During the fall of 2018, HRPDC staff worked with local science coordinators and other school administrators in the 13 school districts of Hampton Roads to develop a distribution strategy to get free copies of the Green Learning Guide into the hands of every third grade public school student in the region. In total, about 22,000 copies of the guide were provided to schools at no charge. Once distribution was complete, there were about 9,000 copies remaining, which will be available on demand for private schools, homeschool students, and third grade students during the 2019-2020 school year.

Both editions of the Green Learning Guide and accompanying teacher's guides are available for download on the askHrGreen.org website.

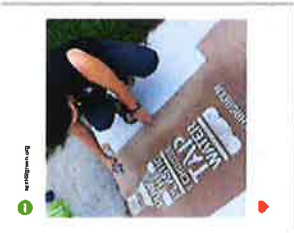


Sidewalk Message Campaign

All four askHrGreen.org education committees worked together to revamp the Write as Rain project in FY19. Originally launched in 2017, the Write as Rain campaign involves installing stylized messages on sidewalks around the region using a hydrophobic spray that allows the messages to be seen only after rain.

The FY19 outreach strategy specifically targeted youth and their parents. In advance of the new school year, local staff partnered with schools and community centers to install messages to area sidewalks. This year's four new designs asked students and parents to make a pledge for a cleaner environment. Messages included "Purge the plastic, I choose tap water," "I won't stand for litter," "I pledge only rain down the drain," and "I won't add wipes to our pipes."

The campaign was accompanied by a social media contest asking residents to post pictures of the stencils in exchange for a chance to win gift certificates to local restaurants and attractions. In total, nearly 80 locations across nine cities and counties were tagged with a Write as Rain message as part of this campaign.



Environmental Education Mini Grant Program

Supporting environmental education in the classroom has been a long standing commitment of askHrGreen.org. With a small amount of grant funding, local educators are able to spark an idea in the minds of our region's youth and encourage tomorrow's leaders to make a positive impact on our environment. askHrGreen.org offers all Hampton Roads teachers (K-12), youth leaders, or organizations working with youth environmental education mini grants of up to \$500 to provide funding for environmentally-themed projects. In FY19, \$9,668.06 in grant funding was awarded to support 20 projects in and out of the classroom. These projects reached nearly 7,500 students across Hampton Roads and included drip irrigation for water conservation, demonstration rain gardens, air quality monitoring, new recycling programs, upcycled trash cans and bottle caps, and for the first time, a schoolyard chicken coop.



Project	# Students	Project Description	School/Organization	City/County	Grant
Be FANASIC, Use Less PLASTIC	1700	This project will install water bottle filling stations at Hugo Owens Middle School.	Hugo Owens Middle School	Chesapeake	\$500.00
Butterfly and Bee Garden	397	A butterfly garden was planted at Barren Fundamental Elementary School.	Barren Fundamental Elementary School	Hampton	\$750.00
Cherry Trees in Our Garden	40	This project funded a cherry tree designed and constructed by garden club students.	Mary High School	Norfolk	\$500.00
Community Learning Garden and Beautification Project	40	This project installed drainage pipes along the front walkway to Saunders Elementary and the installation of a community learning garden.	Saunders Elementary / Youth Volunteer Corps of Hampton Roads	Newport News	\$500.00
Crossing, Conserving and Improving Monarch Habitats	569	This project features a constant bin and raised garden beds to be built on the fall. Students also will be collecting monarch butterfly eggs in mesh cages to observe the life cycle of the butterfly.	Coral Bridge Primary School	Chesapeake	\$500.00
Downstream Collaboration	79	This grant sought to create and support meaningful watershed opportunities that connect students with community partners.	Kempsville Meadows Elementary School	Virginia Beach	\$500.00
Drip Smart	80	The Drip Smart project helps convert the Williamsburg Community Growers farm to a drip irrigation system.	Williamsburg Community Growers	Lightfoot	\$500.00
Eaton Middle School Lunch Recycling Program	650	This project helped create a lunchroom recycling and composting program run by Ecology Club students.	Eaton Fundamental Middle School	Hampton	\$418.06
Granby Co. Green	20	This project beautified the garden and repaired a retilled Granby High School.	Granby High School	Norfolk	\$500.00
Green Run Demonstration Rain Garden	42	This project installed a rain garden at Green Run High School.	Green Run High School	Virginia Beach	\$500.00
Keeping the Chesapeake Bay Clean	975	This project provided library books about environmental stewardship to Western Branch Middle School.	Western Branch Middle School	Chesapeake	\$200.00
Keeping the Vibrance and Learning in Our Gardens	530	This project was a continuation of a multi-year effort at to expand Newtown's morning garden club.	Newtown Elementary School	Virginia Beach	\$500.00
Lights of Love for the Hague	50	The Lights of Love Action team created a walking path around the Hague with luminaries decorated by guests and facilitated by volunteers from Mary High School.	Breathe Easy and Smile Yoga Co.	Norfolk	\$500.00
Little Hands Big Clean Up	600	This project implemented a recycling program at Granby Elementary School.	Granby Elementary School	Norfolk	\$500.00
Norfolk Academy "Pollinator Garden"	400	This project involved building raised bed gardens and a new greenhouse at Norfolk Academy.	Norfolk Academy	Norfolk	\$500.00
One Man's Trash Is Another Man's Treasure	25	This beautification project took trash cans throughout the school and transformed them into works of art.	Western Branch Middle School	Chesapeake	\$500.00
Plants & Air Quality	100	This project will fund the use of an Air Quality bag learning system in York County high schools.	York County Beautification Committee	Norfolk	\$500.00
Plastic Bottle Art	150	This project will continue efforts at Lakeside High School to create art from recycled items.	Lakeside High School	Suffolk	\$500.00
Spring Clean-Up	1400	This project installed a watering station in the school pollinator and vegetable gardens.	Old Donation School	Virginia Beach	\$500.00
Suck Up the Rain!	200	This project guided students to create a rain garden in an eroded area and conduct monthly litter clean-ups.	Spradley Gilled Center	Hampton	\$500.00
	7467				\$9,668.06

Bay Star Business Program

Launched in June 2018 by the Stormwater Subcommittee, the Bay Star Business Program offers a free, pledge-based program to Hampton Roads companies that are committed to protecting water quality in the region. Business owners sign up online and select at least five of 15 suggested practices to become part of the program. Practices promoted through the program include conserving water, recycling, cleaning and preventing litter, maintaining company vehicles, organizing a community cleanup, and more. Most action items are no- or low-cost solutions to help businesses run more efficiently while being stormwater stewards. In return for their pledge, HRPDC staff mails the business a welcome packet including pertinent information from askHRgreen.org and the city or county in which they operate, as well as Bay Star Business window clings to display in their office or on company vehicles. Participating businesses also receive recognition on the askHRgreen.org website and Facebook page.

New in 2019, a Google map was added to the website to visually display all participants. This makes it easier for residents to find a Bay Star Business near them while also illustrating the geographic reach of the program. The



program has grown to include nearly 40 companies in its first year from a diverse range of businesses including real estate firms, landscapers, museums, marinas, schools, and restaurants.

Fats, Oils, and Grease (FOG) Commercial Training and Certification Program

The regional FOG training and certification program is designed to educate local food service workers and grease haulers on how to prevent sanitary sewer backups caused by improper handling and disposal of fats, oils, and grease. FOG certification requirements vary by locality, and the free certification program is available to anyone through the HRFOG.com website.

Various updates and enhancements were made to HRFOG.com during FY19. The changes improved the user experience but also made it easier for administrators to clean up and manage data. HRPDC staff now have access to data pulls from the database making it possible to proactively monitor the database for fraudulent accounts and duplicate user and business profiles. The developer has also taken the first steps to convert the website to a responsive design. Once the conversion is complete, FOG program administrators will be better able to administer tests in the field and will have to rely less often on paper tests.



The FOG Education Subcommittee also produced two new brochures to use in outreach to local restaurants. The first combines the best management practices poster with descriptions of FOG, common sources, and how to comply with local FOG ordinances. The second piece was developed to help FOG inspectors educate local restaurant owners about proper storage and management of yellow grease, including how to respond to spills.

In FY19, the FOG Education Subcommittee reviewed the 2007 Memorandum of Agreement (MOA) between HRSD and participating localities. It came to light that not all localities had adopted the MOA when it was originally created in 2007. The Subcommittee recommended several changes to the document to be more inclusive for localities that do not have a FOG ordinance or no FOG enforcement program. The updated MOA was presented for review and approved by the Directors of Utilities. Each locality plans to formally adopt the new MOA during FY20.

Managing Fats, Oils and Grease



Illicit Discharge Rack Cards

Certain industries have a greater potential to discharge harmful waste into the stormwater system and local waterways through the course of their work. In order to arm local stormwater inspectors with better tools for education and outreach, the askHRgreen.org Stormwater Education Subcommittee developed industry-specific rack cards for the following high priority industries: lawn care and landscaping, automotive services (such as car dealers, repair shops, and fleet maintenance), and animal services (including animal boarding facilities, animal shelters, pet groomers, and veterinary offices). Each rack card addresses sources of pollution produced by that industry and recommends the proper steps to take to prevent illicit discharges.

The Subcommittee targeted the lawn care industry further by mailing letters and educational resources to landscaping businesses licensed in the following cities: Chesapeake (51), Hampton (40), Newport News (257), Norfolk (208), Portsmouth (188), Suffolk (211), and Virginia Beach (397). In total, 1,352 letters were mailed to landscape and lawn care companies in Hampton Roads to help companies better understand how they can comply with local stormwater requirements and prevent water pollution from illicit discharge.



2018-19 Media Campaigns

Waste Reduction

With turbulent recycling markets and changing municipal recycling contracts, the priority of the Recycling & Beautification Subcommittee has increasingly focused on waste reduction. While recycling education continues to be an important initiative, the waste reduction message helps residents decrease their waste contribution no matter the state of recycling. The Subcommittee's message for residents is that we should all choose to reduce our waste production first before focusing on what can and cannot be recycled.

Paid Media. A one-week radio, two-week digital media campaign ran from January 28 to February 10, 2019. The campaign included new creative using the theme Choose to Refuse. The campaign focuses on single use plastics including bottled water, straws, utensils, take out containers, and plastic bags. Viewers are urged to refuse disposable products and choose reusable alternatives. The campaign included radio, Spotify, digital display ads and retargeting, native content ads, social media, and targeted pre-roll. Throughout the year, specific waste reduction messages were included in the Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. In support of the waste reduction message, the Committee purchased reusable portable cutlery sets and reusable straws to distribute at outreach events. Both items provide a practical alternative to help residents reduce their use of single use disposable plastics.

Public Relations. Public relations support succeeded in promoting the waste reduction message through a variety of media channels including news releases, interviews with local TV (WTKR) and radio shows, print coverage (Suffolk News Herald, Southside Daily), and articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing waste reduction tips, upcycling projects, and stories about the negative environmental impacts of plastics and our throw away culture. The paid Facebook

campaign for the Choose to Refuse campaign was the highest performing campaign in FY19, reaching over 106,000 users in February 2019.



Litter Prevention

Litter was a major focal area for the Recycling & Beautification Committee in FY19. In partnership with Keep Virginia Beautiful, the Committee organized and hosted the National Kickoff to the Great American Cleanup on May 3-4, 2019. More than 1,000 volunteers took to the streets to remove litter from parks and roadways, plant trees, tend gardens, and freshen up public spaces across Hampton Roads. In total, 71 locations across 13 cities and counties were spruced up as a result of the effort. The Committee also promoted litter prevention and the Team Up 2 Cleanup campaign in the following ways:

Paid Media. A one-week media campaign ran from April 1-7. The campaign included radio and social media. The purpose of the campaign was to educate residents about local litter problems and recruit volunteers to take action by joining one of the events planned for May 3-4. Throughout the year, specific litter prevention messages were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. Through the Virginia Litter

Prevention and Recycling Competitive Grant, the Committee purchased 800 class 3 hi-vis safety vests with the Team Up 2 Clean Up logo imprinted on the back. The new vests improve morale among volunteers and help identify roadside cleanups as voluntary acts of community service.

Public Relations. Public relations was an important part of litter prevention messaging in FY19. Messages about litter prevention and cleanups were featured in various media channels including news releases, interviews with local radio and TV shows (WCTV, WVEC, Wavy, WTKR), print coverage (Coastal Virginia Magazine), Write as Rain messages, and articles in the askHrGreen.org newsletter.



Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics

included the negative impacts of litter, advertising cleanup opportunities, and reporting the results of local litter cleanups. The aftermath of Floatopia, an unofficial event in Virginia Beach over Memorial Day Weekend that resulted in tons of litter left on Chic's Beach, was a hot topic on social media in FY19.

Residential Recycling Practices

Due to turbulent recycling markets and changes in municipal recycling contracts, the Recycling & Beautification Subcommittee was hesitant to put a lot of resources into paid media around recycling in FY19. They did, however, continue to include recycling messages in all other marketing channels and began work to develop a web lookup tool that will make it easier for residents to find out what is (and is not) recyclable in each city/county in Hampton Roads. The new tool will be available on the askHrGreen.org website in FY20.

Paid Media. Throughout the year, specific recycling topics were featured in the Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword

searches. Recycling continues to be the top driver of website traffic from the SEM campaign.

Public Relations. News releases on Christmas tree recycling and America Recycles Day were issued. The America Recycles Day release discouraged "wishful" recycling in an effort to help reduce contamination. The recycling message was also included in a variety of media channels including news (Suffolk News Herald, The Virginian Pilot, Hampton Newport News Daily), interviews with local radio and TV shows (WTKR), and multiple articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing recycling news and trending stories, answering recycling questions, and promoting local recycling collection events. HRPDC staff created a series of "Recycle This, Not That" graphics to feature on the askHrGreen Facebook and Instagram account for America Recycles Day.



Fats, Oils & Grease (FOG) Disposal

The FOG Subcommittee focuses each year on helping residents and local restaurants understand what FOG is, where it comes from, how it harms the sanitary sewer system, and the best management practices needed in

order to prevent sanitary sewer overflows. This focal area was addressed with the following strategies:

Paid Media. The Committee created a new holiday FOG message in FY19. The "Grease Grinch" spot took viewers through a holiday cooking scene with a lurking Grease Grinch ready to spoil the holiday fun with a backed up drain. The campaign ran online for five weeks (digital display ads and retargeting, social media, targeted pre-roll, digital TV) and on radio for two weeks. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.



Outreach Materials. The FOG Subcommittee continued to distribute relevant promotional items including sink strainers, grease can lids, sponges, washcloths, and more.

Public Relations. Public relations supported public education and outreach through a variety of media channels including news releases, print coverage (Southside Daily), interviews with local radio and TV shows, and multiple articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the negative impacts of improper grease disposal, fatbergs, canning the grease, and the importance of infrastructure.

What Not to Flush

The FOG Subcommittee continues to educate the public about proper flushing etiquette and the harmful side

effects of flushing personal hygiene products like wipes, dental floss, cotton swabs, and more:

Paid Media. The Subcommittee used the "man on the street" style video campaign and a new radio creative for a one-week media campaign. The video shows local residents guessing what items are flushable or not. The newly developed radio spot reflected the Q&A format as two men discuss wipes and other items that should not be flushed. The campaign included radio, digital display ads and retargeting, social media, targeted pre-roll ads, and digital TV. Throughout the year, specific "what not to flush" messages were included in the Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.



Outreach Materials. The FOG Subcommittee continued to distribute washcloths and toilet stress squeezers to support the message.

Public Relations. Public relations supported the what not to flush message through a variety of media channels including news releases, interviews with local radio and TV shows, and articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included the damaging side effects of flushing trash, deragging photos, proper medication disposal, and the myth of flushable wipes.

Communicating the Value of Water

The Water Awareness Subcommittee continued to promote the value of water to the Hampton Roads

The campaign creative again featured the new radio spot with two men discussing the value of water. The video assets were also a pickup, but this time used the "man on the street" style video with diverse people explaining in one word what water means to them.

Outreach Materials. The Committee continued to distribute a variety of promotional items including water bottles, mood pencils, sponges, toothbrushes, and more.

Public Relations. Public relations exposure came from features on various media channels including news releases, print coverage (Williamsburg-Yorktown Daily, Southside Daily, Hampton Newport News Daily, The Virginia Gazette), interviews with local radio and TV shows, Write as Rain messages, and articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. HRPDC staff produced two videos featuring owners of Traditions Brewery in Newport News and Coaster Coffee in Norfolk as they discussed the important role water plays in operating their business and what would happen on a day without water. The videos were promoted on social media during the Imagine a Day Without Water campaign.

Water Conservation

The Water Awareness Subcommittee continued to raise awareness about conserving water in Hampton Roads. Central topics for this focal area include fixing leaks, water-conserving landscaping practices, WaterSense fixtures, and general indoor/outdoor conservation tips.

Paid Media. In promotion of Fix-a-Leak Week, a nationwide campaign from EPA, a one-week media campaign ran from March 18-24. The campaign utilized a new video creative showing locals answer questions about water waste and how to find and fix a leaky toilet. The campaign included radio, digital display ads, native content ads, social media, and advanced TV. Throughout the year, specific water conservation messages were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.



Drinking Water Week. A one-week media campaign ran from May 5-11 as part of the national Drinking Water Week awareness campaign from American Water Works Association. The campaign included radio, digital display ads, native content ads, social media, and advanced TV.

Outreach Materials. The Subcommittee distributed numerous promotional items to help remind residents to conserve water. Items included rain gauges, 5-min shower timers, toilet leak detection dye tablets, black-eyed Susan seed packets, and hose nozzles. They also developed a new print brochure to help residents detect and fix common household water leaks.

Public Relations. Conservation messages were featured in various media channels including news releases, print coverage, interviews with local radio and TV shows, and articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach topics included rain barrels, the use of drought tolerant and native plants, finding and fixing household water leaks, and winterizing the home to prevent burst pipes during freezing temperatures.

Storm Drain Awareness

New in FY19, the Stormwater Education Committee prioritized storm drain education. The new campaign raises public awareness about storm drains: what they are, where they go, and what's safe to put down them. The campaign features the "only rain down the drain" theme and highlights many other best management practices like reducing fertilizer use, proper yard debris disposal, and scooping the poop.

Paid Media. New creative was developed using a "man on the street" interview in which local residents were asked to identify a storm drain and describe what types of materials could safely go down the drain. A week-long media campaign ran from June 17-23. The campaign included digital display and retargeting ads, native content ads on WTKR.com, social media, and advanced TV. Throughout the year, specific stormwater messages were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. The Subcommittee maintains a comprehensive library of brochures and rack cards and distributes outreach materials such as stormwater message pens and mood pencils. Select localities also purchased storm drain medallions to support local storm drain marking programs.

Public Relations. Public relations supported this focal area through news releases, print articles, interviews with local radio and TV shows, Write as Rain messages, and features in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing news about local water quality concerns, promoting events/workshops, and promoting best management practices. Social media was also an important part of promotions in FY19. Native plants, soil test kits, and goodie bags were given away as prizes for various contests involving stormwater management.

Chesapeake Bay Restoration Fund Grant (CBRF). The Subcommittee hosted four rain barrel workshops using funds from the CBRF grant. The workshops were held in Suffolk, Virginia Beach, Newport News, and James City County. Participants paid a modest \$20 registration fee and received stormwater management information, a rain barrel, and a selection of native plants to take home. The workshops were very popular and had over 60 participants with 60 rain barrels and 83 native plants distributed.



Pet Waste Disposal

The Stormwater Education Subcommittee continued to raise awareness about the importance of scooping the poop and the harmful impacts of bacteria-laden waste on local water quality.

Paid Media. The Subcommittee ran a two-week media campaign from June 3-16. The campaign used new creative featuring a "poo-em" about cleaning up after your pet and the harmful impacts of pet waste on local water quality. The campaign included radio, digital display ads, native content ads, social media, and advanced TV.

Outreach Materials. The Committee purchased 5,000 dog waste bag holders and 2,500 hand sanitizers for distribution. The message pens also contain scoop the poop information.

New Pet Waste Stations in FY19	
Chesapeake	9
Hampton	6
Isle of Wight	2
James City	8
Newport News	12
Norfolk	5
Poquoson	1
Portsmouth	2
Smithfield	3
Suffolk	7
Virginia Beach	7
York	2
	64



Total Pet Waste Stations Awarded FY14 to FY19	
Chesapeake	39
Franklin/Southampton	8
Gloucester	5
Hampton	31
Isle of Wight	6
James City	30
Newport News	72
Norfolk	13
Poquoson	5
Portsmouth	18
Smithfield	8
Suffolk	33
Virginia Beach	57
Williamsburg	5
York	19
	349

Public Relations. The pet waste message was promoted in news releases, print articles, interviews with local radio and TV shows, and features in the askHrGreen.org newsletter.

Social Media. Social media is an important tool for sharing the "scoop the poop" message, and we utilized Facebook, Twitter, and Instagram in our outreach efforts.

Pet Waste Station Grant Program. The askHrGreen Pet Waste Station Grant Program, which began in 2013, continued to thrive in FY19. Geared toward neighborhood associations, community groups, and property management companies, the regional program gives citizens an opportunity to receive a free pet waste station to install and maintain in their neighborhoods. Approved applicants are responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The neighborhood is also tasked with sharing information with residents about the negative impact of pet waste on local water quality. Since the launch of the program, 349 pet waste stations have been awarded and installed across the region. Of those, 64 were awarded and installed during FY19.

Lawn Care & Fertilizer

Paid Media. Throughout the year, lawn care, native plants, fertilizing, and soil testing topics were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. The Stormwater Education Subcommittee distributes many brochures related to lawn care best management practices, fertilizing and how to properly take a soil test. Soil test kits are also distributed to the public at community events. The Subcommittee additionally targeted lawn care companies by mailing a letters and educational resources to lawn care companies licensed in the following cities: Chesapeake (51), Hampton (40), Newport News (257), Norfolk (208), Portsmouth (188), Suffolk (211), and Virginia Beach (397). In total, 1,352 letters were mailed to landscape and lawn care companies in Hampton Roads to help companies better understand how they can comply with local stormwater requirements and prevent pollution from illicit discharge.

Public Relations. Fertilizer and lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases, print articles, interviews with local TV and radio stations, and features in the askHrGreen.org newsletter. In June 2019, askHrGreen.org partnered with Anderson's Garden Center to discuss native plants and host a native plant giveaway. Three native rose mallow hibiscuses were donated by Anderson's Garden Center and raffled off to participants through a Facebook contest.

Social Media. Social media is an important tool for sharing all of our eco-friendly messages, including fertilizing and lawn care tips, and we utilized Facebook, Twitter, and Instagram in our outreach efforts. As mentioned above, social media was also an important part of promotions in FY19. Native plants, soil test kits, and goodie bags were all given away as prizes for various contests involving stormwater management.



2018-2019 Media Campaigns & Results



2018-2019 askHrGreen.org Public Relations Value					
Date	Media Outlet	Topic	Length	Circ./Imp	PR Value
Tuesday, July 31, 2018	Inside Business	Hampton Roads companies pledge to go green with Boy Star Business	16 column inches	9,000	\$3,000.00
Sep. 28, 2018	WCTV-TV Chesapeake	Write as Rain interview with Katie Cullipher and Megan Hale	1:25 minutes	1,500	\$800.00
Sep. 30, 2018	WVEC-TV Coastal Connections	Write as Rain interview with Katie Cullipher and Megan Hale	5:00 minutes	3,600	\$1,175.00
Oct. 5, 2018	WCTV-TV Chesapeake	Full tips interview with Katie Cullipher	1:00	1,500	\$600.00
Oct. 5, 2018	Newport News Now Newsletter	Sidewalk messaging campaign: Write as Rain	N/A	1,500	\$600.00
Oct. 5, 2018	Southside Daily News	If you find these white message one rainy day you might win some prizes	10 column inches	3,600	\$900.00
Oct. 9, 2018	Hampton-Newport News Daily	If you find these white message one rainy day you might win some prizes	10 column inches	3,600	\$900.00
Oct. 9, 2018	Williamburg-Matthew Daily	These companies are going to help you imagine a day without water	14 column inches	300	\$600.00
Oct. 9, 2018	Southside Daily News	These companies are going to help you imagine a day without water	14 column inches	3,600	\$900.00
Oct. 9, 2018	Hampton-Newport News Daily	Can you imagine a day without water?	14 column inches	3,600	\$900.00
Oct. 9, 2018	The Virginia Capital	Local businesses participate in A Day Without Water	18 column inches	12,300	\$425.00
Nov. 2, 2018	Bacon	Environmental group hopes invisible style messages will do the trick	1/2 page	41,598	\$6,525.00
Nov. 2, 2018	Blipz	Environmental group hopes invisible style messages will do the trick	1/2 page	76,186	\$2,745.00
Nov. 2, 2018	Chipp	Environmental group hopes invisible style messages will do the trick	1/2 page	31,967	\$3,400.00
Nov. 4, 2018	Suffolk News-Herald	No wishful thinking when it comes to recycling	20 column inches	10,431	\$1,965.00
Nov. 11, 2018	The Virginian-Pilot	No wishful thinking when it comes to recycling	20 column inches	126,771	\$102,300.00
Nov. 14, 2018	Hampton-Newport News Daily	This Hampton Roads organization wants residents to know how to recycle properly	N/A	3,600	\$900.00
Dec. 2, 2018	Southside Daily News	Heard about iDC? It can really mess up your local waterways	14.5 column inches	3,600	\$900.00
Dec. 26, 2018	WCTV-TV Capital	Want to recycle your Christmas tree?	93 words	5,000	\$275.00
Mar. 20, 2019	WCTV-TV Chesapeake	Great American Cleanup: A Closer look: interview with Katie Cullipher	7:10 minutes	1,500	\$600.00
Apr. 15, 2019	WVEC-TV	Hampton Roads gets ready for GAC 13: news anchor's interview with Katie Cullipher	3:05	34,000	\$2,350.00
Apr. 17, 2019	Suffolk News-Herald	Skip the straw, save the turtles	21.5 column inches	10,431	\$2,115.00
Apr. 22, 2019	Southside Daily News	Celebrate Earth Day by going 'strawless' at three Hampton Roads restaurants	15.6 column inches	3,600	\$900.00
Apr. 22, 2019	WTKR-TV	Straw-free Earth Day—3 live reports airing at 5 am, 6 am, 7 am	3 @ 2:30 minutes	109,000	\$6,225.00
May-June 2019	Coastal Virginia Magazine	Great American Cleanup	5 column inches	35,000	\$2,250.00
Friday, May 03, 2019	WAVY-TV 10	Volunteers in Hampton Roads taking part in Great American Cleanup	2:10 minutes	52,000	\$2,025.00
Wednesday, June 26, 2019	WTKR-TV Coast 1 up	Replacing your lawn with native plants: interview with Katie Cullipher, Michelle Williams	4:37 minutes	16,000	\$3,075.00
Saturday, June 29, 2019	The Virginia-Pilot Home + Living section	Condo pet policies are a hot topic -- mention of askHrGreen.org Scoop the Hoop	93 words	176,771	\$675.00
GRAND TOTAL					\$57,575

PUBLIC RELATIONS RESULTS

Total circulation or audience 689,555

Total articles and interviews 28

Total budget \$5,280

Total publicity value \$57,575

Return on Investment (ROI) 10.9:1

COMBINED MEDIA RESULTS

PAID ADVERTISING WEEKS

52 consecutive

TOTAL MEDIA IMPRESSIONS

11,055,464

TOTAL VIDEO VIEWS

378.004

TOTAL CLICKS

25.631

TOTAL PROMOTIONAL CAMPAIGN BUDGET

\$157.257

TOTAL MEDIA EXPOSURE VALUE

\$311,188

COST PER THOUSAND IMPRESSIONS

\$14.22

RETURN ON INVESTMENT (ROI)

1.98:1

Yes, you'll have to add everything to save the planet

Yes, you have to do something.

✓ Selling Live Crickets and Shrimp

100% Satisfaction Guarantee

4.8/5 (1,234 reviews)

100% Satisfaction Guarantee

Sample 100% temporary bulk wholesale harvesting in Vietnam

100% Satisfaction Guarantee

4.8/5 (1,234 reviews)

100% Satisfaction Guarantee

Said I would prep my lawn before spring

100% Satisfaction Guarantee

4.8/5 (1,234 reviews)

100% Satisfaction Guarantee

[illegible][illegible]

Terms

added value

Earned but unpaid advertising value.

ad group

In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.

average position

A ranking system that determines where your search engine marketing ad will display on a web search results page (i.e. top of page v. bottom of page).

bounce rate

The percentage of visitors who enter the site and "bounce" (leave the site) rather than continue viewing other pages within the same site.

click through rate (CTR)

A way of measuring online advertising. The CTR of an advertisement is defined as the number of clicks on an ad divided by its impressions, expressed as a percentage.

cost-per-click (CPC)

The cost associated with a person clicking on a display ad in search engine marketing.

exposure value

The combination of advertising cost, added value, and public relations value.

frequency

The number of times an individual (among the target audience) is exposed to the message.

impressions

The number of times an advertisement or public relations placement can be seen or heard by an audience.

public relations value

The equivalent advertising cost of a public relations article, interview, internet placement, etc. times three. Because a public relations placement has a higher value with an audience than advertising, it is assigned a higher value.

reach

The number or percentage of people within the target audience who are exposed to an advertising message at least once over a specific period of time.

search engine marketing (SEM)

The process of attracting traffic to a website from search engine results pages on a pay-per-click basis.

search engine marketing (SEO)

The process of improving the quality of a website so that it appears higher in natural ("organic") search results.

unique visitors (users)

The number of people who visit a website within a specific period of time. If they visit more than one time within the period, their initial visit as well as their subsequent visits are counted as sessions. A user may have one session or multiple sessions.

Appendix A

Search Engine & Online Marketing Results July 2018 - Jun 2019

Campaign Overview: The below report represents the traffic to AskHRGreen.org from the months of July 2018 – June 2019 from the Pay Per Click campaign managed by Tribune Digital. In the span of your last fiscal year, Tribune has accounted for 11,087 clicks to AskHRGreen.org from serving 210,695 impressions for a click thru rate of 5.26%. That means that for every 20 ads that appear, it resulted in one click to the website.

Here is how the campaign looks by month:

July 2018:

For the month of July, we delivered a total of **18,091 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **920 clicks** to your website, which is **23%** of your total site traffic, only behind google organic searches.
- 9 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 6 of the top 7 keyword groups for July were recycling related, generating **606 clicks** to the site, accounting for **66% of all site traffic** from the search campaign (920 clicks).
- Top five keyword groups for July were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. TMDL
 4. Battery Disposal
 5. Great American Cleanup
 6. Medication Disposal
 7. Recycling At Home
 8. Native Plants
 9. Tap Water
 10. askHRGreen General

August 2018:

For the month of August, we delivered a total of **19,586 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **933 clicks** to your website, which is **24%** of your total site traffic, only behind google organic searches.
- 11 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 5 of the top 6 keyword groups for August were recycling related, generating **579 clicks** to the site, accounting for **62% of all site traffic** from the search campaign (933 clicks).
- Top five keyword groups for August were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. Recycling At Home
 4. TMDL
 5. Battery Disposal
 6. Great American Cleanup
 7. Native Plants
 8. askHRGreen General
 9. Medication Disposal
 10. Plastic Bag Recycling

September 2018:

For the month of September, we delivered a total of **15,484 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **764 clicks** to your website, which is **20%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for September were recycling related, generating **436 clicks** to the site, accounting for **57% of all site traffic** from the search campaign (764 clicks).
- Top five keyword groups for September were:

1. Electronics Disposal
2. Reduce Reuse Recycle
3. TMDL
4. Recycling At Home
5. Battery Disposal
6. askHRGreen General
7. Great American Cleanup
8. Native Plants
9. Tap Water
10. Medication Disposal

October 2018:

For the month of October, we delivered a total of **15,463 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **875 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 3 of the top 5 keyword groups for October were recycling related, generating **321 clicks** to the site, accounting for **37% of all site traffic** from the search campaign (875 clicks).
- Top five keyword groups for October were:

1. Electronics Disposal
2. TMDL
3. Recycling At Home
4. Reduce Reuse Recycle
5. Native Plants
6. Medication Disposal
7. Great American Cleanup
8. Battery Disposal
9. Lawn Care
10. Tap Water

November 2018:

For the month of November, we delivered a total of **17,312 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **848 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for November were recycling related, generating **462 clicks** to the site, accounting for **54% of all site traffic** from the search campaign (848 clicks).
- Top five keyword groups for November were:

1. Electronics Disposal
2. Reduce Reuse Recycle
3. TMDL
4. Recycling At Home
5. Battery Disposal
6. America Recycles Day
7. askHRGreen General
8. Great American Cleanup
9. Native Plants
10. Tap Water

December 2018:

For the month of December, we delivered a total of **15,457 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **793 clicks** to your website, which is **14%** of your total site traffic, only behind google organic searches, direct traffic and our Facebook campaign.
- 7 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for December were recycling related, generating **428 clicks** to the site, accounting for **54% of all site traffic** from the search campaign (793 clicks).
- Top five keyword groups for December were:

1. Electronics Disposal
2. Reduce Reuse Recycle
3. TMDL
4. Recycling At Home
5. Battery Disposal
6. Native Plants
7. Tap Water
8. Plastic Bag Recycling
9. American Recycles Day
10. Great American Cleanup

January 2019:

For the month of January, we delivered a total of **16,956 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **944 clicks** to your website, which is **19%** of your total site traffic, only behind google organic searches and direct traffic.
- 7 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for January were recycling related, generating **491 clicks** to the site, accounting for **52% of all site traffic** from the search campaign (944 clicks).
- Top five keyword groups for January were:

1. Electronics Disposal
2. Reduce Reuse Recycle
3. TMDL
4. Recycling At Home
5. Battery Disposal
6. Native Plants
7. Tap Water
8. Plastic Bag Recycling
9. America Recycles Day
10. Great American Cleanup

February 2019:

For the month of February, we delivered a total of **16,931 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **902 clicks** to your website, which is **21%** of your total site traffic, only behind google organic searches and direct traffic.
- 9 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 5 keyword groups for February were recycling related, generating **433 clicks** to the site, accounting for **48% of all site traffic** from the search campaign (902 clicks).
- Top five keyword groups for February were:

1. Electronics Disposal
2. Reduce Reuse Recycle
3. TMDL
4. Recycling At Home
5. America Recycles Day
6. Native Plants
7. Medication Disposal
8. askHRGreen General
9. Battery Disposal
10. Great American Cleanup

March 2019:

For the month of March, we delivered a total of **17,931 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **962 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 7 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 3 of the top 5 keyword groups for February were recycling related, generating **322 clicks** to the site, accounting for **33% of all site traffic** from the search campaign (962 clicks).
- Top five keyword groups for March were:
 1. Electronics Disposal
 2. TMDL
 3. Reduce Reuse Recycle
 4. Native Plants
 5. Battery Disposal
 6. Great American Cleanup
 7. Medication Disposal
 8. Recycling at Home
 9. American Recycles Day
 10. AskHRGreen General

April 2019:

For the month of April, we delivered a total of **20,219 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **1,099 clicks** to your website, which is **17%** of your total site traffic, only behind google organic searches and direct traffic.
- 8 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 5 of the top 7 keyword groups for April were recycling related, generating **537 clicks** to the site, accounting for **49% of all site traffic** from the search campaign (1,099 clicks).
- Top five keyword groups for April were:
 1. Electronics Disposal
 2. Native Plants
 3. Reduce Reuse Recycle
 4. Recycling At Home
 5. TMDL
 6. Battery Disposal
 7. Medication Disposal
 8. askHRGreen General
 9. Great American Cleanup
 10. Rain Barrels

May 2019:

For the month of May, we delivered a total of **19,481 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **976 clicks** to your website, which is **20%** of your total site traffic, only behind google organic searches and direct traffic.
- 9 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 5 of the top 7 keyword groups for May were recycling related, generating **537 clicks** to the site, accounting for **55% of all site traffic** from the search campaign (976 clicks).
- Top five keyword groups for May were:
 1. TMDL
 2. Electronics Disposal
 3. Native Plants
 4. Reduce Reuse Recycle
 5. Great American Cleanup
 6. Battery Disposal
 7. Recycling at Home
 8. askHRGreen General
 9. Rain Barrels
 10. Tap Water

June 2019:

For the month of June, we delivered a total of **17,784 impressions** to adults in the Hampton Roads market, and those impressions drove the following activity:

- We drove a total of **1,107 clicks** to your website, which is **18%** of your total site traffic, only behind google organic searches and direct traffic.
- 11 of your top 25 pages visited in that same time period were a direct result of wtkr's efforts.
- Knowing that recycling is one of your biggest initiatives, 4 of the top 6 keyword groups for June were recycling related, generating **546 clicks** to the site, accounting for **49% of all site traffic** from the search campaign (1,107 clicks).
- Top five keyword groups for June were:
 1. Electronics Disposal
 2. Reduce Reuse Recycle
 3. Recycling At Home
 4. TMDL
 5. Native Plants
 6. Battery Disposal
 7. Great American Cleanup
 8. askHRGreen General
 9. Medication Disposal
 10. Plastic Bag Recycling

City of Poquoson
Public Involvement Opportunities Characterization

EVENT	DATE	ATTENDEES	DESCRIPTION	TYPE OF EVENT (Permit Table 2)	Means of Advertisement	METRIC
Poquoson Seafood Festival	October 19-21, 2018	Attendance was estimated to be 35,000 over the three day event. Attendance was lower than the typical 45,000-50,000 due to inclement weather.	The Poquoson Seafood Festival is held at Municipal Park and is the city's largest attended event. The festival is a celebration of living near the Bay and features water quality exhibitors. VIMS presented 2 full days of educational materials and exhibits about life in the Chesapeake Bay and unique organisms and life in the sea. The Virginia Museum of Natural History was on site for 3 days and presented touch tanks, oyster aquariums illustrating cleaning power of the oyster and lots of information about bay health and the estuaries of the Chesapeake Bay. The Festival is advertised on the City's website; in social media; via a website; and is featured by state tourism groups and media. City staff members volunteer to work throughout the event and operate an information stand that provides environmental information and handouts to interested attendees. The Festival is also operated by volunteers from the community.	Educational Event	It is advertised on the City's website; in social media; via a website; and is featured by state tourism groups and media. The Festival also has its own website. See https://www.poquosonseafestival.com/ for information on the upcoming 2019 event.	ATTENDANCE
Pet Waste Station	ONGOING	A total of 5 Pet Waste stations are currently being managed by citizens and civic organizations. Two of the 5 were adopted this permit year.	Through HRPDC, the City offers free pet waste stations to organizations and individuals who commit to maintaining them.	Pollution Prevention	These stations are advertised via the AskHRgreen website (https://askhrgreen.org/grants/pet-waste-station/); word of mouth; and staff member talks to civic organizations. They are also highlighted in newsletter articles on reducing bacterial discharges (clean up after your pets).	# PET STATIONS
Save the Bay Cleanup	15-Jun-19	more than 20 volunteers	Community Recreation Department coordinated a volunteer clean-up effort at Messick Point on Saturday, June 15 at Messick Point. The event had to be rescheduled because of inclement weather. A significant pile of debris was removed (photos in the appendix). Items removed included a wishing well.	Restoration	This event was advertised via the City website; posters; social media; and communications to civic organizations that had participated in the past. It was also advertised on the CBF website: https://www.cbf.org/events/clean-the-bay-day/city-of-poquoson.html	# VOLUNTEERS

City of Poquoson
Public Involvement Opportunities Characterization

Bay Star Homes	Year Round	There are 15 Bay Star Homes in Poquoson. This is an increase from last year's 8 homes.	Ongoing opportunity for citizens to pledge to take actions in their daily lives that will support water quality for the Chesapeake Bay.	Educational; Pollution Prevention	This program is advertised via the AskHRgreen website; word of mouth; and staff member talks to civic organizations. http://askhrgreen.org/programs/bay-star-homes/?utm_source=wk&utm_medium=PPC	# PARTICIPANTS
Local Wildlife Programs	7/18/18; 7/25/18; 6/28/19	100, 93, and 80, respectively	Wild about Wildlife, Turtle Tales and Fantastic Animals and Where to Find Them focused on local animals, where they live, and Virginia wildlife rehabilitation	Educational; aimed at school children	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	ATTENDANCE
Virginia Engineer's Council Conference Resiliency Panel	5-Mar-19	The City Engineer represented local governments as part of a panel on resiliency at this statewide conference	Approximately 50 people attended the panel discussion. Most of these professional engineers were consultant engineers. The City Engineer discussed resiliency efforts in low lying coastal communities and also highlighted water quality concerns that should be considered as communities develop resiliency projects. For example, living shorelines were discussed as a more environmentally friendly alternative to shoreline hardening	Education	The VEC advertised via a website: https://virginiaengineersconference.org/ The panel discussion was featured in their program.	ATTENDANCE
Let's Take a Story Walk	Library Week	Not tracked	The Storywalk was put up along the Oxford Run walking trail (located in a natural area) to encourage families to hike the Oxford Run Canal Trail. The Canal is full on pickerel weed and other wetlands species.	Educational	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	NOT POSSIBLE TO TRACK; FEEDBACK COULD BE USED IN FUTURE
Fairies and Friends Program in the Library Learning Garden	18-May-19	175 attendees	This popular annual program includes garden games and learning activities for preschoolers and young grade schoolers. It is intended to encourage outdoor activities and fun for our youngest citizens.	Educational	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	ATTENDANCE
Library Soil Testing Kits	Year Round	not tracked	The library provides soil testing kits to encourage nutrient management instead of over use of fertilizer.	Pollution Prevention	Display in the library	# DISTRIBUTED

City of Poquoson
Public Involvement Opportunities Characterization

Library Gardening Programs	5/17/19; 4/16/19; 5/13/19	11, 12 and 11 attendees, respectively.	Beat the Backyard Buzz program (5/17) provided info on created all natural fruit and herb votives to use in lieu of chemicals; the Kitchen Herb Gardens (4/16) program provided the benefits of using herbs and information on creating mini herb gardens; and the Planting for Pollinators (5/13) detailed how small changes can transform private property landscapes to encourage butterflies, bees and other pollinators. In addition, the library partnered with the local Master Gardeners and the Virginia Cooperative Extension to provide a series of 4 courses on gardening.	Educational	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	ATTENDANCE
Library Reading Garden Spruce up	5/13/19	About 10; also, 2 eagle scout candidates are working to do a big weed and cleanup of the garden and to build a new footbridge	The Reading Garden is a certified wildlife habitat filled with native plants. The garden is thriving and periodically needs thinning/weeding.	Restoration	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	Public Participation
Poquoson Library Seed Library	Year Round	About 800 seed packets were distributed in permit year 1.	The City Library hosts a "seed library" where citizens can pick up seeds for gardens or drop off seeds that they are not using. This promotes planting in the City.	Restoration, Educational	Display in the library	Public participation
Household Chemical Collections/Computer Recycling Event	July 21, 2018; September 15, 2018; November 17, 2018; March 16, 2019; and May 18, 2019	Public Works Employees	Five household chemical collections and computer parts recycling events were held at the Poquoson swimming pool parking lot in conjunction with other VPPSA communities.	Disposal/Collection Event	Advertised via the VPPSA and City websites; social media and VPPSA flyers	# EVENTS: 4 HELD.

City of Poquoson
Public Involvement Opportunities Characterization

Drug Take Back Events	27/2018 and 4/27	Poquoson Police Department	Over 145 pounds of old prescriptions were collected and properly disposed of in October and over 125 pounds were disposed of in April.	Disposal/collection event	Advertised via the City website and across the state on other websites, including local television stations, the Attorney General's website and the Colonial Health websites: https://wtkr.com/2019/04/23/drop-off-sites-across-hampton-roads-released-for-saturdays-drug-takeback-day/ https://www.colonialbh.org/about-us/news-and-events/national-prescription-drug-take-back-day-2019.aspx https://www.colonialbh.org/about-us/news-and-events/national-prescription-drug-take-back-day-2019.aspx	AMOUNT DISPOSED
Keep Poquoson Beautiful	Year Round	Kits provided in May 2019. Two check outs occurred between May and June 30, 2019	The library provides two Keep Poquoson Beautiful kits for checkout by civic groups or individuals. Kits come in a blue mesh bag that contains 5 grabbers, 5 vests, bags, and gloves. They're available for a one week checkout with a library card, with the option to renew. Public Works will provide resources for replenishment as needed	Restoration	social media, in the library, and on the library website and online catalog	# CHECK OUTS
Fire Department Drone and Air Boat Spill Response Demonstrations	Fiscal Year 2019	Number of attendees not tracked.	The departments UAS has been displayed at 5 different events to include National Night Out, Virginia State Firefighters Convention, and the VAZO regional meeting. After the Regional VAZO meeting, we were asked if we could present at the state VAZO meeting. During all of our public displays we talk about the usefulness of the aircraft for spill detection and monitoring both day and night.	Education	City Events were advertised via social media and City website. Professional Organizations were advertised via member messaging.	ATTENDANCE
VADEM Virginia Hazardous Materials Conference	Sep-18	25 local government and state staff members	Staff assisted VDEM with last years Haz-Mat conference in September with regards to spill control and booming operations in waterways. The Air Boat was used as part of a booming demonstration and drill.	Education and participation	Emails and organizational communications. Va dem website is https://www.vaemergency.gov/training/courses-catalog/hazardous-materials/	Organizations participating



Household Chemical Collections and Computer Recycling 2018 Schedule of Events



Providing environmentally safe disposal to the residents of Williamsburg, James City County, York County, Hampton and Poquoson since 1997.



Events are only for residents of the above listed communities; proof of residency may be required.

To stay informed on all VPPSA programs— send your email address to us at curbsidercycling@vppsa.org and we'll add you to our e-notification list.

	<u>Williamsburg/ James City County</u>	<u>York County</u>	<u>Hampton</u>	<u>Poquoson</u>
Location:	Warhill High School 4615 Opportunity Way Williamsburg	County Drive, Yorktown (off Goodwin Neck Rd)	Hampton Coliseum Parking Lot Coliseum Drive Hampton	Poquoson Swimming Pool Parking Lot Municipal Drive Poquoson
Time:	8:00AM—12:00 Noon	8:00AM—12:00 Noon	8:00AM—12:00 Noon	8:00AM—12:00 Noon
Dates:	February 10, 2018 April 14, 2018 June 9, 2018 August 11 2018 October 13, 2018	March 10, 2018 May 12, 2018 July 14, 2018 September 8, 2018 November 10, 2018	March 17, 2018 May 19, 2018 July 21, 2018 September 15, 2018 November 17, 2018	October 6, 2018

ALL EVENTS END PROMPTLY AT NOON!

WE WILL ACCEPT THE FOLLOWING:

▶ *****Computers:** Desktop and laptop computers, servers, computer monitors, cell phones, computer wiring, desktop printers including multifunction printers or "All in Ones", fax machines, and desktop photocopiers and scanners.

*****Please note that we can only accept the computer items listed above.**

▶ **Household Maintenance:** latex paint, oil based paint, stains, solvents, glue, varnishes, adhesives

▶ **Automotives- limited to:** gasoline and other fuels (less than 50 gallons), waxes, gas/oil mixtures, brake fluid, engine cleaner, tar remover.

NOTE: Motor oil and antifreeze are not accepted at most events since many communities already accept them at no charge. Call or check our website at www.vppsa.org for more information.

▶ **Lawn & Garden:** insecticides, weed killers, pesticides, fertilizers, pest strips

▶ **Household Cleaning:** cleaners for oven, drain, toilet, septic tank etc., floor waxes, metal polishes, bleach, degreasers,

▶ **Miscellaneous:** charcoal fluids, dyes, kerosene, pool chemicals, fluorescent lights up to 8 ft, all compact fluorescents (CFLs), and rechargeable batteries (alkaline batteries are NO LONGER ACCEPTED; please put in your regular trash).

WE WILL NOT ACCEPT:

X Televisions

X ALKALINE Batteries

X Explosives

X Compressed Gas Cylinders

X Ammunition or Gun Powder

X Household Trash

X Business or Medical Waste

X Radioactive Products

X Large quantities of unknown materials

If you have any questions, please call us at 757-259-9850 or go to our website at www.vppsa.org



Household Chemical Collection

- When possible, keep products in original container with labels intact.
- Wrap leaking containers in newspaper and place in a plastic bag. Ensure all lids and caps are tight.
- Place items securely in boxes for transport. Use newspaper or cardboard as fillers.
- Do not leave material in hot unventilated area for long periods. Do not smoke near chemicals.
- Clean Harbors, the largest hazardous waste disposal company in North America, has been providing disposal services at VPPSA events since they began in 1997. Clean Harbors provides a broad range of hazardous and non-hazardous waste recycling, treatment and disposal, laboratory chemical packing and household hazardous waste management services.

Computer Recycling

- Our contractor, Computer Recycling of Virginia, understands and accepts the responsibility of protecting its client's data. Since 2001, every hard drive has been erased using software that meets or exceeds all industry standards, including the NIST 800-88. Once the wipe process is complete, any hard drive that fails the wipe process is physically destroyed.
- The mission of Computer Recycling of Virginia, Inc. (CRVA), which was founded in February 2001, is to place educationally –useful equipment into Virginia's schools and non-profit organizations free of charge, while promoting electronics recycling throughout the Commonwealth of Virginia.

At the collection:

- A VPPSA employee will ask you which city or county you live in, and what materials you've brought. Proof of residency may be required.
- You will be directed to a work area where VPPSA employees will unload your vehicle. Please stay in your vehicle unless requested to do otherwise.
- There are separate drop off points for household chemicals and computers.
- Be prepared to identify your materials. If you are unsure of any material, please notify a VPPSA employee before they begin unloading.

What is VPPSA?

The Virginia Peninsula Public Service Authority (VPPSA) is a regional governmental agency providing solid waste management services to ten cities and counties in southeast Virginia. The member communities are Hampton, James City County, Poquoson, Williamsburg and York County on the Peninsula, and the counties of Essex, King William, King and Queen, Mathews and Middlesex on the Middle Peninsula.

VPPSA provides scheduled Household Chemical Collection events and Computer/Electronics Recycling events for residents of its member communities on the Peninsula. In addition to these events, VPPSA also provides the following services on the Peninsula:

Curbside Recycling in James City, Poquoson, Williamsburg and York.

Yard Waste Composting at the VPPSA facility at 145 Goodwin Neck Road, Yorktown. Quality mulch and compost products are available for purchase. The Compost Facility is open Monday—Saturday from 8am until 4pm. For more information call 757-898-5012.

For more information go to our website at www.vppsa.org or call us at 757-259-9850.

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**VIRGINIA PENINSULAS
PUBLIC SERVICE AUTHORITY**
475 McLaws Circle, Ste 3B
Williamsburg, VA 23185

Phone: 757-259-9850

Fax: 757-259-9855

www.vppsa.org

Printed on Recycled Paper

Household Chemical *and* Computer Recycling Collections 2018

Schedule & Procedures



**Virginia Peninsulas
Public Service Authority**
757-259-9850



Household Chemical Collections and Computer Recycling 2019 Schedule of Events



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Dates:	February 9, 2019 April 13, 2019 June 8, 2019 August 10, 2019 October 12, 2019	March 9, 2019 May 11, 2019 July 13, 2019 September 14, 2019 November 9, 2019	March 16, 2019 May 18, 2019 July 20, 2019 September 21, 2019 November 16, 2019	October 5, 2019

ALL EVENTS END PROMPTLY AT NOON!

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WE WILL NOT ACCEPT:

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- X ALKALINE Batteries
- X Explosives
- X Ammunition or Gun Powder
- X Household Trash
- X Business or Medical Waste
- X Radioactive Products
- X Large quantities of unknown materials
- X Large drums of material



Household Chemical Collection

- Do not smoke.
- Do not leave material in hot unventilated areas for long periods.
- When possible, keep products in original container and ensure lids or caps are tight.
- Place items securely in boxes for transport.
- To prevent unfavorable chemical reactions, do not put multiple containers in bags or soft containers where they may spill or break.
- If you have a leaking container, place this item separately in a clear plastic bag, with newspaper or paper towels on the bottom. Secure in an upright position so it doesn't spill in your vehicle. Please notify staff that the item is leaking.
- Clean Harbors, the largest hazardous waste disposal company in North America, has been providing disposal services at VPPSA events since they began in 1997. Clean Harbors provides a broad range of hazardous and non-hazardous waste recycling, treatment and disposal, laboratory chemical packing and household hazardous waste management services.

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Household Chemical *and* Computer Recycling Collections 2019

Schedule & Procedures



**Virginia Peninsulas
Public Service Authority**
757-259-9850

Clean the Bay Day



CHESAPEAKE BAY
FOUNDATION

Saving a National Treasure

Saturday, June 1
9:00 A.M.-NOON

VOLUNTEERS NEEDED!

ctbd@cbf.org

cbf.org/clean

2019 VEC conference

← → ↺ ↻ ① virginiaengineersconference.org/tracks-and-speakers/

HOME

AGENDA

CEU/PDH

HOTEL & VENUE

David Pryor, Clark Nexsen (Moderator)
Ellen Roberts, City of Poquoson (Panel)
Jim O'Brien, NNS (Panel)
John Millspaugh, Arcadis (Panel)
Kit Chope, Port of Virginia (Panel)



Speaking: 3:30 PM - 5:00 PM

Expected Learning Outcome of your Session:

- Discover resiliency key concerns as they vary across geographic boundaries.
- Discover resiliency key concerns as they vary across industries.
- Determine common approaches to resilient planning and design

David Pryor Resume: As the Director of Waterfront Engineering, Dave Pryor has extensive experience in the planning and design of waterfront facilities, including resiliency planning for coastal flooding and Sea Level Rise. His experience with shipbuilding and port operations enables him to work with clients to plan resiliency techniques to minimize the impact of resiliency practices on the daily operation of industrial waterfront facilities.



Ellen Roberts Resume: Ellen is the City Engineer of Poquoson, Virginia. She has worked for the City since 2001. She is a graduate of Virginia Tech and spent the first half of her career working as a consultant. She worked for Greenhorne & O'Mara, Inc. in Rockville, Maryland specializing in stormwater and land development, and Malcolm Pirnie, Inc. in Newport News, specializing in site design, stormwater, and landfill design. Ellen and her husband Paul are the proud parents of daughters Katherine, Carolyn and Elizabeth and son-in-law Tyler, all Virginia

Tech graduates.

MCM 1.3

Giveaways July 1, 2018 thru June 30, 2019

Items Distributed Throughout the Year, at City Hall:

Doggie Poop Containers w/bags	100
Key chain floater	100
Pencils	25
Pens	100

Items Distributed at the Seafood Festival Information Booth:

Doggie Poop containers w/bags	150
Key chain floater	75
Pencils	75
Pens	100

Phase II Meeting Attendance FY19

Note - The January 2019 Regional Stormwater Workgroup meeting was cancelled.

	July	August	September	October	November	December	January	February	March	April	May	June	% Meeting
Chesapeake Gloucester	Mary Eason	Mary Eason		Mary Eason			Mary Eason	Mary Eason					
Hampton		Cris Ausink	Cris Ausink	Cris Ausink	Cris Ausink			Cris Ausink		Cris Ausink		Cris Ausink	
Isle of Wight James City County	Dave Kurma	Steve Jackson	Kim Hummel	Dave Kurma	Steve Jackson		Dave Kurma	Dave Kurma	Dave Kurma Kim Hummel	Dave Kurma Kim Hummel	Kim Hummel	Dave Kurma	
			Trevor Long	Trevor Long			Trevor Long	Trevor Long	Trevor Long	Trevor Long		Trevor Long	
Newport News		Allison Watts	Joe Grist	Allison Watts	Allison Watts		Allison Watts	Allison Watts	Allison Watts	Allison Watts Kim Mosher	Kim Mosher	Allison Watts	
Norfolk	Michelle Williams	Michelle Williams	Michelle Williams	Michelle Williams			Michelle Williams	Michelle Williams			Michelle Williams	Michelle Williams	
Poquoson	Garrett Feagans			Garrett Feagans	Garrett Feagans		Garrett Feagans	Garrett Feagans	Garrett Feagans	Garrett Feagans		Garrett Feagans	73%
Portsmouth		Audrey Doan	Audrey Doan				Audrey Doan Barrett Belvin		Audrey Doan	Audrey Doan	Barrett Belvin, PO Dennis Brandon, PO	Audrey Doan	
Smithfield				Wayne Griffin									
Suffolk	Jamie Durden Heather Baggett	Jamie Durden Heather Baggett	Jamie Durden	Jamie Durden Heather Baggett	Jamie Durden		Jamie Durden Heather Baggett	Jamie Durden	Heather Baggett	Jamie Durden	Heather Baggett	Jamie Durden	
Virginia Beach	Tara Copeland	Tara Copeland	Tara Copeland	Tammy Rojek			Tara Copeland	Tara Copeland	Tara Copeland	Tara Copeland Taylor Jones	Tara Copeland	Tara Copeland	
Williamsburg									Tammy Rojek	Tammy Rojek	Tammy Rojek	Tammy Rojek	
York	Ivan Shelton	Ivan Shelton			Ivan Shelton		Ivan Shelton	Ivan Shelton	Ivan Shelton	Ivan Shelton	Ivan Shelton		
						Cancelled							

REGIONAL COOPERATION IN STORMWATER MANAGEMENT

FISCAL YEAR 2018-2019

A STATUS REPORT

**This report was included in the HRPDC Work Program for FY 2018-2019, approved by the
Commission at its Executive Committee Meeting on May 17, 2018**

**Prepared by the staff of the
Hampton Roads Planning District Commission
in cooperation with the
Regional Stormwater Workgroup**

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TITLE

**Regional Cooperation in Stormwater
Management Fiscal Year 2018-2019:
A Status Report**

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AUTHORS

Katherine C. Filippino
Whitney S. Katchmark
Jillian C. Sunderland

ORGANIZATION NAME,**ADDRESS AND TELEPHONE**

Hampton Roads Planning
District Commission
723 Woodlake Drive
Chesapeake, Virginia 23320
(757) 420-8300
<http://www.hrpdcva.gov>

ABSTRACT

This document describes cooperative activities related to stormwater management undertaken by Hampton Roads local governments during Fiscal Year 2018-2019. The activities described include the regional information exchange process, public information and education, legislative and regulatory issues, cooperative regional studies and related programs. This document is used by the region's eleven localities with stormwater permits to assist them in meeting their permit requirements.

ACKNOWLEDGMENTS

The Hampton Roads Planning District Commission, in cooperation with the Regional Stormwater Workgroup, prepared this report.

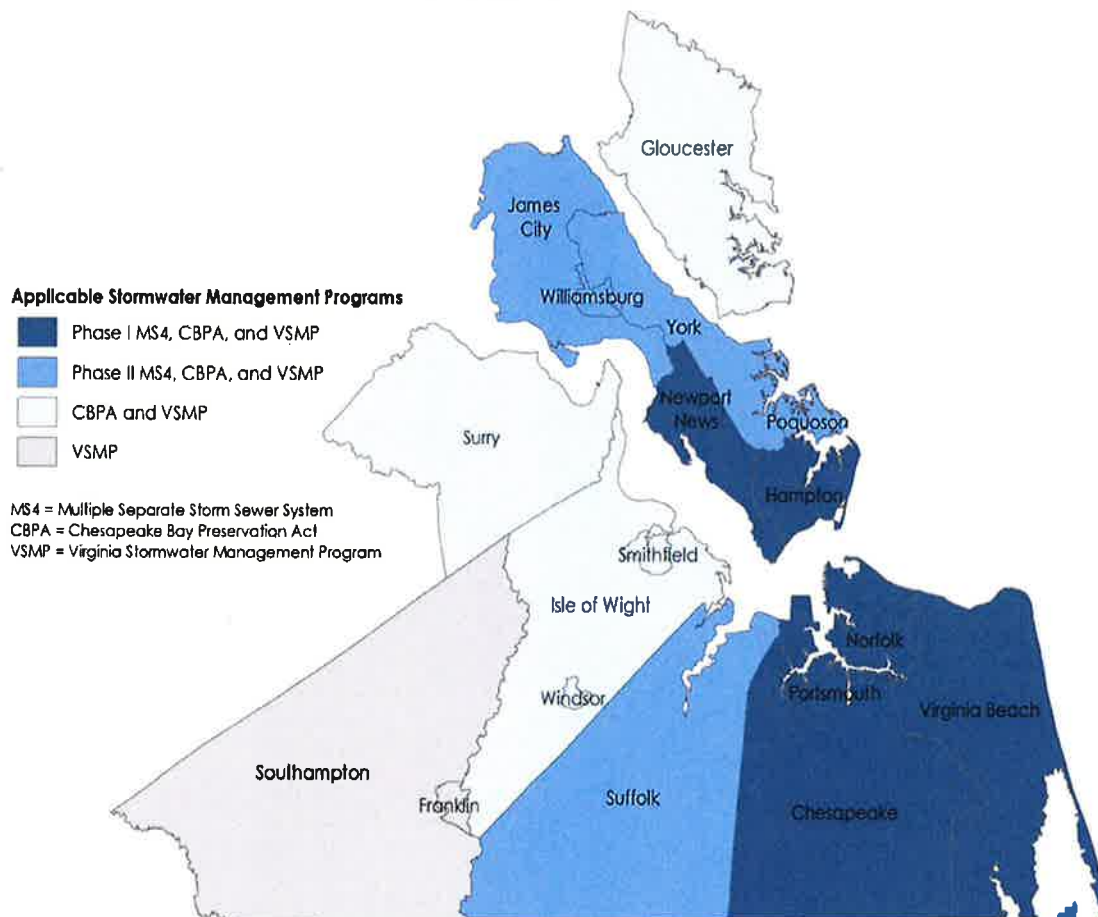
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The seventeen member local governments through the HRPDC Regional Stormwater Management Program provided funding.

INTRODUCTION

Working through the Hampton Roads Planning District Commission (HRPDC), the region's seventeen member cities, counties, and town (Figure 1) cooperated on a variety of stormwater management activities during Fiscal Year 2018-2019. This cooperative effort has been underway as a formal adjunct to the Virginia Pollutant Discharge Elimination System Permits (VPDES) for Municipal Separate Storm Sewer Systems (MS4) held by the Cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth and Virginia Beach since Fiscal Year 1995-1996. The Cities of Suffolk, Poquoson, Williamsburg, and the Counties of James City County, Isle of Wight, and York joined in 2002 to coordinate Phase II MS4 permit applications. Cooperative activities documented in this report represent a continuation of an ongoing effort, which has involved concerted activity since 1992.

As of April 19, 2016, the Phase II MS4 permit for Isle of Wight County was terminated by the Department of Environmental Quality (DEQ). It was determined that the County does not own or operate a MS4 within the Census Urbanized Area.



REGIONAL STORMWATER MANAGEMENT PROGRAM GOALS

The HRPDC and local stormwater staffs undertook a comprehensive effort in FY 1998-1999, called the Regional Loading Study. The project included developing a set of regional stormwater management goals to guide the regional program. The goals were presented to and adopted by the HRPDC at its Executive Committee Meeting in September 1999. They were reaffirmed in the January 2003 approval of the "Memorandum of Agreement (MOA) Establishing the Hampton Roads Regional Stormwater Management Program" and the renewal of the MOA in 2008, 2013, and 2018. The adopted Regional Stormwater Management Program Goals, which guide the regional program, are:

- Manage stormwater quantity and quality to the maximum extent practicable (MEP).
 - Implement best management practices (BMPs) and retrofit flood control projects to provide water quality benefits.
 - Support site planning and plan review activities.
 - Manage pesticide, herbicide and fertilizer applications.
- Implement public information activities to increase citizen awareness and support for the program.
- Meet the following needs of citizens:
 - Address flooding and drainage problems.
 - Maintain the stormwater infrastructure.
 - Protect waterways.
 - Provide the appropriate funding for the program.
- Implement cost-effective and flexible program components.
- Satisfy VPDES stormwater permit requirements.
 - Enhance erosion and sedimentation control.
 - Manage illicit discharges, spill response, and remediation.

THE REGIONAL PROGRAM

The Regional Stormwater Management Program initially focused on activities that supported the permit compliance efforts of the six communities with Phase I VPDES MS4 Permits, technical assistance to the region's non-permitted communities and regional education and training to support all of the communities. The program has expanded to include the needs of the five communities with Phase II VPDES MS4 permits and the development of locally administered Stormwater Programs which were required starting July 1, 2014.

Phase I Localities

The current Phase I MS4 permits became effective on July 1, 2016. FY 2018-2019 represents the third year of the five-year permit cycle. In addition to implementing their Chesapeake Bay TMDL Action Plans, this year, the Phase I permittees were focused on the following: 1) developing and implementing Stormwater Pollution Prevention Plans (SWPPPs) for their high priority municipal facilities and 2) developing written protocols to minimize pollutant discharges from permittee-maintained roads, streets, and parking lots. The SWPPPs and the written protocols were required to be completed by July 1, 2019.

Phase II Localities

The Phase II General Permit was reissued on November 1, 2018. FY 2018-2019 represents the first year in the permit cycle. The permittees continue to implement their Chesapeake Bay Action Plans, which were submitted in FY 2014-2015. By November 1, 2019, the Phase II permittees will submit updated Chesapeake Bay TMDL Action Plans that will reflect 40% of the required pollutant reductions. The permittees were required to update their Program Plans in accordance with the requirements of the new General Permit and to post the revised plan on their dedicated MS4 webpage.

Both the Phase I and Phase II Localities continue to implement their local Stormwater Programs, train staff on stormwater issues, and meet education and outreach requirements. HRPDC staff provided information and coordinated trainings to assist with these efforts. More detailed descriptions are available in the *Training* section of this report. The regional environmental education organization, askHRgreen.org, conducted regional stormwater outreach campaigns for pet waste pickup, proper lawn maintenance, and reduction of fats, oils, and grease.

INFORMATION EXCHANGE

The cornerstone of the Regional Stormwater Program continues to be the exchange of information. This is accomplished through regular monthly meetings to address topics of regional importance, as well as crosscutting issues that affect local stormwater, planning, public works and public utilities staff. In addition, various agencies and organizations utilize this regional forum to engage and inform local governments, as well as to gather feedback.

Monthly Meetings

The seventeen communities participate in the HRPDC Regional Stormwater Program and their staffs meet twice a month. The Stormwater Workgroup meetings provide an opportunity for local stormwater managers to exchange information about successful program activities, utility structures and policies, and technical challenges. The HRPDC Regional Environmental Committee meetings include local stormwater and planning staff plus cooperating agencies such as the Department of Conservation and Recreation (DCR), the DEQ, the Virginia Department of Transportation (VDOT), the Hampton Roads Sanitation District (HRSD), the Port of Virginia, and local nonprofit organizations.

State and Federal Agency Program Briefings

Representatives of state and federal agencies frequently brief the Committee on developing issues, regulatory guidance and technical programs. During the year, the Committee was briefed by representatives of the DCR on the Virginia Outdoors Plan, the Port of Virginia on their sustainability initiatives, and Old Dominion University on micro plastics, pollution from tidal waters, and offshore wind development. The Army Corps of Engineers presented an overview of their 3 x 3 x 3 feasibility studies.

Regional Chesapeake Bay Preservation Act (CBPA) Workgroup

Fifteen of the seventeen member localities continue to implement CBPA programs, many of them since 1990. DEQ has completed compliance reviews of the region's local programs every five years since they were initiated. Each local program is set up differently. For example, some localities use Planning staff to administer the program, while others dedicate Engineering staff.

HRPDC staff contacted local staff and determined that reconvening a regional workgroup of local CBPA staff would be useful. Meetings were held in January and April 2019. The Workgroup has discussed legislative issues, ideas for CBPA public outreach, and lessons learned. Moving forward, the Workgroup would like to improve communications with DEQ and particularly with the Local Government Assistance Program Manager, once the position is filled. The next meeting of the Workgroup is scheduled for July 29, 2019 and will focus on potential changes to the CBPA regulations and sharing best practices among localities.

Regional Water Quality Technical Workgroup

In FY 2015, the HRPDC established the Regional Technical Environmental Workgroup in order to provide a forum for local government staff from various departments and consultants to discuss technical details of the implementation of the Chesapeake Bay TMDL as well as local TMDLs. In FY 2016, the name of the Workgroup was changed to the Regional Water Quality Technical Workgroup to more accurately reflect the topics of discussion.

The objectives of the Workgroup are to discuss technical aspects of restoration projects, discuss research and development of alternative BMPs, help set regional priorities for approval of BMPs for the Bay TMDL, and develop research priorities for filling data gaps. Meetings are open to the public. The Workgroup serves an advisory role to the Regional Environmental Committee.

In FY 2019, meetings were held in September, December, and March. Both the September and December meetings were used as regional stakeholder meetings for the Chesapeake Bay Phase III Watershed Implementation Plan. More information about these meetings is provided in the *Phase III Watershed Implementation Plan* section of this report. The March 7, 2019 meeting featured Dr. Tish Robertson, with the DEQ, who presented on the development of the new chlorophyll-a criteria and assessment for the James River.

PUBLIC EDUCATION

askHRgreen.org

The HR STORM committee, consisting of local stormwater education/public information staff, was established in 1997 to support development and operation of the stormwater education program. Beginning in FY 2011, the HRPDC environmental education programs were combined into a single public awareness program and central resource for environmental education in Hampton Roads known as askHRgreen.org. In January 2018, the new askHRgreen.org website launched. The website contains information on earth-friendly landscaping ideas and pointers for keeping local waterways clean, recycling tips, and simple steps to make local living easy on the environment. It also includes a blog written by a team of local experts who work in the region's municipal utility and environmental divisions.

The stormwater education subcommittee of askHRgreen.org continues to meet on a monthly basis to develop strategies to fulfill the outreach requirements of the current Phase II General Permit and many of the outreach objectives of the individual Phase I permits. During FY 2019, the subcommittee took on a variety of activities, including the development of pollution prevention materials for businesses and expanding the reach of the Bay Star Businesses program. The activities conducted through the askHRgreen.org campaign for the year are summarized in the askHRgreen.org Annual Report.

TRAINING

Since 2004, HRPDC staff has worked with the MS4 permittees to develop and conduct training programs for local government staff. The table below provides a summary of the FY 2019 programs.

Training Topic	Date
Mid-Atlantic Region Environmental Professionals - Beyond the Low Hanging Fruit: Exploring Non-Traditional Stormwater BMPs to Meet Chesapeake Bay TMDL Requirements (webcast)	March 2019
BMP Inspectors Workshop at Old Dominion University	March 2019
Center for Watershed Protection – Nutrient Trading (webcast)	April 2019
Center for Watershed Protection – Tree Crediting for Stormwater (webcast)	June 2019

Webcasts

During FY 2019, the Stormwater Regional Workgroup purchased a series of webcasts from the Center for Watershed Protection and also a webcast presented by the Mid-Atlantic Region

Environmental Professionals. HRPDC hosted the webcasts so that one registration could be shared.

BMP Inspectors Workshop

The Chesapeake Stormwater Network (CSN) was awarded grant funds to provide training workshops in the Chesapeake Bay watershed, and HRPDC staff requested a regional training for local BMP Inspectors. Mr. Tom Schueler, Mr. David Wood, and HRPDC staff coordinated to develop an agenda and secure a location that would offer classroom space and nearby BMPs for site visits. Having the Workshop at Old Dominion University allowed for site visits to multiple bioretention basins, ponds, and pervious pavement practices. Approximately 30 local government staff from the region attended the training, which was provided at no cost.

LEGISLATIVE & REGULATORY MONITORING

This element of the program involves monitoring state and federal legislative and regulatory activities that may impact local stormwater management programs. HRPDC staff in cooperation with the Committee develops consensus positions for consideration by the Commission and local governments. The level of effort devoted to this element has increased significantly over the years. During FY 2019, the regional emphasis was on the non-point nutrient trading regulations, the Construction General Permit reissuance, developing guidelines for the use of proprietary BMPs for stormwater regulation compliance, and development of Virginia's Phase III Watershed Implementation Plan for the Chesapeake Bay TMDL. For each issue, HRPDC staff provided updates to the Regional Stormwater Workgroup or the Regional Environmental Committee, collected input, and submitted comments on behalf of the Region. If a stakeholder group was assembled for a particular issue, then the Region nominated a representative to serve on behalf of the localities.

Virginia Nutrient Trading Regulations

In 2012, the Virginia General Assembly passed legislation requiring the State Water Control Board to adopt regulations for the certification of nonpoint source nutrient credits. Nonpoint credits include credits generated from agricultural and urban stormwater BMPs, management of animal feeding operations, land use conversion, stream or wetlands restoration, shellfish aquaculture, and other established or innovative methods of nutrient control or removal. Virginia's current trading program involves exchanges between point sources and from point to nonpoint sources. This regulation is another step towards a successful trading program because it will make additional nonpoint source nutrient credits available for point or nonpoint source trades. This expanded trading program is part of the overall goal of meeting the reductions assigned by the Chesapeake Bay TMDL.

The regulation will establish the process for the certification of nonpoint source nitrogen and phosphorus nutrient credits and assure the generation of the credits. The regulation includes application procedures, baseline requirements, credit calculation procedures, release and registration of credits, compliance and reporting requirements for nutrient credit-generating

entities, enforcement requirements, application fees, and financial assurance requirements.

From FY 2013 to FY 2017, HRPDC staff has served on the Regulatory Advisory Panel established to assist the DEQ in developing the certification regulations. The DEQ proposed the regulations for public comment in the Virginia Registrar on December 29, 2014. The HRPDC submitted comments to the DEQ in March 2015 that: 1) supported the definition of management area, 2) requested a public hearing be held for nutrient certification requests, 3) asked for clarification of credits purchased within MS4s by private parties, and 4) suggested revisions to ensure that the regulations are protective of local water quality.

In FY 2016, the DEQ reconvened the Regulatory Advisory Panel to discuss “Innovative Practices, Perpetual Nutrient Credits/Permanence, Stream Restoration/Mitigation Banking, and Term Nutrient Credits” based on the number of comments received during the public comment period.

In FY 2017, the Regulatory Advisory Panel met in April to discuss a list of issues that failed to reach consensus. It was anticipated that a revised regulation would go out for public comment later that year.

The Governor approved the draft regulation, and it was published in the Virginia Register on April 15, 2019. The HRPDC submitted comments that: 1) requested clarification that baseline conditions must be met within the MS4 service area before credits could be generated, 2) requested flexibility for VSMP Authorities to require credits be secured upstream of the discharge to protect local water quality, and 3) supported requiring credit applicants to verify that their projects comply with local ordinances.

It is anticipated that the final regulations will be approved later this year.

Construction General Permit Reissuance

The existing Construction General Permit (GP) expired on June 30, 2019. HRPDC staff serves on the TAC for the permit reissuance. The TAC met monthly from January through June 2018. The TAC was focused on addressing the projects that are still subject to the old stormwater management criteria (Part IIC) and ensuring that the Virginia Construction GP was consistent with the 2017 EPA Construction GP.

The TAC had extensive discussions on the definition of land disturbance, particularly as it relates to whether a grandfathered project or a project subject to the time limits of applicability could continue to be subject to the old stormwater criteria. The portions of those projects that had commenced land disturbance within the specified timeframe could continue; however, if land disturbance had not commenced and the portion was not covered in the stormwater management plan, the owner would have to redesign that portion in accordance with the new stormwater criteria (Part IIB).

DEQ presented the revised draft of the Construction GP at the September 2018 State Water Control Board meeting and then initiated a formal public comment period. HRPDC submitted a comment letter detailing several regional concerns, including: 1) permitting off-site support activities associated with state projects, 2) applicability of the technical design criteria, 3) requirements for sites that discharge to PCB-impaired waters, and 4) the potential impacts of the legislation that extends the approvals of subdivision site plans to 2020 on projects that are subject to the grandfathering provisions, which expire in 2019.

The State Water Control Board approved the final 2019 Construction GP in April of this year, and the permit was effective on July 1, 2019.

Proprietary BMPs for Stormwater Compliance

The post-construction water quality requirements require approval from DEQ for use of proprietary BMPs in Virginia. The Stormwater BMP Clearinghouse Committee was established in order to provide guidance to the DEQ on BMP listing criteria, Clearinghouse website content, and database design. Regional input centered on defining the proposed role of the Clearinghouse in approving proprietary BMP pollutant removal efficiencies.

At the end of FY 2014, the DEQ issued interim guidance that describes a process for approving these proprietary BMPs and assigning pollutant removal credits: “Interim Use of Stormwater Manufactured Treatment Devices (MTDs) to meet the New Virginia Stormwater Management Program (VSMP) Technical Criteria, Part IIB Water Quality Design Requirements.” In FY 2015, the Clearinghouse Committee focused on the approval process for MTDs and discussed how and when the guidance should be updated or replaced with regulations. HRPDC staff has been involved with a cooperative effort to request that DEQ add sizing criteria to the guidance.

In FY 2016, DEQ began the process of revising the guidance and updating the BMP Clearinghouse to include sizing for MTDs. During FY 2019, DEQ developed new draft guidance on evaluating MTDs. The Clearinghouse Committee members were asked to review it and provide comments. The regional concerns included: 1) reciprocity and the applicability to Coastal Plain Virginia, 2) MTDs currently listed on the BMP Clearinghouse, 3) the transition period from the existing guidance to a new one, 4) the removal efficiency cap for filtering devices, and 5) the removal efficiencies for hydrodynamic separators. It is anticipated that DEQ will respond to comments at the next meeting of the BMP Clearinghouse Committee, which is scheduled for August 15, 2019.

HRPDC staff has continued to monitor the parallel efforts by the Chesapeake Bay Program (CBP) and the Water Environment Federation to develop testing protocols for MTDs.

Virginia’s Phase III Watershed Implementation Plan for the Chesapeake Bay TMDL

The EPA established the Chesapeake Bay TMDL on December 29, 2010 that included a Phase I Watershed Implementation Plan (WIP) developed by Virginia that outlined the statewide strategies that would be implemented by each source sector to achieve TMDL compliance. In

March 2012, Virginia submitted its final Phase II WIP to EPA that outlined the management actions that will be implemented by local governments. The HRPDC participated in both efforts on behalf of the local governments and submitted regional input for the Phase II WIP entitled, *Hampton Roads Regional Planning Framework, Scenario, and Strategies*.

In FY 2015, Virginia began the development of the Phase III WIP with the establishment of the Chesapeake Bay Stakeholder Advisory Group. HRPDC staff continues to participate in the Stakeholder Advisory Group and attended the meetings in August and November 2018 and January and March 2019.

As part of the state's efforts to develop the Phase III WIP, DEQ staff led outreach meetings across the state. HRPDC hosted the outreach meeting for Hampton Roads on July 17, 2018. DEQ staff reviewed the progress Virginia has made so far in reaching the goals of the TMDL, discussed the schedule for the development of the Phase III WIP, and explained the role of localities.

In FY 2019, DEQ contracted with the Planning Districts in the Bay watershed to develop strategies for reducing nitrogen and phosphorus loads (known as local area planning goals) in the unregulated developed, natural, and septic sectors. As part of this effort, HRPDC staff coordinated four stakeholder meetings from August through December 2018 to gather data, share best practices, discuss potential management strategies, and propose policy changes for obtaining nutrient reductions. Each meeting was attended by approximately 35 representatives of local governments, consultants, nonprofit organizations, HRSD, DEQ, VDOT, VDH, local health districts, and the Soil Water Conservation Districts. As part of the data gathering effort, regional GIS layers relevant to the success of the Phase III WIP were made available on HRGEO, HRPDC's online regional GIS data portal. The HRPDC submitted a BMP input deck and a table of programmatic actions as part of the contract with DEQ. The regional BMP input deck included the numbers of acres of BMPs such as shoreline management, tree planting, septic pump-out, bioretention basins, dry ponds, etc. that the Hampton Roads localities proposed to implement before 2025. The programmatic actions represent a list of recommendations that would facilitate BMP implementation or help the Commonwealth achieve local area planning goals. Many actions addressed deficiencies in state funding, technical assistance, and reporting gaps. HRPDC staff were invited to present the region's Phase III WIP efforts at the VA Water Environment Association Spring Seminar in April 2019.

The DEQ released the draft Phase III WIP in April 2019 and initiated a formal public comment period. The HRPDC supports several of the initiatives that were included in the WIP, such as Virginia's commitment to three full five-year MS4 permit cycles, the development of a State Lands WIP, and the pursuit of adequate funding for SLAF. The region submitted a formal comment letter with several recommendations, including: 1) formalize a State Lands WIP in the Chesapeake Bay modeling tool, CAST, 2) expand access to the Virginia Conservation Assistance Program to all residents in the Bay watershed, 3) enhance BMP reporting, 4) explain why additional nutrient reduction targets were assigned to the James River, when those reductions

are 1/6 as effective as pounds reduced in other basins, 5) prioritize projects in the James River for Water Quality Improvement Funds (WQIF), 6) reduce the goals for tree canopy expansion to a realistic target, 7) align state funding priorities with Phase III WIP goals, and 8) revise the numeric reductions on climate change impacts and shift to an adaptive management approach.

The EPA reviewed the draft Phase III WIP concurrently and identified both strengths and potential enhancements. Virginia's extensive engagement at the local level was listed as the primary strength, while providing more details on funding needs was the most notable recommended improvement. Virginia will release the final Phase III WIP in August 2019.

REGIONAL STUDIES

Water Quality Monitoring Study

In FY 2014, the HRPDC and the Phase I MS4 localities partnered with the USGS and the HRSD to create the Hampton Roads Regional Water Quality Monitoring Program (RWQMP). The purpose of the study is to characterize the sediment and nutrient loadings from the major urban land-uses in the Hampton Roads region. The data collected during the first three to five years will serve as a baseline for nutrient and sediment loads from the MS4s prior to implementation of BMPs in the studied watersheds to comply with the Chesapeake Bay TMDL. In addition these measured sediment and nutrient loads will be compared to the loading rates in the Chesapeake Bay Watershed Model and used to improve the accuracy of the model in the Coastal Plain. In FY 2015, the locations of the 12 stations (2 per Phase I locality) were selected, and seven stations were installed. In FY 2016, three additional stations were installed. In FY 2017, the remaining two stations were brought online. In FY 2018 and FY 2019, all twelve stations continued to collect storm event samples, which are analyzed for nutrients and sediments. The stations continuously monitor flow, turbidity, temperature, and conductivity. Additional information on the project objectives, site locations, and data collected can be viewed here: <http://va.water.usgs.gov/HRstormwater/index.html>.

The RWQMP was incorporated into the Phase I MS4 permits. HRPDC staff develops an Annual Report that includes the locations of monitoring stations, a summary of available data, and an interpretation of the data to include in the Phase I MS4 Annual Reports. The report is based on the annual update presented to the Regional Stormwater Workgroup by Mr. Aaron Porter (USGS). Once five years of data has been collected and analyzed from all twelve stations, Mr. Porter will begin to compare the pollutant loadings to those in the Chesapeake Bay model.

Stormwater Program Matrix

A comprehensive stormwater program matrix, including Phase I and Phase II MS4 permittees, was developed in FY 2000 to address both utility and programmatic issues. The matrix includes the rate structures, the type of bill, the frequency of billing, the number of utility customers, and program contact information. HRPDC staff coordinates with local government stormwater program staff to update the information in the matrix annually.

Stormwater Retrofit Projects in the Region

A master regional list of stormwater retrofits that have been completed, are under construction, or are in design was developed in FY 2019. The list includes construction costs, total costs, BMP type, acres treated, pollutant removal, etc. HRPDC staff will coordinate with local government staff to update the information regularly.

Local TMDL and Implementation Plan Development

The state has developed a substantial number of TMDL Studies and TMDL Implementation Plans. This work follows the classification of the waters by the state as meeting or failing to meet water quality standards. Water bodies that fail to meet water quality standards are classified as “impaired,” triggering the requirement to prepare the TMDL study. HRPDC staff has coordinated regional involvement in the “impaired waters” listing and TMDL development process. This has entailed providing opportunities through the Regional Environmental Committee for education of local government staff on the TMDL process, response to the development of TMDLs themselves, and participation in the development of implementation plans.

To assist the region’s localities in addressing this requirement and ensuring that Implementation Plans are feasible, HRPDC staff is working with the DEQ through a cooperative regional partnership to coordinate the TMDL study process with the localities and to develop the required Implementation Plans. In FY 2014, the HRPDC partnered with the DEQ, Hampton Roads localities, and the HRSD to develop a study plan to collect stormwater samples from the Elizabeth River watershed and analyze them for polychlorinated biphenyl (PCB) concentration in order to support the development of the Lower James and Elizabeth River PCB TMDL. Stations in Chesapeake, Norfolk, Portsmouth, and Virginia Beach were selected because they met the criteria for representative land uses and watersheds where PCBs could be monitored. In FY 2015, water samples were collected at these stations by the HRSD and sent to the DEQ selected laboratory for PCB analysis. The MS4 localities in Hampton Roads funded the data collection and the DEQ paid for the analysis. The PCB TMDL for the Lower James and Elizabeth River was expected to be developed in FY 2017; however, the DEQ experienced a number of staffing changes and other delays. It is expected sometime during FY 2020.

HRSD Bacteria Source Tracking

HRSD began a pathogen program to conduct bacteria source tracking in June 2015. The program was designed as a way to partner with local governments to focus source identification efforts. HRSD is providing sampling and analysis services while the local governments are providing staff time for the investigations. Several localities have taken advantage of the program including Chesapeake, Hampton, Newport News, Norfolk, Virginia Beach, and Suffolk.

TECHNICAL ASSISTANCE

The HRPDC continues to serve as a clearinghouse for technical assistance to the localities, as well as a point of contact in arranging short-term assistance from one locality to another. The

HRPDC Committee structure also provides a forum for state and federal regulatory agency staff to meet with the region's localities to discuss evolving stormwater management regulations and other emerging regulatory issues. In addition, HRPDC staff provides technical information and advice to all of the participating localities on a wide variety of issues upon request. In FY 2019, technical assistance to localities was focused on disseminating information related to implementation of and compliance with the Chesapeake Bay TMDL, providing training resources for locality stormwater staff, and evaluating the real world challenges of interpreting and implementing the local stormwater programs.

MEMORANDUM OF AGREEMENT

The Regional Stormwater Management Program was established in 1996 as a formal program of the Hampton Roads Planning District Commission with support and participation from the seventeen member local governments. An MOA was created that outlines the basic regulatory and programmatic premises for the cooperative program, incorporating the Regional Program Goals, described earlier in this report. The MOA establishes a division of program responsibilities among the HRPDC and the participating localities, addresses questions of legal liability for program implementation, and includes other general provisions. The MOA is reauthorized by the signatories every five years and was most recently renewed in 2018.

PERMIT ADMINISTRATION AND REPORTING SYSTEM (PARS)

In an effort to streamline reporting and capture data more effectively for local governments, the permitted localities pooled resources to develop the Permit Administration and Reporting System, or PARS. The region contracted with URS Corporation to develop a web-based data tracking and reporting system. The system allows local governments to catalog development sites and their associated BMPs. The system also enables localities to capture inspection information, catalog stormwater outfalls, document illicit discharge investigations and record public education information. The Regional Stormwater Workgroup agreed to retire PARS on June 30, 2016 for all users except Chesapeake, James City County, Norfolk, Suffolk, and Williamsburg as it no longer met reporting and tracking needs. These five localities agreed to continue to support PARS through December 2016. Norfolk and Chesapeake continue to support the database into FY 2020 while alternative systems are under development in those localities.

RELATED PROGRAMS AND PROJECTS

In various combinations, the eleven MS4 communities, as well as their non-permitted counterpart communities, participate in a wide variety of related programs. These programs are noted here because of their relationship with stormwater management.

Chesapeake Bay Program Participation

The CBP is a regional partnership that has led and directed the restoration of the Chesapeake Bay since 1983. CBP partners include federal and state agencies, local governments, non-profit

organizations and academic institutions. Partners work together through the CBP's goal teams, workgroups and committees to collaborate, share information, and set goals.

Since the development of the Chesapeake Bay TMDL in December 2010, the Hampton Roads Region has devoted considerable attention to the research, developments, and decisions ongoing within the CBP. HRPDC and locality staff have participated in the deliberations of many CBP committees and work groups dealing with urban stormwater, land development, watershed planning, land use development, modeling and local government's role in the Bay Program. HRPDC staff are local government representatives of the Urban Stormwater Workgroup and the Climate Resilience Workgroup, and co-chair of the Land Use Workgroup. Staff also follow the activities of the Watershed Technical Workgroup and the Water Quality Goal Implementation Team. Staff attended the CBP's Urban Stormwater Retreat in May 2019, bringing in local speakers and moderating a session to look at climate change impacts on the future of urban stormwater. Through the Urban Stormwater Workgroup, HRPDC staff are informing the Bay Partnership of the resilience work being done in the region, sharing findings of analyses and policies, and advocating for research on the co-benefits of BMPs for water quality and flooding concerns. HRPDC staff also serves on Virginia's WIP III Stakeholder Advisory Group (SAG) and participated in the development of the James River chlorophyll-a study.

Virginia Stormwater Management Program (VSMP) Outreach

The VSMP Authorities have been administering programs for five years. DEQ led a series of outreach meetings across the Commonwealth to discuss local program implementation, successes, challenges, and the reissuance of the Construction GP. The HRPDC hosted the meeting on May 29, 2019. Representatives from 14 localities and DEQ's Central and Tidewater Regional Offices were in attendance. The topics of discussion included identifying training needs for contractors and designers, securing Construction GP coverage for VDOT offsite support activities, and ideas to better manage those projects that are designed through multiple iterations of the site plan review process.

Trading with HRSD

HRSD, HRPDC staff, and the MS4 permittees collaborated to develop a regional template for MOAs to establish the framework for trading stormwater pollutant reduction credits. Individual MOAs with each of the eleven MS4 permittees were signed in 2017.

Currently HRSD treatment plants operate well below design flows, as those were established to ensure capacity to support regional population projections in 2040 and beyond. Annual average flows in 2015 were approximately 60% of design flows. As a result of plant flows well below design flows in combination with significant investment in nutrient removal technologies, HRSD currently discharges nutrients and sediment significantly below permitted limits and is projected to do so for the foreseeable future. The difference between permitted mass load limits and current performance provides ample capacity to absorb load reductions required from stormwater dischargers in Hampton Roads through at least 2036.

HRSD is developing the Sustainable Water Initiative for Tomorrow (SWIFT) project, their multi-year initiative that will take treated wastewater, purify it to drinking water standards, and then inject it into the Potomac Aquifer. In addition to replenishing the water in the aquifer, the SWIFT project will significantly reduce the volume of treated wastewater reaching the James, York, and Elizabeth Rivers. The project will generate enough permanent nutrient and sediment credits to meet almost all of the regional urban stormwater waste load allocations in the Chesapeake Bay TMDL. Mr. Ted Henifin (General Manager for HRSD) has given several presentations on the project at the Regional Environmental Committee and Regional Stormwater Workgroup meetings.

Trading with HRSD, first using the capacity credits and then using the permanent credits from SWIFT, allows MS4 permittees to change their focus from costly stormwater retrofit projects to addressing recurrent flooding and climate change adaptation.

CONCLUSION

Through the Hampton Roads Planning District Commission, the seventeen localities of Hampton Roads have established a comprehensive Regional Stormwater Management Program. This program provides technical assistance, coordination, comprehensive technical studies and policy analyses and stormwater education. The Regional Stormwater Management Program enables the region's localities to participate actively and effectively in state and federal regulatory matters. It has enhanced the ability of the eleven localities with VPDES Permits for their Municipal Separate Storm Sewer Systems to comply with permit requirements.

The Regional Stormwater Management Program provides a mechanism through which the strengths of the seventeen local stormwater programs can be mutually supportive. It allows for cost-effective compliance with permit requirements, resolution of citizen concerns with stormwater drainage and water quality matters, promotes regional consistency, and achievement of improved environmental quality throughout the Hampton Roads Region.

End of Appendix Section