



CITY OF POQUOSON
ENGINEERING

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

September 30, 2020

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RE: City of Poquoson Permit Year 2 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 2 (fiscal year 2020): July 1, 2019-June 30, 2020. Note that the actual permit year 2 is November 1, 2019-October 31, 2021. Activities planned to meet PY2 requirements and scheduled after FY 2020 are described in individual MCM descriptions and will be covered in the PY3 annual report.
- 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. This means the plan is due in May 1, 2021. At this time the City is implementing measures to reduce bacterial contamination of its waterways. The Action Plan will be developed and submitted to DEQ by the permit deadline. Measures currently being implemented will likely be continued in the action plan. As required, additional measures will be implemented in accordance with the permit and action plan.

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. The public is invited to comment on the program plan and annual report year round.

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. In addition, the City of Poquoson is a member of and relies on VPPSA for household hazardous waste collection events.
- 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 is likely the case for all permittees, the Covid pandemic impacted permit compliance activities. While the City remains compliant, some public participation events were cancelled. A training session for Public Works and Utilities Department employees was postponed until October 28, 2020, which is later but still in Permit Year 2. This was required to protect the health of employees with serious health issues and is in accordance with the Governor's emergency order. Finally, the Environmental Compliance Officer is working with some private BMP owners on required inspections. These BMPs will be inspected by the City prior to the end of permit year 2 (October 31, 2020) if the owners are noncompliant.

As you review this 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. City inspectors performed nearly double the required dry weather screenings. Perhaps the highlight of this year's program were Poquoson's public participation offerings. Even with required pandemic cancellations, the City provided wide variety of volunteer and educational opportunities. These were targeted at a diverse range of ages and citizens. Even with one of three nights cancelled due to high winds, 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.

While staffing remained the same in Fiscal Year 2020, we will have at least one new staff member involved in water quality efforts next year. Karen Holloway, our Environmental Compliance Officer of many years, retired effective June 30, 2020. Danielle Quick has filled this position. As part of her job duties, Danielle will be DEQ's point of contact for the stormwater construction permit and Chesapeake Bay Preservation Act programs. All other staffing remains the same at the time of this submittal. Danielle's contact information is:

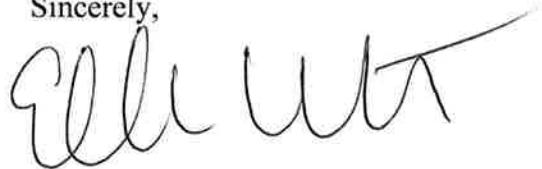
Danielle Quick, Environmental Compliance Officer

Danielle.quick@poquoson-va.gov

(757)868-3040

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.

Sincerely,

A handwritten signature in black ink, appearing to read "Ellen W. Roberts".

Ellen W. Roberts, P.E.
City Engineer

Cc: file

Attachments: Annual Report

ANNUAL REPORT CONTENTS

**Transmittal Memo with Status Report, Program Plan Update and
Reporting Requirement Information**

Annual Report Table of Contents

Certification Statement

Fiscal Year 2020 Status of Compliance Spreadsheets

Appendix Table of Contents

Appendix

**NOTE: As required by the permit, the 2020-2021 program plan is submitted as
a separate document.**

Notes on Report Layout and Contents

“PY” or “Permit Year” refers to the actual permit year (November 1-October 31)

“FY” or “Fiscal Year” refers to the reporting period. This report covers FY 20, or July 1, 2019-June 30, 2020.

Each BMP is covered in its own Appendix section.

Based on past communications with DEQ and in the interest of brevity, “typical” reporting forms rather than every form generated in the reporting period are provided. For example, instead of providing every monthly dry weather inspection or every monthly Public Works Yard SWPPP inspection form, typical forms are provided. The City retains all forms.



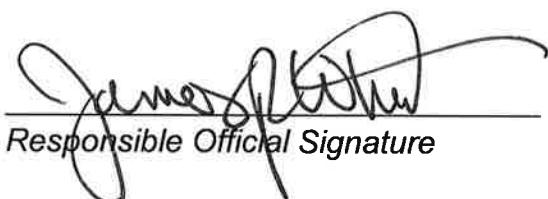
CITY OF POQUOSON

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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

9/25/2020

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 2020

Submitted to DEQ September 30, 2020

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 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. Regional Documents and MOA attached. The program plan and status of compliance spreadsheets detail specific roles and responsibilities.
1.1a	Update Public Education and Outreach Program	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	askHRCgreen.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	askHRCgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan COMPLIANT. THE PLAN IS 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	Locality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality	COMPLIANT. Information is available on the City of Poquoson Stormwater Quality website.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
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 PLAN IS IN THE APPENDIX.
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						COMPLIANT. Participated in the regional campaign.
1.2a	Scoop the Poop campaign	Make Scoop the Poop	askHRgreen.org Stormwater Education Subcommittee	Target audience reached through activities.	Ongoing.	askHRgreen.org Annual Report:	COMPLIANT. Information is distributed at City Hall, near dog license (Treasurer's) counter and library. Giveaways include 91 dog waste bag holders.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
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	Ongoing.	askHRgreen.org Annual Report	COMPLIANT. See Annual Report in Appendix.
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	Ongoing.	askHRgreen.org Annual Report	COMPLIANT. See Annual Report in 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	Ongoing.	askHRgreen.org Annual Report	COMPLIANT. See Annual Report in 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	https://www.ci.poquoson.va.us/	COMPLIANT. City posts volunteer opportunities on City website. In addition, the Environmental Compliance Officer spoke to the Kiwanis Club this year, explaining how to volunteer for the Wetlands Board and describing what the Board does.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
1.3b	Initiatives	Submit articles for askHRgreen.org blog or on locality website or social media for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	Public Participation Spreadsheet	Compliant. The City advertised 30 events impacting water quality. 26 types of events were held; 4 were cancelled because of the pandemic. Information on how they were promoted is found on the spreadsheet in the Appendix.
1.3c	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	Public Participation Spreadsheet	COMPLIANT. Volunteer opportunities were promoted on the City website and social media. The spreadsheet in the Appendix provides information on each event. Volunteer opportunities included 9 cleanup participation events, 1 of which was cancelled because of Covid.
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	Continuous	list of promotional items	COMPLIANT. See Appendix.
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	COMPLIANT. Visits to askHRgreen.org have increased every year since 2012

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup	Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit	MOA	COMPLIANT. MOA was renewed in 2018.	
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. 92% of meetings attended. See attendance chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	COMPLIANT. 70% of meetings attended. See attendance chart in Appendix.
1.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	Compliant. Providing participation opportunities was challenging but permit requirements were met. Continue to explore virtual, small group and alternative participation opportunities.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.1	Public Involvement	Implement procedures	SW Program Administrator & IT Department	PY1	Annual report	Compliant. Procedures developed in PY1. The public can contact the City using the information provided on the Stormwater Quality website (see 2.1b). See SOPs in Appendix.
2.1a	Develop and implement procedures for public to report illicit discharges, spills, and other environmental concerns	Establish methods to receive, respond to, and document public input on the MS4 program	Methods and documentation	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 to receive, respond to, and document public input on the MS4 program	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					

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.2a	Offer a minimum of four local activities per year from two or more categories in Table 2	activities held from public participation, education and restoration categories.	Activities offered	SW Program Administrator	Annually	Public Participation Spreadsheet in Appendix (see BMP 1.3)
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 & activity sponsors	Annually	Public Participation Spreadsheet
2.2c	Schedule of public participation activities	Document the anticipated time periods the activities will occur	Time periods documented	SW Program Administrator	Annually	Planned Public Participation Activities
2.3	Evaluation and Assessment	Evaluate and assess whether the activities are beneficial to improving water quality.		SW Program Administrator	Annually	Annual report

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map	Maintain and update mapping	Updated Map	SW Program Administrator/IT Dept. (GIS)	Annually	Service area map
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Table	SW Program Administrator/IT Dept. (GIS)	Annually	Information Table
3.1b	MS4 outfall or point of discharge information table	Maintain and update table	Provide to DEQ	SW Program Administrator/IT Dept. (GIS)	No later than 7/1/19	Shapefile
3.1c	Provide to DEQ a GIS-compatible shapefile of the MS4 map	Provide file				

COMPLIANT. Updated in PY1; no new outfalls this year. See Appendix. In addition, the City Property Information System mapping shows the approximate location of all upstream City owned storm drainage piping. This can be seen at <http://poquoson.mapsdirect.net/Account/Logon>

COMPLIANT. Updated in PY1; no new outfalls this year. See Appendix.

COMPLIANT. Provided in PY1 prior to 7/1/19 in accordance with permit requirements.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 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 or recently approved TMDLs in PY2.
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. Poquoson is downstream of all other MS4s. VDOT owns the only upstream MS4. While the City has not been contacted by VDOT, we are aware of the system and have contact information for VDOT if needed.
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	City Code Section 34-207, Prohibition on non-stormwater discharges	COMPLIANT. Code can be viewed on City website at https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PT1ICOOR_CH34EN_ARTVSTMA
3.2	Dry Weather Screening (DWS)						

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
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. Protocol, sample forms found in Appendix.
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 COMPLIANT. Prioritized protocol, schedule and rationale found in Appendix.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
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	<p>Summary Spreadsheet and typical form provided in Appendix. In past years DEQ reviewers asked that we include the summary and sample form rather than all forms in report.</p> <p>All forms available upon request.</p>	<p>COMPLIANT. Summary Spreadsheet and typical form provided in Appendix. City inspected 91 outfalls and over 15,565 linear feet of outfall ditching. Inspections included prioritized areas selected in PY1.</p>
3.3	IDDE program implementation						
3.3a	Maintain and implement written procedures for IDDE	Implement written IDDE procedures	Procedures	SW Program Administrator	Continuously	Procedures	COMPLIANT. See Appendix.
3.3b	Public IDDE Reporting	Promote & publicize IDDE reporting	Presence of contact information on website	SW Program Administrator	Continuously	Locality website	<p>COMPLIANT. Information provided on Poquoson Stormwater Quality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality</p>

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
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	Fire Department and Inspection forms	COMPLIANT. See appendix for sample forms and a summary of issues/responses this year.
3.3d	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	SW Program Administrator/ Fire Dept	Ongoing	Illicit Discharge Response Summary	Compliant. See Appendix for summary spreadsheet and backup information on most egregious discharges.
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	COMPLIANT. Improvements provided in Appendix.
3.4	Spill reporting						
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	Fire Department and Inspection forms	COMPLIANT. See summary sheet and FD forms in Appendix.
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	List from SSORS	COMPLIANT. No sanitary sewer overflows occurred in PY2. City staff assisted a citizen with the repair of their private property sewer line breakage. See summary sheet.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

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	<p>COMPLIANT. City exceeded dry weather screening-required number of outfalls; inspected outfalls prioritized in PY1. As the summary sheet and back up info indicates, Poquoson staff members from various City departments coordinated to respond to incidents quickly. One of the advantages of small community size is that Poquoson staff members communicate and work together well to quickly resolve spills.</p>

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

4. Construction Site Storm Water Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.1a	Construction projects	Continue to implement the SW/M, E&SC, & CBPA ordinances	SW/M, E&SC, & CBPA CBPA Ordinance citations	SW, E&SC, & CBPA Program Administrators	Continuously	Ordinances
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 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 standards and specifications for erosion and sediment control.
4.2	Compliance and Enforcement	Implement inspection procedures	E&SC Program Procedures	E&SC Program Administrator	Continuously	Inspection Standard Operating Procedures (E&SC; stormwater)
4.2a	Written E&SC and stormwater inspection procedures	Implement inspection procedures	E&SC Program Procedures	E&SC Program Administrator	Continuously	COMPLIANT. See Appendix for SOP's.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

4. Construction Site Storm Water Runoff Control							PY 2 Status
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	
4.2b	Written E&SC/stormwater procedures for requiring compliance through corrective action or enforcement action	Implement corrective or enforcement action procedures	Procedures	E&SC Program Administrator	Continuously	Compliance/enforcement SOPs	COMPLIANT. See Appendix for SOP's.
4.2c	Roles and responsibilities of each department, division, or subdivision in implementing the construction site SW runoff control program	Documentation	Presence of documentation	E&SC Program Administrator	Continuously	Annual Report and standard operating procedures	COMPLIANT. See Appendix for SOP's.
4.2d	VSMMP and E&SC inspections	Continue to implement construction site BMP, and inspection provisions of the local Erosion and Sediment Control Ordinance.	# of inspections	E&SC Program Administrator	Annually	Summary from Environmental Compliance Officer Records	COMPLIANT. 562 inspections were conducted. Total permitted disturbed area in the City = 17.10 acres. Most development this year involved single family home construction.
4.2e	VSMMP and E&SC enforcement actions	Continue to implement enforcement provisions per local Erosion and Sediment Control Ordinance	# enforcement actions	E&SC Program Administrator	Annually	Summary from Environmental Compliance Officer Records	COMPLIANT. No Notice of Violations or Notice to Comply orders were required this year. This is due to the predominance of single family home construction and lack of other large developments/land disturbance areas. City staff worked with contractors to correct 13 minor issues (silt fence repair; tracking soil onto road) at 7 sites. Contractors responded in a timely manner. A summary sheet of these instances with samples of correspondence are found in Appendix.
4.3	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	COMPLIANT. Inspections continued uninterrupted during Covid closures. Development continued to be extremely low this year. We expect to see an increase in larger development projects in PY3. This may increase the number of inspections and the possibility of noncompliance.

5. Post Construction Storm Water Management in New Development and Redevelopment						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
						PY 2 Status
5.1	Post Construction SW Management Program	Implement the approved VSMP	Approved VSMP	VSMP Authority Administrator	Ongoing	Approval letter issued by DEQ Compliant. See Appendix.
5.1a	Local VSMP	Implement the approved VSMP	Approved VSMP	VSMP Authority Administrator	Ongoing	Compliant. See https://library.municode.com/va/pouquoson/code-of-ordinances?nodeId=PTICOCR_CH3EN_ARTVSTM
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
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
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

CITY OF POQUOSON PROGRAM PLAN

5.2.c	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
5.2d	Optional - Develop and implement a progressive compliance and enforcement strategy	Develop and implement strategy	Strategy	SW Program Administrator	Ongoing	Written Strategy
5.3	Tracking and Reporting					
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	Data as required by Permit (print & spreadsheet/ database)	SW Program Administrator	Annually	BMP Spreadsheet /Database
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
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
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

The current program appears to be working well. The program will be evaluated in PY3.

COMPLIANT. No new BMPs added this year.

COMPLIANT. No new BMPs added this year.

COMPLIANT. 29 privately owned BMP agreements. See Appendix for tracking spreadsheet. Maintenance Agreements are designated with an M in Notes column.

CITY OF POQUOSON PROGRAM PLAN

5.4	<p>Evaluation and Assessment</p> <p>Evaluate and assess progress towards meeting measurable goals.</p>	<p>SW Program/E&SC Program Administrators</p> <p>Annually</p>	<p>Annual Report</p> <p>COMPLIANT. We experienced some delay in a few private BMP inspections, possibly related to Covid closures. The City is currently working with the owners to have these inspections performed and as a backup has a plan to inspect them using staff members prior to the end of the permit year (October 31, 2020). We anticipate new BMPs being added next year based on current development plan reviews.</p>
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STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee							PY 2 Status
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	
6.1	Operations and Maintenance Activities	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	Administrator/ EMS Team	Continuously	SOPs/ O&M Plan	COMPLIANT. SOP's and O&M plan are found in the City's SWPPP for municipal facilities at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1a	Pollution prevention procedures at permittee-owned facilities	Continue to implement and update procedures for proper waste disposal, including yard waste	SOP(s)/ O&M Plan SW Program Administrator/ EMS Team	Administrator/ EMS Team	Continuously	SOPs/ O&M Plan	COMPLIANT. SOP's and O&M plan are found in the City's SWPPP for municipal facilities at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1b	Waste Disposal	Develop and implement procedures to prevent the discharge of municipal vehicle wash water into the MS4 without a separate VPDES permit	Operations Personnel and Department of Utilities Procedures	Operations Personnel and Department of Utilities	Continuously	SOPs/ O&M Plan	COMPLIANT. SOP's and O&M plan are found in the City's SWPPP for municipal facilities at https://www.ci.poquoson.va.us/278/Stormwater-Quality . In accordance with requirements, the wash rack grit tank was pumped this year.
6.1c	Manage Municipal Vehicle Wash Water and Wastewater						

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1e	Stormwater System Maintenance BMPs	Require BMPs when discharging water pumped from utility construction and maintenance activities	BMPs Used	Operations Personnel	Continuously	SOPs/ O&M Plan https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1f	Bulk Storage BMPs	Require BMPs for bulk storage areas (salt storage, top soil stockpiles)	BMPs Used	Operations Personnel	Continuously	SOPs/ O&M Plan https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1g	Manage Leaking Municipally-owned Leaking Vehicles	Prevent the discharge of pollutants to the MS4	BMPs Used	Operations Personnel	Continuously	SOPs/ O&M Plan https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1h	Manage Fertilizers and Pesticides	Implement procedures to ensure materials are applied in accordance with manufacturer's recommendations	Procedures	Operations Personnel	Continuously	SOPs/ O&M Plan https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.2	Storm Water Pollution Prevention Plans (SWPPP)					

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

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 2 Status
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	COMPLIANT. One facility. The City's Public Works Yard houses Public Works, Utilities and Vehicle Maintenance buildings and equipment. This is the only site identified.
6.2b	SWPPP Implementation	Maintain and implement SWPPPs for identified high-priority facilities	SWPPP	SW Program Administrator	Continuously	SWPPP	COMPLIANT. See SWPPP (website reference in 6.1). Typical SWPPP inspection form is found in Appendix. Public Works Office retains monthly forms.
6.3	Nutrient Management Plans (NMPs)			SW Program Administrator & Landscape Division	Continuously	List of NMP Covered Sites	
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 sites within the City have been identified. These sites have nutrient management plans supplied by a contractor. Other City properties are less than one acre or nutrients are not applied. For example, the City does not apply nutrients at school sites. See appendix for sites identified.
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	Public Works Director	Annually	Statement	COMPLIANT. 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

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

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 2 Status
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.	COMPLIANT. See Appendix for SWPPP SOPs. Contractors are required to follow SOP's and are supervised by Public Works staff to ensure compliance. See SWPPP at link referenced above.
6.5	Employee Education & Training	Maintain and implement a training plan for applicable staff	Training Plan	SW Program Administrator	PY1	Training Plan	COMPLIANT. See Appendix.
6.5a	Written training plan						
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	Formal group training was delayed from Spring 2020 to October 2020 due to Covid restrictions on group meetings. Training is still planned for PY2. See appendix for planned training objectives and agenda.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

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 2 Status
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	Formal group training was delayed from Spring 2020 to October 2020 due to Covid restrictions on group meetings. Training is still planned for PY2. See appendix for planned training objectives and agenda.
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	Formal group training was delayed from Spring 2020 to October 2020 due to Covid restrictions on group meetings. Training is still planned for PY2. See appendix for planned training objectives and agenda.
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. See appendix.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

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 2 Status
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. See appendix.
6.5g	Emergency Response employee training	Document spill management training for emergency responders	Certifications obtained	Haz-Mat officer	Annually	Certifications	COMPLIANT. See appendix.
6.6	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report	COMPLIANT. Two training activities were impacted by Covid: the public works spill prevention/good housekeeping training was delayed but is still scheduled within Permit Year 2; and Public Works' OSHA hazardous waste training was cancelled. 3-4 staff members are sent to this training every year. Almost every staff member has had this training in the last 5 years, and training will be resumed when it is available.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

TMDL Special Conditions						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
						PY 2 Status
SC-1	Chesapeake Bay TMDL	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-1a	Update the Chesapeake 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-1b	Provide opportunity for public comment on the updated Bay TMDL Action Plan					
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	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
SC-2a	Local TMDL Action Plan for TMDLs approved by EPA prior to July 1, 2013					n/a. Poquoson only has bacterial TMDLs approved after July 1, 2013.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

<p>SC-2b</p> <p>Local TMDL Action Plan for TMDLs approved by EPA on or after July 1, 2013 and prior to June 30, 2018</p>	<p>Develop a Local TMDL Action Plan</p> <p>Local TMDL Action Plan</p> <p>SW Program Administrator</p>	<p>No later than 30 months after the permit effective date</p>	<p>Local TMDL Action Plan</p>	<p>Back and Poquoson River Bacterial TMDL Action Plan due in PY 3. City is already implementing actions to reduce bacterial contamination</p>
<p>SC-2c</p> <p>Identify the significant sources of the POC</p>	<p>Identify the significant sources</p> <p>Local TMDL Action Plan</p> <p>SW Program Administrator</p>	<p>No later than 18 or 30 months after permit effective date, as applicable</p>	<p>Local TMDL Action Plan</p>	<p>Due in PY3. Work is ongoing. The most significant source of bacteria is the Wildlife refuge located adjacent to City of Poquoson. The City has an ongoing partnership with federal partners to reduce goose population that have relocated from the refuge to City ponds and parks. This appears to be very effective.</p>
<p>SC-2d</p> <p>Outreach strategy to enhance public (including staff) education on reducing bacteria discharges</p>	<p>Develop and implement an outreach strategy</p> <p>Outreach Strategy</p> <p>askHrgreen and SW Program Administrator</p>	<p>No later than 18 or 30 months after permit effective date, as applicable</p>	<p>Local TMDL Action Plan</p>	<p>Due in PY3. However, this effort is underway. Public Education is provided via the City cable TV station and website and through the AskHrgreen program. See annual AskHrgreen report for media campaign information.</p>
<p>SC-2e</p> <p>Schedule of anticipated actions for this permit term</p>	<p>Schedule of anticipated actions provided</p> <p>Schedule of actions</p> <p>SW Program Administrator</p>	<p>No later than 18 or 30 months after permit effective date, as applicable</p>	<p>Local TMDL Action Plan</p>	<p>Due in PY3 as part of the action plan. However, Poquoson is taking steps to reduce bacteria, including pet waste stations; itinerant goose control; and boat privy pump outs.</p>

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

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	The Action plan will be developed and provided for public comment in PY3.
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	Due in PY3. See SC-2 for actions proactively being taken.
SC-4	Sediment, Phosphorous, and Nitrogen TMDLs						
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. Poquoson only has bacterial TMDLs approved after July 1, 2013.
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. Poquoson only has bacterial TMDLs approved after July 1, 2013.
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. Poquoson only has bacterial TMDLs approved after July 1, 2013.

Permit Year 2

APPENDIX

City of Poquoson Annual Report

VAR# 040024

Submitted to DEQ September 30, 2020

For use in the 2020-2021 permit year

BMP 1		PUBLIC OUTREACH AND EDUCATION
1.1	Education and Outreach Plan	
1.2	askHRgreen.org Annual Report	
1.3 & 2.2	Public Participation Spreadsheet	
1.3	Promotional Items and Distribution: Regional materials provided to City and materials given away by City	
1.4, SC-1c	Regional Memorandum of Understanding; HRSD regional agreement for nutrient credits for Bay TMDL; Summary of Regional Cooperation	
1.4	Regional Stormwater Workgroup Attendance Chart	
1.4	AskHRgreen Attendance Chart	
BMP 2		PUBLIC INVOLVEMENT/PARTICIPATION
2.2	See Public Participation Sheet listed under BMP 1.3	
2.2	PY3 Planned Public Participation Activities	
BMP 3		ILICIT DISCHARGE DETECTION AND ELIMINATION
3.1	Service area & Outfall Map	
3.1	MS4 Outfall Information Table (includes City-owned Water Quality BMPs)	
3.2	Dry weather screening protocol with prioritization/scheduling; Dry weather screening standard operation procedures	
3.2	Summary of screenings table; typical dry weather monthly screening form	
3.3	IDDE Procedures	
3.3	Hazardous Waste Spill Procedures	
3.3	IDDE Summary Table	
3.3	Supplemental information for spill responses. This includes communications; Public Works forms; and Fire Department reporting forms for all non discharges caused by something other than a vehicular accident. This information addresses both illicit discharge responses and non sewer spills.	
3.3 e	Utility Department Report: Sanitary Sewer System Improvements	
3.4 b	Sanitary Sewer Overflow Reports: No sanitary sewer system spills this year (therefore no forms provided)	
BMP 4		CONSTRUCTION SITE STORM WATER RUNOFF CONTROL
4.2	Site Inspection SOP's and E&SC /Stormwater Inspections and enforcement SOPs	
4.2	List of FY 2020 Land Disturbance Projects	
4.2	Summary of construction site issues found during inspections	
4.2	Enforcement communications	
4.2	Typical inspection forms	
BMP 5		POST CONSTRUCTION STORM WATER MANAGEMENT
5.1	VSMP Program Approval Letter	
5.2	Written inspection and maintenance procedures for managing locally owned BMPs	
5.2	Privately owned BMP tracking spreadsheet	
BMP 6		Good Housekeeping
6.2b	Typical Monthly SWPPP Inspection Form for High Priority Facility: May 2020. Inspection forms are retained by Public Works.	
6.3	List of NMP Covered Sites	
6.5	Written Training Plan	
6.5	Covid impacts on training; Summary of Training Objectives; Agenda for upcoming October training	
6.5	Pesticides & herbicide certifications	
6.5	E&SC and Stormwater Program Certifications	
6.5	Emergency Responder Haz Mat training attendance	
BMP SC		Special Conditions: TMDLs
SC-1	TMDL Status Report for FY 2020	
SC-1c	HRSD Nutrient Credit Agreement: Found in Appendix under BMP 1.4	

SC-2	Goose Control program information
SC-2	Blueway Map with Boat Privy Pump Out locations

Public Outreach and Education

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2020

Submitted to DEQ September 30, 2020

BMP 1	<u>PUBLIC OUTREACH AND EDUCATION</u>
	Status of Compliance Spreadsheets
1.1	Education and Outreach Plan
1.2	askHRgreen.org Annual Report
1.3 & 2.2	Public Participation Spreadsheet
1.3	Promotional Items and Distribution: Regional materials provided to City and materials given away by City
1.4, SC-1c	Regional Memorandum of Understanding; HRSD regional agreement for nutrient credits for Bay TMDL; Summary of Regional Cooperation
1.4	Regional Stormwater Workgroup Attendance Chart
1.4	AskHRgreen Attendance Chart

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
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 PLAN IS IN THE APPENDIX.
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						COMPLIANT. Participated in the regional campaign.
1.2a	<i>Scoop the Poop</i> campaign	<i>Make 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	Ongoing.	askHRgreen.org Annual Report:	COMPLIANT. Information is distributed at City Hall, near dog license (Treasurer's) counter and library. Giveaways include 91 dog waste bag holders.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
1.2.b	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	Ongoing.	askHRgreen.org Annual Report	COMPLIANT. See Annual Report in Appendix.
1.2.c	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	Ongoing.	askHRgreen.org Annual Report	COMPLIANT. See Annual Report in Appendix.
1.2.d	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	Ongoing.	askHRgreen.org Annual Report	COMPLIANT. See Annual Report in Appendix. Poquoson had 17 Bay Star homes this year. This is a higher participation rate than at least 7 other regional localities.
1.3	Provide for Public Participation						
1.3.a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	https://www.ci.poquoson.va.us/	COMPLIANT. City posts volunteer opportunities on City website. In addition, the Environmental Compliance Officer spoke to the Kiwanis Club this year, explaining how to volunteer for the Wetlands Board and describing what the Board does.

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 2 Status
	Program Plan Requirements	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. Regional Documents and MOA attached. The program plan and status of compliance spreadsheets detail specific roles and responsibilities.
	Roles and responsibilities						
	1. Public Outreach and Education						
1.1	Update Public Education and Outreach Program						
1.1.a	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.
1.1.b	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 PLAN IS IN THE APPENDIX.
1.1.c	Provide a contact name and phone number where the public can find more information	Provide contact information	Information provided	SW Program Administrator	PY1	Locality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality	Information is available on the City of Poquoson Stormwater Quality website.

High Priority Issues - Education and Outreach Plan
Date Updated August 28, 2020

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

High Priority Issue	Rationale for Selecting this Issue	Target Audience	Strategies Used	Anticipated Schedule - and beyond	
				FY19	FY20
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) askHRRgreen e-newsletter and social media posts Green Learning Guide for 3rd grade Bulk purchase of pet waste stations Printed brochures Promotional items - Dog waste bag holders, bumper stickers, and hand sanitizers Scoop the Poop pledge at askHRRgreen.org Information on askHRRgreen.org	Summer 2019, Summer 2020 Ongoing printed - Dec. 2018, online - ongoing Fall 2019, August 2020 Ongoing Ongoing Ongoing Ongoing Ongoing	Summer 2019, Summer 2020 Ongoing
2 Lawn Care	Reducing algal blooms and nutrients concentrations in surface waters	Homeowners	Paid media campaign (TV, radio, newspapers) askHRRgreen e-newsletter and social media posts -fertilizer askHRRgreen 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 askHRRgreen.org	Fall 2019, Fall 2020 Ongoing Ongoing Fall 2019, Summer 2020 Ongoing Ongoing Ongoing Ongoing Ongoing	Fall 2019, Fall 2020 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) askHRRgreen 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 askHRRgreen.org	Nov. and Dec. 2018, 2019, and 2020 Ongoing Ongoing Ongoing Ongoing Ongoing	Nov. and Dec. 2018, 2019, and 2020 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	Food Service Establishment & Grease Hauler Employee FOG Certification Program at www.hrfog.com Information on askHRRgreen.org	Ongoing	Ongoing
			Bay Star Businesses program Commercial Car Washes - "Thank You for Washing Responsibly" outreach campaign Three new rack card brochures tailored to each business type Direct mailing to landscapers Promotional items - Bay Star Businesses window clings and notepads, microfiber towels for commercial car washes Information on askHRRgreen.org	Summer/Fall 2020 Nov. 2018, ongoing March 2019 Ongoing	Ongoing

ANNUAL REPORT

FISCAL YEAR 2019-2020



E 2 0 - 0 1



Report Documentation

TITLE:

askHRgreen.org Annual Report for Fiscal Year 2019-2020

REPORT DATE

September 2020

GRANT/SPONSORING AGENCY

Local Funds

AUTHORS:

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Rebekah Eastep

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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 2019-2020. It also provides an overview of the individual initiatives and results from each of the four askHRgreen.org environmental education committees: 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 2020, approved by the Commission in May 2019.

HAMPTON ROADS PLANNING DISTRICT COMMISSION

CHESAPEAKE
Steven Best
Robert Geis
Debbie Ritter
Ella Ward
Christopher Price

POQUOSON
Eugene Hunt
Randall Wheeler

FRANKLIN
Frank Rabil
Amanda Jarratt

PORTSMOUTH
John Rowe
Lydia Pettie Patton

GLOUCESTER COUNTY
Phillip Bazzani
Brent Fedors

SOUTHAMPTON COUNTY
William Gillette
Michael Johnson

HAMPTON
Steve Brown
Donnie Tuck
Mary Bunting

SUFFOLK
Leroy Bennett
Patrick Roberts

ISLE OF WIGHT COUNTY
William McCarty
Randy Keaton, Treasurer

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Robert Elliott
Melissa Rollins

JAMES CITY COUNTY
Michael Hippel, Chair
Scott Stevens

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Robert Dyer
Barbara Henley
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Guy Tower
Rosemary Wilson
Sabrina Wootten
Patrick Duhaney

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Mamie Johnson
Andria McClellan, Vice-Chair
Larry Filer

WILLIAMSBURG
Vacant
Andrew Trivette

YORK COUNTY
Sheila Noll
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Deputy Executive Director
Housing and Human Services Administrator
Principal Environmental Education Planner
Chief Economist
Principal Water Resources Engineer
Administrator, Office of Community Affairs and Civil Rights
Emergency Management Administrator
Administrative Assistant II
Administrative Assistant II
Assistant General Services Manager

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.

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

Water Awareness Committee - 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 Committee - A cooperative partnership of the region's seventeen member cities and counties which has served as a formal adjunct to the regional 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.

A message about COVID-19

Like nearly every other operation around the globe, our askHRgreen.org public outreach program felt the impacts of the COVID-19 pandemic in FY20. Special events were cancelled, planned promotions were put on hold, and we shifted our focus to virtual outreach as much as possible. As people stayed home, waste reduction and responsible disposal practices became a major theme in communications. Public interest in gardening and landscaping surged. The pomp and circumstance that would have surrounded the 50th anniversary of Earth Day in April was replaced with "Fifty Ways to Celebrate Earth Day While Social Distancing." And as schools shut down and remote learning began, askHRgreen.org published weekly virtual lesson plans to keep students at all levels engaged in environmental education principles. Despite the challenges, our regional team members continued to work together to find new, innovative ways to encourage the citizens of Hampton Roads to implement green practices in their daily lives...even in these most uncertain times.

Recycling and Beautification Committee - 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, waste reduction, and recycling education. This group has been working cooperatively since 1981.

Fats, Oils, and Grease (FOG) Education Committee - 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 Committee 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

HIGHLIGHTS

fourteen million opportunities 

to see or hear about askHRgreen.org

 73,379 visitors to askHRgreen.org

19 community events with over 86,000 people in attendance 

BAY STAR PROGRAMS
★ 3,383 homes ♦ 50 businesses

 8,096 students impacted by \$10,073 in environmental education mini grants

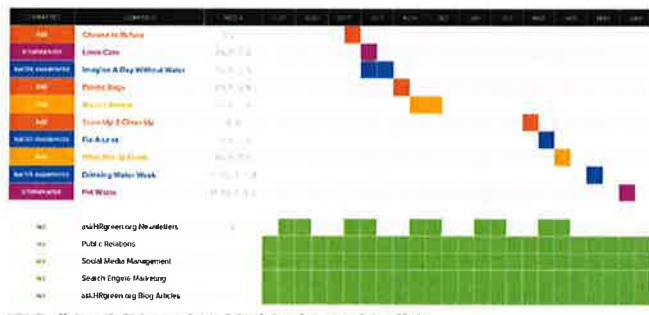
awarded 33 pet waste disposal stations impacting in neighborhoods across the region 

 Launched interactive recycling lookup tool

\$8,000 grant funds received for special projects



2019-2020 Media Calendar



Promotions & Website Traffic



Website Analytics

The askHRgreen.org website continues to be the cornerstone of our outreach efforts, where campaign news and events are featured prominently and content is delivered seamlessly to users on all types of devices. In FY20, we saw a 25% increase in website traffic over FY19

and a 36% increase in webpage views – up to over 117,000. The majority of web traffic continues to be new visitors, demonstrating the growing awareness and effectiveness of our outreach efforts.

	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15
Visits	73,379	58,893	55,735	58,113	52,530	58,279
Unique Visitors	63,146	49,816	45,661	46,282	42,539	46,994
Pageviews	117,463	86,538	93,589	92,681	93,177	103,228
Pages per Visit	1.60	1.47	1.68	1.59	1.77	1.77
Average Visit Duration	1:02	1:03	1:27	1:12	1:32	1:26
Bounce Rate	79%	81%	77%	79%	75%	75%
% New Visits	86%	84%	81%	80%	80%	80%
Mobile Devices	58%	57%	54%	53%	40%	39%
Desktop Devices	42%	43%	46%	47%	60%	61%

AVERAGE 322 PAGES VIEWED/DAY

We achieved a 25% increase in traffic over FY18-19, and have the highest number of pageviews ever! The majority of traffic continues to be new visitors, demonstrating the growing awareness of our efforts.

Top Website Traffic Sources & Pages Visited

36.45% Google Organic Search

25.59% Direct +3%

22.77% Paid

15.87% Pay-Per-Click (SEM)

6.9% Digital Ads (Media Campaigns)

4.56% Facebook

1.24% Bing

1.04% PilotOnline.com

TOP TWENTY VISITED PAGES

1.027	Home - askHRgreen.org
5,945	Good to Know: Recycling Lookup: Basic: Never Throw
3,830	Events - 103+ pageviews
3,739	Blog Article: Disposable Plastic & diaper liners - 103+ pageviews
2,779	Good to Know: Electronics Recycling - 15+ pageviews
2,054	Good to Know: Recycling Lookup - Virginia Beach
2,032	Good to Know: Lawn & Garden Best Practices - 103+ pageviews
1,752	Blog - 75+ pageviews
1,704	Campaign: Choose to Refuse Single Use Plastics - 103+ pageviews
1,537	Programs: Great American Cleanup - 103+ pageviews
1,523	Good to Know: Plant Native Plants - 103+ pageviews
1,499	Blog Article: 50 Ways to Celebrate Earth Day
1,291	Know-It-All: Recycling/Reusing
1,270	Good to Know: Recycling of Metal
1,225	Good to Know: Plastic Bag Recycling
1,224	Programs: Bay Star Homes
1,076	Good to Know: Pet Waste Disposal

Search Engine Marketing

The askHRgreen.org Search Engine Marketing (SEM) program employs Google pay-per-click advertising to increase traffic to the website. By bidding on select keywords and phrases, our ads direct search traffic to relevant content on the askHRgreen.org website. In FY20, we had more than 340,000 Google search impressions – up 63% over FY19. Those searches drove over 12,000 clicks to relevant content on the askHRgreen.org website. Our electronics disposal and recycling topics routinely lead the campaign in terms of impressions and clicks, but in FY20, we saw a substantial spike in search traffic for lawncare-related keywords – 62,000 ad impressions in that category between March and June. The stay-at-home orders in place during that time may have contributed to the increase. See appendix A for the full SEM campaign report for FY20.

Search Engine Marketing Results

	2019-20	2018-19	2017-18	2016-17	
Impressions	342,690	210,695	169,140	107,920	+63%
Clicks	12,449	11,087	7,330	4,226	+12%
Click Thru Rate (CTR)	3.63%	5.26%	4.33%	3.92%	



Top 10 Keyword Ad Groups

	Impressions	Clicks	Impression Share	Click Thru Rate
Electronics Disposal	25,719	2,516	75%	9.78%
Recycling At Home	40,245	1,540	61%	3.83%
Native Plants	38,189	1,246	35%	3.26%
Lawn Care	67,630	1,012	55%	1.50%
Battery Disposal	12,353	1,006	69%	8.14%
Reduce Reuse Recycle	13,040	904	81%	6.93%
TMDL	12,800	680	62%	5.31%
AskHRgreen General	3,198	563	81%	17.60%
Medication Disposal	6,322	541	79%	8.56%
Plastic Bag Recycling	5,675	361	62%	6.36%

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Community Outreach

Events

askHRgreen.org is invited to attend a multitude of community events each year. These events serve as a vital opportunity for our regional committee members to interact with residents and visitors to Hampton Roads. The events span a variety of themes from eco-events to employee appreciation days, regional fairs, concerts, and more. Although some events have an environmental focus, many others appeal to the general public and allow interaction with new audiences who may be learning about eco-friendly behaviors for the very first time. The recently updated askHRgreen.org mobile outreach and education trailer is an important engagement tool for these events. Volunteers staff the trailer at special events and distribute a variety of resources from informational brochures and rack cards to reusable shopping bags, stainless steel straws, rain gauges, and a variety of other eco-themed promotional items. In addition, attendance at these events allows askHRgreen.org messages in front of large audiences.

In FY20, we had the opportunity to interact with more than 86,000 event goers across the Hampton Roads region. Due to COVID-19, our spring and early summer events were cancelled, but we look forward to more outreach events once these types of large gatherings can resume.

Event	Description	Location	Attendees
NRG Summer Gratitude	Hampton Roads	NRG	8,700
Earth Day	Hampton Roads	NRG and NREC	5,100
City of Virginia Beach	Virginia Beach	NRG and NREC	22,070
Community Engagement Events in VA	Virginia Beach	NRG	3,000
Third Thursday at the City Center	Virginia Beach	NRG and NREC	150
Blue Ocean Blitz Party	Virginia Beach	NRG	182
ReefSafe Laysan Regional Clean-up	Virginia Beach	NRG	70
NRG Energy & More	Virginia Beach	NRG	100
Arts Festival	Virginia Beach	NRG	23,200
NRG Family Market	Virginia Beach	NRG	300
Underwater River Festival	Virginia Beach	NRG	3,000
Earth Day in the Schools—State Show	Virginia Beach	NRG	500
Arts & Crafts Fair (Parks)	Virginia Beach	NRG	325
Brothers Give Back	Virginia Beach	NRG	150
NRG Energy	Virginia Beach	NRG	2,000
NRG Summer Gratitude	Virginia Beach	NRG	500
Arts Festival	Virginia Beach	NRG	300
ReefSafe Laysan Island Cleanups and Safety Event	Virginia Beach	NRG and NREC	1,676
NRG Beach Home & Garden Learning Series	Virginia Beach	NRG	125
Office Hours	Virginia Beach	NRG	100
Underwater Market	Virginia Beach	NRG	100
Underwater River Festival	Virginia Beach	NRG	2,000
Arts & Crafts Fair (Parks)	Virginia Beach	NRG	300
ReefSafe Laysan Island	Virginia Beach	NRG	1,676
ReefSafe Laysan Island Event Day	Virginia Beach	NRG	1,676
All About Beaches & Beaches & Beaches	Virginia Beach	NRG	1,676
All About Beaches & Beaches & Beaches	Virginia Beach	NRG	1,676
ReefSafe Laysan Island Beach Day	Virginia Beach	NRG	1,676
NRG Beach Home & Garden Learning Series	Virginia Beach	NRG	1,676
Imagine a Day Without Water	Virginia Beach	NRG	1,676



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Bay Star Homes

FY20 was the fourth year of operation for the Bay Star Homes program. This community-based recognition program encourages residents to avoid environmentally-harmful behaviors in their home and be proactive about using voluntary stormwater management practices such as rain barrels, rain gardens, and downspout disconnects on their private property. Residents pledge to do at least eight environmentally-friendly practices as part of the program. Pledges include stormwater best practices as well as other desirable behaviors such as waste reduction, water conservation and energy reduction. In FY20, the total number of participating households for the Bay Star Homes program rose to 3,383, an increase of 279 new households over the previous year.

Bay Star Homes Registrants

City/County	Number
Chesapeake	349
Franklin	13
Gloucester	19
Hampton	119
Isle of Wight	9
James City	12
Newport News	229
Norfolk	2301
Poquoson	17
Portsmouth	39
Smithfield	13
Southampton	4
Suffolk	139
Surry	3
Virginia Beach	236
Williamsburg	8
York	72
Total	3,383



Great American Cleanup

For a second year, the askHRgreen.org Recycling & Beautification Committee worked together to clean up and beautify Hampton Roads through the Great American Cleanup (GAC). A part of the committee's "Team Up 2 Clean Up" initiative, GAC engages the public and business community to get involved in beautification projects throughout the region. For FY20, Friday, March 27 and Saturday, March 28 were designated as the regional GAC dates. Over 350 volunteers, including businesses and military commands, signed up to participate in a variety of events during the two-day initiative. Planned projects included neighborhood cleanups, sprucing up local parks, removing litter from roads and waterways, mulching and beautifying community gardens, and planting new gardens and trees.

The regional effort caught the attention of state and national partners including Keep Virginia Beautiful, Keep America Beautiful, and the Earth Day Network. The GAC events paired well as a kick off to Earth Month in April 2020, leading to the celebration of the 50th Earth Day on April 22. Unfortunately, in the week leading up to the events, coronavirus began to spread across the United States and stay-at-home orders forced the cancellation of all planned activities. The committee hopes to reschedule the cleanup initiative for September 18-19, 2020 as litter pickup becomes increasingly important due to the growing amount of litter from personal protective equipment (PPE) and hand sanitizing supplies.



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Imagine a Day Without Water

Municipal water services are vital for quality of life in Hampton Roads. Both residents and businesses rely on a consistent supply of tap water to power their days. Breweries and coffee shops are particularly dependent on clean, reliable tap water to brew their custom crafted beverages. For a second year, the askHRgreen.org Water Awareness Committee engaged these natural advocates for clean water as part of a national advocacy and awareness promotion, Imagine a Day Without Water, that addresses the importance of maintaining our water and wastewater systems. Partnering breweries and coffee shops were given branded coffee sleeves or coasters to distribute to customers. The coffee sleeves and coasters convey the message that coffee and beer are 95-99 percent water and neither would be possible without tap water.

In total, the campaign engaged 25 breweries and coffee shops through this campaign. The coffee sleeves and coasters were distributed starting on October 23, 2019, the national recognition day for Imagine a Day Without Water, and continued while supplies lasted. The campaign also included a strong organic social media campaign with partnering businesses. All partners were offered a special #ValueWater tumbler to raffle off to customers or social media followers. The added giveaway component, new in FY20, increased the reach of the campaign through social media and resulted in positive co-branding opportunities



with coffee shops and breweries seen as trusted local brands that often have a dedicated following.

Straw-Free September

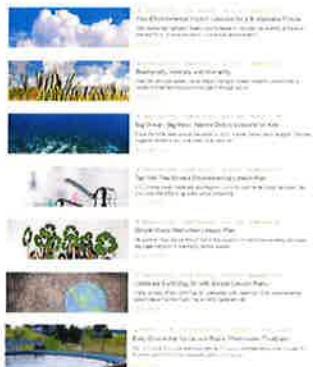
Following up on the success and popularity of Straw Free Earth Day in April 2019, the askHRgreen.org Recycling & Beautification Committee continued to recruit restaurants to go straw-free in FY20. In a special partnership with Keep It Beachy Clean and Clean Virginia Waterways, the committee encouraged restaurants to be a part of "Straw-free September Days" and supply customers with straws only upon request during the month-long promotion. The initiative was coordinated in support of the International Coastal Cleanup, which happens annually in September. Participating restaurants received a supply 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 place mats. All of the materials reinforced the "skip the straw" waste reduction message. Twenty restaurants across seven localities participated in the Straw-Free September Days initiative. While the 2019 Earth Day initiative focused solely on a specific straw-free weekend, FY20 promotional efforts shifted the focus to encouraging a lasting change to restaurant policy. Some restaurant partners have indicated that participating in the straw-free campaigns has led to permanent change in their policy towards providing straws to guests.



Student Outreach

Environmental Education Lesson Plans

In response to coronavirus safety protocols, public schools throughout Hampton Roads closed for in-person learning in late March. Public schools and parents scrambled to continue education via a virtual platform but few were prepared to operate in a completely online environment. In order to assist teachers and parents in need of content for daily lesson plans, askHRgreen.org crafted nine weeks of environmentally-themed lesson plans for elementary and middle school students. While not targeted at specific Virginia Standards of Learning (SOLs), the lesson plans covered topics such as the water cycle, watersheds, wastewater treatment, Earth Day, waste reduction, drinking water, marine debris, biodiversity and healthy habitats, and sustainable living. Many SOL-based activities were pulled from the previously published Green Learning Guides created by askHRgreen.org for third and sixth grade students. The lessons were well received by teachers and parents in need of new ways to keep their young learners engaged during this detour from a formal education atmosphere.



Environmental Education Mini Grant Program

Supporting environmental education in the classroom continues to be a priority of askHRgreen.org. The Mini Grant program offers all Hampton Roads teachers (K-12), youth leaders, or organizations working with youth mini grants of up to \$500 to provide funding for environmentally-themed projects. Providing educators with the funding necessary to bring life environmental subjects has proven successful over the years but particularly in FY20. For the first time since the mini grant program was consolidated into a single, streamlined askHRgreen program, the entire \$10,000 budget was exhausted in one fiscal year. In all, the program supported 21 projects and awarded \$10,073 in grant funding. The funded projects reached nearly 8,100 students across Hampton Roads. While funded in FY20, many projects will be implemented in FY21 due to the early school closures caused by coronavirus. Examples of projects funded this fiscal year include pollinator gardens and habitat, meaningful watershed experiences, tap water tastings, native tree plantings, and support for in-school waste reduction programs such as composting and recycling.

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Environmental Education Mini Grant Projects



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Business Outreach

Bay Star Business Program

Since 2018, the askHRgreen.org Stormwater Education Committee has engaged local businesses committed to protecting the environment through the Bay Star Business Program. To become part of the free, pledge-based program, business owners sign up online by committing to environmental practices such as conserving water, recycling, cleaning up and preventing litter, properly maintaining company vehicles, organizing a community cleanup, and more. Participation in the program lets Hampton Roads consumers know a business is committed to implementing environmentally-friendly practices in their day-to-day operations. Most action items are also no- or low cost changes which can help a business run more efficiently while conserving natural resources. Participating businesses receive a welcome packet filled with business-centric information from askHRgreen.org and Bay Star Business window clings to display in their office or on company vehicles. Bay Star Business Partners are also recognized through the askHRgreen.org website and social media accounts. The increased exposure is an incentive for participating and an easy way to thank businesses for doing their part to protect local environmental quality. In FY20, the Bay Star Business program added 15 new partners for a total of 50 diverse participants including multi-family housing developments, landscapers, industrial and professional service providers, plumbers, restaurants, and retail establishments.

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 FY20. The website was converted to a responsive design site, ensuring a user-friendly experience for visitors on any type of device: mobile, tablet, or desktop. In addition, the grease hauler and food service worker training programs and certification tests were updated to reflect modern changes in local FOG program administration and industry best practices.

In FY20, the FOG Education Committee updated the Grease Control Device Enforcement Memorandum of Agreement (MOA) between HRSD and participating localities. The updated MOA was approved by the regional Directors of Utilities Committee and several localities have formally adopted it. Due to COVID-19, the adoption process was delayed in some municipalities but it is anticipated that all MOAs will be completed in the coming year.



Project	Students	Project Description	School/Organization	City/County	Grant
Old Donation Eco Box	1,500	This project is a 10-week environmental education program for 10th graders at Old Donation High School to learn how to build a functioning mobile composting unit for their school constructed from a used K-12 school bus.	Old Donation School	Virginia Beach	\$500
Pollinator Garden for Girls Scouts	1	This project will help fund construction and planning of a garden to after school, day camp and winter to girls in 4th-8th grade at the Norfolk Film and Wellness Center.	Girl Scout Council of the Colonial Coast (GSCCC)	Norfolk	\$413
Healthy Food, Healthy Life	\$10	This is a 10-week elementary school study on how to develop a vibrant learning garden for students to have a real world learning experience.	Newtown Elementary School	Virginia Beach	\$100
Get to Know Your Watershed	60	This project provided Green River High School students a meaningful watershed educational experience through the Chesapeake Bay Foundation's Great Chesapeake Bay Field Trip.	Green River High School	Virginia Beach	\$440
Beach Learning Experiences	260	This project provided a New Year's Day for Old Donation School.	Old Donation School	Virginia Beach	\$500
Drink More Water!	500	This project helped reusable water bottles and water tastings for Newtown Elementary School students.	Newtown Elementary School	Virginia Beach	\$500
Water for Oceans and Children	500	The project provided an engaging educational method of teaching students about the importance of water conservation, water stations, a handswashing station, and paper cups for composting.	James River Elementary	Williamsburg	\$495
Wishing for Deeper Understanding	130	This project will fund youth events and day camps at Old Donation School students to participate in a youth education action project.	Old Donation School	Virginia Beach	\$450
Green Girls	350	This project helped Girl Scout Council of the Colonial Coast (GSCCC) 10th grade girls in their 4th year of a 5 year program.	GSCCC Fresh 1018	Hampton	\$260
Recycle for Change	900	This project will have a research fair, recycling bins in the Tabb High School Cafeteria and one recycling bin in the Tabb High School Cafeteria.	Tabb High School	Virginia Beach	\$500
Nature Bee Project	84	This project provided 100+ native bees with nesting boxes, plants, and nesting areas for Norfolk Academy.	Norfolk Academy	Norfolk	\$500
Green Readers Kindergarten & Third Grade	1,900	This project provided a take home book to every kindergarten and 3rd grade student at Tabb High School to promote environmental awareness.	Norfolk Environmental Commission	Norfolk	\$1,000
Marine Meadows	100	This project funded a Marine Green Team environmental program on the Virginia Wesleyan University campus to incorporate a new suite of goals into campus.	Virginia Wesleyan University	Virginia Beach	\$500
The Bee Byway	2	This project will help establish a pollinator corridor called The Bee Byway through an unfragmented corridor of Newport News.	The Flying Robot Falcons	Newport News	\$315
Homeless Children's Health Program for Kids	25	This project funded the purchase of seeds, compost, and clay pots to teach children about the environment. This is a one egg carton of baby chicks and a group of 15 students. This is a 10 week program for the children to learn about the environment and how to care for the chicks. We will be giving the children a call back to see if they want to continue the program.	The Flying Robot Falcons	Portsmouth	\$200
An Elizabeth River Project Riverfront River School	249	This project will help fund EPA Riverfront River School program at Virginia Wesleyan University to increase their involvement with the Elizabeth River. This will include grants to create a new Riverfront River School.	An Elizabeth River Project	Portsmouth	\$1,000
Ashley A Pot	25	This project will continue to use the "Pots out of the City" Hampton Roads theme as the theme for their grant.	Partnership for a New Potomac	Hampton	\$500
Community Garden and Recycling Program	15	This project will restore Academy for Discovery at Lakewood's community garden to productivity and set high standards as well as provide public awareness to recycling at the school.	Academy for Discovery at Lakewood	Norfolk	\$500
Composting Know How	100	This project will provide signage for the Composting Community Education Program to increase awareness of the benefits of community composting regarding the three R's, how and why to compost, and how to properly use the composting system.	Williamsburg Community Growers	Williamsburg	\$500
Nature Project: Native Habitat Stewardship	863	This project will provide native and pollinator plants to the Speasley Gifted Center's large schoolyard habitat.	Speasley Gifted Center	Hampton	\$500
	8,096				\$16,073

who attended received a comprehensive education in commercial grease interceptors: how they work, product standards, how they are regulated through the plumbing code, and how to properly size, select, and maintain them.

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. The askHRgreen.org Stormwater Education Committee continued to distribute 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 potential sources of pollution and provides industry best practices to prevent illicit discharges.



COVID-19 Water Quality Outreach

When local businesses that closed due to COVID-19 began preparing to reopen, stagnant water was a concern for building plumbing systems. The Water Awareness Committee worked together with the region's utility directors and the Virginia Department of Health to develop proper flushing guidelines and coordinate

a communication strategy to reach building owners and operators with this important information. As a result, a detailed fact sheet, step-by-step instructional infographic, and how-to video were developed and distributed to media outlets and posted on local and regional websites. Because the group works together on other regional communication initiatives, we were able to coordinate this outreach effort and get that vital information disseminated in a timely fashion as businesses prepared to welcome back employees and customers.



Events

Each year, askHRgreen.org participates in a variety of corporate and industry events across the region. In FY20, askHRgreen.org volunteers had a presence at corporate events for Huntington Ingalls/Newport News Shipbuilding, Anthem, professional landscapers at the Mid-Atlantic Horticulture Association Short Course, and municipal employee events. Additionally, askHRgreen.org engaged businesses through promotions such as Imagine a Day Without Water and Straw-Free September Days. Recognizing restaurants, breweries, and coffee shops as important partners for communicating the value of tap water and waste reduction continued to be a key strategy in FY20.

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NOVEMBER 18 - 24, 2019 ONE WEEK
Back To Basics / Plastic Bags NEW



Litter Prevention

Litter is a main focal area for the Recycling & Beautification Committee. In FY20, we once again partnered with Keep Virginia Beautiful to host the national kickoff of the Great American Cleanup. While the region-wide cleanup events planned for March 27-28 had to be cancelled due to the coronavirus, we're looking to utilize individuals, families, and small groups in the fall of 2020 to host their own cleanup events in their neighborhoods and communities while safely practicing social distancing. The "Team Up 2 Clean Up" campaign was promoted in the following ways:

Paid Media. A one-week media campaign ran from March 2-8 on 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 the local cleanup events planned for the Great American Cleanup National Kickoff in Hampton Roads. 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 received \$5,000 to procure supplies needed to create 70 litter kits to distribute between 12 participating localities. Each litter kit includes one bucket, four litter grabbers, four safety vests, eight trash bags, 10 latex gloves, and one "Team Up 2 Clean Up" promotional

decal. The local litter control coordinators developed litter kit lending programs unique to their jurisdictions. Some simply hosted the lending program through their own litter control offices while others engaged various public-facing organizations including public libraries, community centers, and recreation centers to expand program access. The litter kit lending programs are a great way to encourage local cleanups by providing volunteers with the tools and resources to host their own.

Public Relations. Public relations outreach about litter prevention and cleanups was conducted via news releases 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 influx of masks and other personal protective equipment (PPE) ending up as litter in parking lots and sidewalks was a particularly hot topic on social media in the spring and early summer.

MARCH 2-8, 2020 ONE WEEK
Great American Cleanup / Team Up 2 Clean Up



Residential Recycling Practices

For many, household recycling has become a habit, albeit a good one. If there is a number on the bottom of that yogurt cup or take-out container, many haphazardly toss it into the recycling bin hoping that it will get recycled. That good habit of "wishful recycling" creates a lot of contamination in the recycling stream. To combat that, the Recycling & Beautification Committee launched

2019-20 Promotional Campaigns

Waste Reduction

With turbulent recycling markets and changing municipal recycling contracts, the priority of the Recycling & Beautification Committee has increasingly focused on waste reduction. While recycling continues to be an important message, the waste reduction message helps residents decrease their waste contribution no matter the state of recycling. The committee'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 and digital media campaign ran from September 16-22. The "Choose to Refuse" campaign focuses on single use plastics including bottled water, straws, utensils, take out containers, and plastic bags. Through this outreach, residents are urged to refuse disposable products and choose reusable alternatives. The campaign included radio, digital display ads and retargeting, native content ads, and social media. Throughout the year, specific waste reduction messages were also 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 bags and distributed portable cutlery sets and reusable stainless steel straws at outreach events. All items provide a practical alternative to help residents reduce their use of single use disposable plastics.

Public Relations. Public relations efforts supported the waste reduction message through a variety of media channels including news releases, print coverage (Suffolk News Herald), 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 social media and digital campaign was the one of the highest performing in FY20, achieving 1,810 clicks.

SEPTEMBER 16 - 22, 2019 ONE WEEK
Waste Reduction / Choose to Refuse



Plastic Bag Recycling

The plastic bag is Public Enemy No. 1 to materials recovery facilities in Hampton Roads and nationwide. When tossed in with commingled recyclables, they get caught in machines, increasing processing time and harming equipment while posing a danger to employees tasked with removing them. In order to combat this nuisance contaminating the recycling stream, the Recycling & Beautification Committee launched a new plastic bag recycling campaign in the fall of FY20. The message for residents is that thin plastic bags and wraps can be recycled, just not in curbside recycling bins. They must be returned to local stores for collection and processing.

Paid Media. A one-week radio and digital media campaign ran from November 18-24 and included radio, digital display ads and retargeting, native content ads, social media, and pre-roll video ads. Plastic bag recycling messages were also included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Public Relations. Public relations efforts supported the plastic bag recycling message through interviews and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram by sharing plastic bag recycling tips and videos.

a new recycling and disposal guide in preparation for America Recycles Day, November 15, 2019. The new online tool, available at www.askHRgreen.org/recycle, connects residents with easy-to-understand visuals of what can and cannot go in the curbside recycling bin, according to individual locality guidelines. It also features helpful information about items residents can drop off at convenience centers, as well as specialty curbside services offered by some localities such as bulk waste pickup and yard waste composting. The recycling tool is easy to use and even includes a downloadable one-page guide residents can print and display in their homes.

Public Relations. A press release was distributed in November announcing the new tool available on the askHRgreen.org website. It was featured in the Sunday, November 17, edition of the Virginian-Pilot and also in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. Outreach included sharing news about the new recycling lookup tool, answering recycling questions, and promoting local recycling information and collection events.



Fats, Oils & Grease (FOG) Disposal

The FOG Committee focuses each year on helping residents and local restaurants understand the sources of FOG (fats, oils, and grease) and best management practices that should be followed in order to keep this waste from contributing to sewer blockages and backups. This focal area was addressed with the following strategies:

Paid Media. The "Grease Grinch" campaign ran online for two weeks from November 25 - December 8. Ads included radio, digital display ads and retargeting, native content, social media, video pre-roll, and digital streaming TV. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

askHRgreen.org 12

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

Public Relations. Public relations supported public education and outreach through a variety of media channels including news releases, print coverage (The Virginian-Pilot/Flavor Section), 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 maintaining infrastructure.

NOVEMBER 25 - DECEMBER 8, 2019 ONE WEEK
Grease Grinch



What Not to Flush

The FOG Committee continues to educate the public about proper flushing etiquette and the harmful side effects of flushing personal hygiene products, wipes, dental floss, cotton swabs, and more.

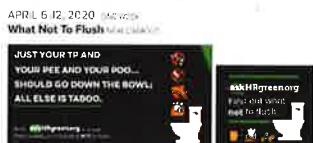
Paid Media. The committee created a new "What Not To Flush" media campaign that ran from April 6-12. The video shows a variety of commonly flushed items that should go in the trash, not down the toilet and reminds residents to only flush toilet paper along with their personal business. The engaging new video features colorful graphics and engaging audio to encourage people to do the right thing. The one-week media campaign included radio, digital display ads and retargeting, native content, social media, video pre-roll, and digital streaming TV ads. 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 Committee continued to distribute washcloths, toilet stress squeezers, and "what not to flush" stickers in support of the message. In addition, the committee developed a "flush it or not" magnet game to be used as an engagement tool for future school visits and public events.

Public Relations. Public relations supported the what not to flush message through a variety of media channels including news releases, local TV news coverage (WVEC article), and 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, photos showing clogs due to wipes and rags, proper medication disposal, and the myth of flushable wipes. With the increased use of disinfecting wipes due to health and safety concerns regarding COVID-19, proper disposal of wipes became an important topic to promote via all of our outreach channels.



Communicating the Value of Water

Water is the foundation of our community. From handwashing, a practice made exceptionally important during the COVID-19 pandemic, to cooking, and cleaning, water drives our quality of life in Hampton Roads. It's also vital for our economy, fire protection, and the continued fight against the spread of illness. The Water Awareness Committee continued to focus on communicating the vital role water plays in our lives in the following ways:

www.askHRgreen.org

Installing low flow WaterSense plumbing fixtures, and indoor/outdoor water conservation tips.

MARCH 16-22, 2020 ONE WEEK
Fix-A-Leak



Paid Media. As part of Fix-A-Leak Week, a nationwide campaign from EPA, a one-week radio and online media campaign ran from March 16-22. The campaign used existing creative including a "man on the street" video about water waste and how to find and fix a leaking toilet. The radio creative captured the similar tone of a "man on the street" interview parodying the sounds of household leaks. The campaign included radio, static and retargeted digital display ads, social media, and video pre-roll. Throughout the year, specific water conservation messages were also covered in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The Water Awareness Committee distributed numerous promotional items to help residents conserve water including rain gauges, shower timers, toilet leak detection dye tabs, seed bookmarks, and hose nozzles.

Public Relations. Conservation messages were woven into public relations through news releases, print coverage, interviews with local radio and TV shows, and articles in the askHRgreen.org newsletter. Of particular note, the topic of native plants was a popular one, featured in multiple media interviews.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. The askHRgreen.org

org social media branding campaign covered water conservation topics ranging from rain barrels to fixing leaks to household usage tips.

Storm Drains & Illicit Discharges

The Stormwater Education Committee continues to educate the public about storm drains: what they are, where they go, and how they can contribute to local water pollution. The popular "only rain down the drain" message was incorporated into a variety of outreach campaigns during FY20 as the best management practices for storm drains overlap with other committee focal areas.

Paid Media. Throughout the year, storm drain topics were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The committee added a new resource for the management of wild geese to its comprehensive library of informational brochures and rack cards addressing best management practices. askHRgreen.org also continued to promote the storm drain marking program.



www.askHRgreen.org

Paid Media. The Water Awareness Committee conducted two media campaigns during FY20 that leveraged national water awareness initiatives as an opportunity for local outreach.

Imagine a Day Without Water. Celebrated each October, Imagine a Day Without Water is a national outreach campaign designed to highlight all the ways we use water each day. A two-week media campaign ran from October 14-27 featuring radio, static and retargeted digital display ads, native content ads, social media, and video pre-roll. The campaign utilized new creative for both radio and video assets. The creative theme included a rhyming poem with vibrant video animation highlighting all the things we'd miss on a day without water. The paid media campaign was supported by grassroots outreach through the partnership with local breweries and coffee shops with branded coasters and coffee sleeves distributed on October 23.

OCTOBER 14-27, 2019 TWO WEEKS
Imagine a Day Without Water NEW.DRINKWATER.COM



Drinking Water Week. A one-week media campaign ran from May 4-10 as part of the national Drinking Water Week awareness campaign from American Water Works Association. The campaign included radio, static and retargeted digital display ads, social media, video pre-roll, and digital advanced TV. The campaign utilized an existing radio ad that covered "the honest truth about public water systems" while the video component featured interviews asking Hampton Roads residents what water meant to them. The digital display ads drove home the important role water infrastructure plays in hygiene, business, health care, and fire protection.

MAY 4-10, 2020 ONE WEEK
Drinking Water Week



Outreach Materials. The committee continued to distribute a variety of promotional items including reusable water bottles, mood pencils, sponges, toothbrushes, and more. Hydro flasks were a particularly engaging outreach tool this year as popular giveaway items for social media contests.

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, and articles in the askHRgreen.org newsletter. Of particular note, the Imagine a Day Without Water campaign was featured on WTKR's Coast Live program and in the Inside Business publication.

Social Media. We engaged with the community via Facebook, Twitter, and Instagram. The askHRgreen.org social media branding campaign promoted multiple value of water messages in support of both Drinking Water Week and Imagine a Day Without Water. Partnerships with local coffee shops and breweries got the value of water message in front of new and diverse audiences on social media. The hydro flask giveaways also drove engagement on social media.

Water Conservation

The Water Awareness Committee continued to raise awareness about conserving water in Hampton Roads. Central topics for this focal area include fixing leaks,

Public Relations.

Public relations supported this focal area through news releases, print articles, interviews with local radio and TV shows, and features in the askHRgreen.org newsletter. Two planned public relations efforts were delayed due to COVID-19. First, the committee planned to launch a series of sidewalk decals to promote the message "Every Day We Love the Bay, Only Rain Down the Drain" in conjunction with the Chesapeake Bay Foundation's Clean the Bay Day litter cleanup in June 2020. That effort has been rescheduled for June 2021. Similarly, the committee has coordinated with 38 car washes on a "Thank You for Washing Wisely" campaign. The campaign recognizes the value of washing cars at commercial establishments with runoff capture instead of at home on paved surfaces. Originally planned for late spring, this campaign has been rescheduled to August 2020.

RAIN BARREL WORKSHOPS



safety in mind. The Hampton workshop was split into two smaller events to maintain social distancing among participants. The Suffolk workshop was transitioned to a "take and make" curbside pickup where residents safely picked up their rain barrel and assembly kit from the City of Suffolk and assembled the rain barrels in their own home with the help of instructional tools. All four workshops were popular, sold-out events. The modest \$20 registration fee is a strong incentive for residents to participate. Thanks to this grant from CBRF, 60 affordable rain barrels are now helping to improve water quality in Hampton Roads.

Pet Waste Disposal

In FY20, the Stormwater Education Committee 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 committee ran a one-week media campaign from June 1-7. The campaign used existing creative featuring a whimsical "poo-em" about cleaning up after your pet and the harmful impacts of pet waste on local water quality. The campaign included radio, static and retargeted digital display ads, social media, video pre-roll, and advanced TV. Throughout the year, pet waste and "scoop the poop" messages were also included in our Google SEM campaign, driving traffic

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JUNE 1-7, 2020 ONE WEEK
Pet Waste



to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. The committee purchased 5,000 dog waste bag holders to distribute at community events. The dog waste bag holders accompany scoop the poop rack cards with helpful information for residents.

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. The public was encouraged to sign the scoop the poop pledge which resulted in 20 new pledges in just one week. Some who completed the pledge also included their pet's name, a picture and their favorite place to walk. These pictures and details were used to extend the social media campaign through additional posts thanking residents who took the pledge and spotlighting their furry friends. The askHRgreen.org social media branding campaign was responsible for the majority of pet waste outreach on social media in FY20.

Pet Waste Station Grant Program. Since 2013, the askHRgreen.org Pet Waste Station Grant Program has made it easy for communities across Hampton Roads to add pet waste stations to their streets and common areas. Geared toward neighborhood associations, community groups, and property management companies, the regional program offers communities 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 spreading the word about the location of the new pet waste station, the negative impact of pet waste on local water quality, and encouraging its use among dog-walking neighbors. Since the launch of the program, more than 382 pet waste stations have been awarded and installed across the region. Of those, 33 were awarded and installed during FY20.

New Pet Waste Stations in FY20	
Chesapeake	2
Hampton	1
James City	2
Newport News	6
Norfolk	2
Portsmouth	3
Suffolk	3
Virginia Beach	13
York	1
	33

Total Pet Waste Stations Awarded	
FY14 to FY20	
Chesapeake	41
Franklin/Southampton	8
Gloucester	5
Hampton	32
Isle of Wight	6
James City	32
Newport News	78
Norfolk	15
Poquoson	5
Portsmouth	21
Smithfield	8
Suffolk	36
Virginia Beach	70
Williamsburg	5
York	20
	302

Lawn Care & Fertilizer

Paid Media. After several years of reusing existing creative for lawn care campaigns, the committee invested in a new chalkboard art-inspired video and rhyming radio campaign. The creative highlights important best management practices including mulch mowing grass and fallen leaves, soil testing, composting, and keeping storm drains clear of yard waste and debris. The creative also highlights the negative impacts on aquatic life and marine habitat when best practices aren't followed. The new campaign creative was used in a one-week media campaign which ran from October 7-13. The campaign included radio, static and retargeted digital display ads, social media, and video pre-roll. 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.

OCTOBER 7-13, 2019 ONE WEEK
Lawn Care NEW CREATE



Outreach Materials. The committee distributes many brochures related to lawn care and fertilizer application including best management practices and how to take a soil test. Free soil test kits and native black-eyed Susan seed packets are made available to residents during public outreach events. The committee also conducts outreach to landscaping and lawn care professionals with a rack card specifically designed for more commercial applications.

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.

Social Media. Facebook, Twitter, and Instagram were utilized for sharing fertilizing and lawn care best management practices. Social media was also critical for promoting the four grant-funded rain barrel workshops held in FY20. The majority of lawn care and fertilizer messages shared through social media in FY20 were a part of the askHRgreen.org social media branding campaign.



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2019-2020 Media Campaign Results

SEPTEMBER 16-22 "Choose to Refuse: Waste Reduction"
Radio, digital display ads, native content ads, social media

Impressions: 473,586

Clicks/Actions: 1,910

BUDGET: \$6,670 | VALUE: \$13,338 | CPM: \$14.09

ROI: 2.03:1

OCTOBER 14-27 "Imagine a Day Without Water"
Radio, digital display ads, native content ads, social media, pre-roll video

Impressions: 1,155,106

Video Views: 27,013

Clicks/Actions: 1,956

BUDGET: \$16,731 | VALUE: \$27,003 | CPM: \$14.48

ROI: 1.58:1

NOVEMBER 25 - DECEMBER 8 "Green Grinch"
Radio, digital display ads, native content ads, social media, video pre-roll, advanced TV

Impressions: 1,773,160

Video Views: 62,705

Clicks/Actions: 1,166

BUDGET: \$16,670 | VALUE: \$23,993 | CPM: \$9.40

ROI: 1.44:1

MARCH 16-22 "Fix-a-Leak"
Radio, digital display ads, native content ads, social media, pre-roll video

Impressions: 1,337,483

Video Views: 29,191

Clicks/Actions: 1,735

BUDGET: \$12,821 | VALUE: \$27,217 | CPM: \$9.39

ROI: 2.12:1

MAY 4-10 "Drinking Water Week/Value of Water"
Radio, digital display ads, native content ads, social media, pre-roll video, advanced TV

Impressions: 1,377,444

Video Views: 54,204

Clicks/Actions: 1,056

BUDGET: \$12,822 | VALUE: \$19,504 | CPM: \$9.31

ROI: 1.52:1

OCTOBER 7-13 "Storm Drains & Lawn Care"
Radio, digital display ads, native content ads, social media, video pre-roll

Impressions: 737,850

Video Views: 33,140

Clicks/Actions: 1,552

BUDGET: \$12,333 | VALUE: \$18,704 | CPM: \$16.72

ROI: 1.52:1

NOVEMBER 18-24 "Plastic Bag Recycling"
Radio, digital display ads, native content ads, social media, pre-roll video

Impressions: 596,910

Video Views: 22,032

Clicks/Actions: 790

BUDGET: \$10,580 | VALUE: \$14,623 | CPM: \$17.72

ROI: 1.36:1

MARCH 2-8 "Great American Cleanup/Team Up 2 Clean Up"
Radio, social media

Impressions: 616,290

Clicks/Actions: 883

BUDGET: \$6,670 | VALUE: \$12,373 | CPM: \$10.82

ROI: 1.86:1

APRIL 6-12 "What Not To Flush"
Radio, digital display ads, native content ads, social media, video pre-roll, advanced TV

Impressions: 991,576

Video Views: 42,997

Clicks/Actions: 2,427

BUDGET: \$14,832 | VALUE: \$21,515 | CPM: \$14.96

ROI: 1.45:1

JUNE 1-7 "Pet Waste Disposal"
Radio, digital display ads, native content ads, social media, video pre-roll and FEP TV

Impressions: 830,246

Video Views: 23,899

Clicks/Actions: 1,394

BUDGET: \$8,420 | VALUE: \$12,819 | CPM: \$10.14

ROI: 1.52:1

2019-2020 askHRgreen.org Public Relations Value

Date	Media Outlet	Topic	Length	Circ./Imp.	PR Value
Wednesday, October 23, 2019	WTIR-TV Coast Live	Imagine a day without water interview with Katie Culipher and Matory Rugg	4:15 minutes	6,000	\$2,950.00
Thursday, Sept. 19, 2020	WTIR-TV News-10	WTIR-TV support straw-free September	10 column inches	10,439	\$861.00
Monday, November 4, 2019	Inside Business	WTIR-TV imagine a day without water interview with Katie Culipher	30 column inches	9,000	\$7,400.00
Sunday, November 17, 2019	The Virginian Pilot	Confused about what to recycle in Hampton Roads? This regional guide will help	36 column inches	32,434	\$22,250.00
Wednesday, November 27, 2019	The Virginian Pilot, FAVOR Section	General is the word, from the tart: Have you heard that you can recycle it?	16 column inches	279,187	\$17,753.00
Wednesday, Dec. 18, 2019	WCIV-TV 48 City of Chesapeake	Green holiday gift ideas	1.05 minutes	1,500	\$600.00
Wednesday, Dec. 18, 2019	WCIV-TV "Hear Say"	In the Garden interview with Katie Culipher	5:00 minutes	11,000	\$3,750.00
Friday, Dec. 27, 2019	WTIR-TV	How to "treecycle" your natural Christmas tree in Hampton Roads	Online report	12,000	\$1,050.00
Monday, Dec. 30, 2019	WCIV-TV Online Report	What to do with your Christmas tree after the holidays	Online report	12,000	\$1,050.00
Saturday, Jan. 4, 2020	Williamsburg/York County Daily Press	Tree can be recycled...here's how to get rid of it.	Online report	12,000	\$1,050.00
Sunday, Jan. 26, 2020	WCIV-TV Coastal Connections	Five ways to upcycle old trash interview with Katie Culipher	500 minutes	3,600	\$125.00
Wednesday, April 8, 2020	WCIV-TV 48 City of Chesapeake	Nature plants interview with Katie Culipher	1.00 minutes	1,500	\$600.00
Friday, April 10, 2020	WCIV-TV Coast Live	What's in a name?	240 minutes	1,500	\$600.00
Wednesday, April 22, 2020	WTIR-TV	Earth Day interview with Katie Culipher	4:30 minutes	36,000	\$12,000.00
Wednesday, April 22, 2020	The Virginian-Pilot	Earth Day tips for the virus crisis	18 column inches	279,187	\$8,706.00
Wednesday, April 22, 2020	The Daily Press	Earth Day tips for the virus crisis	18 column inches	95,782	\$1,755.00
Wednesday, April 22, 2020	WCIV-TV Magazine	Verginia spending 50th anniversary of Earth Day at home interview with Katie Culipher	Online report	58,000	\$2,950.00
Saturday, May 9, 2020	The Virginian-Pilot, Home + Living	addBags.org launches homeschool program	30 column inches	278,187	\$11,619.00
Wednesday, May 13, 2020	WCIV-TV	Public Works acquire new trash carts for trash and sewage system	Online report	12,000	\$1,050.00

1,448,308 | \$85,641

Total circulation or audience

1,448,308

Total articles and interviews

19

Total budget

\$6,986

Total publicity value

\$95,647

Return on Investment (ROI)

13.7:1

Media Coverage

Suffolk News-Herald

95°

Public Utilities seeing items other than toilet paper flushed down sewer system in Gloucester County

Katie Cullipher

Earth Day tips for the virus crisis

This regional guide will offer local recycling tips for confused residents

www.suffolknewsherald.org

Katie Cullipher & Rebekah Eastep: Earth Day tips for the virus crisis

This regional guide will offer local recycling tips for confused residents

www.virginiapilot.com

Combined Media Results

PAID ADVERTISING WEEKS	52 consecutive
TOTAL MEDIA IMPRESSIONS	14,771,843
TOTAL VIDEO VIEWS	295,091
TOTAL CLICKS	32,596
TOTAL PROMOTIONAL CAMPAIGN BUDGET	\$176,735
TOTAL MEDIA ADDED VALUE	\$72,742
TOTAL MEDIA EXPOSURE VALUE	\$338,138
COST PER THOUSAND IMPRESSIONS	\$11.96
RETURN ON INVESTMENT (ROI)	1.91:1

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www.H4Green.org

COMPOSTING CAN HELP YOUR GARDEN FLOURISH AND HELP YOU REDUCE WASTE

USED PROTECTIVE SUPPLIES GO IN THE TRASH, NOT ON THE GROUND

DRINKING WATER WEEK

www.H4Green.org

WHAT WOULD HAPPEN IF YOU FLUSHED YOUR DOG'S POOP, YOUR CAT'S LITTER, OR YOUR BABY'S DIAPERS DOWN THE STORM DRAIN?

OUR WATER AND YOUR WATER DESERVE OUR SUPPORT AND PROTECTION. WE ALL BE MINDFUL!

Kids Environmental Lesson Plans: Wastewater Treatment

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 (SEM)
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 2019- Jun 2020

Campaign report July 2019 - June 2020 Total



July 1, 2019 - June 30, 2020

Annual Campaign Totals	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	342,690	12,449	51%	3.63%

July 1, 2018 - June 30, 2019

	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	210,695	11,087		5.26%

Top 10 Keyword Groups

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	25,719	2,516	75%	9.78%
Recycling At Home	40,245	1,540	61%	3.83%
Native Plants	38,189	1,246	35%	3.26%
Lawn Care	67,630	1,012	55%	1.50%
Battery Disposal	12,353	1,006	59%	8.14%
Reduce Reuse Recycle	13,040	904	81%	6.93%
TMDL	12,800	680	62%	5.31%
AskHRGreen General	3,198	563	81%	17.60%
Medication Disposal	6,322	541	79%	8.56%
Plastic Bag Recycling	5,675	361	62%	6.36%

July 1, 2019 - July 31, 2019	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	18,365	1,089	69%	5.93%

July 1, 2018 - July 31, 2018	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	18,091	920		5.09%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,702	208	75%	7.70%
Reduce Reuse Recycle	2,249	145	80%	6.45%
Native Plants	1,861	111	49%	5.96%
Battery Disposal	1,063	110	83%	10.35%
Recycling At Home	2,242	101	69%	4.50%
Great American Cleanup	1,221	70	58%	5.73%
TMDL	1,177	66	73%	5.61%
Medication Disposal	629	61	77%	9.70%
Tap Water	853	38	73%	4.45%
Plastic Bag Recycling	572	34	74%	5.94%

August 1, 2019 - August 31, 2019	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	17,329	1,050	68%	6.06%

Aug 1, 2018 - Aug 31, 2018	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	19,586	933		4.70%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,467	225	76%	9.12%
Reduce Reuse Recycle	2,273	160	81%	7.04%
Recycling At Home	2,160	99	72%	4.58%
Battery Disposal	1,102	91	84%	8.26%
Native Plants	1,982	83	48%	4.19%
Medication Disposal	663	56	76%	8.45%
TMDL	936	52	76%	5.56%
Great American Cleanup	921	50	50%	5.43%
AskHRGreen General	238	47	79%	19.75%
Plastic Bag Recycling	478	44	73%	9.21%

September 1, 2019 - September 30, 2019

Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	16,777	1,055	66%	6.29%

Sept 1, 2018 - Sept 30, 2018

	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	15,484	764		4.93%

Top 10 Keyword Groups

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,230	233	73%	10.45%
Reduce Reuse Recycle	2,327	154	80%	6.62%
Recycling At Home	2,127	109	69%	5.12%
Battery Disposal	1,022	99	77%	9.69%
Native Plants	1,994	83	42%	4.16%
TMDL	767	72	84%	9.39%
AskHRGreen General	379	56	87%	14.78%
Medication Disposal	601	44	74%	7.32%
Great American Cleanup	911	38	53%	4.17%
Plastic Bag Recycling	394	30	71%	7.61%

November 1, 2019 - November 30, 2019

Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	14,451	1,066	69%	7.38%

Nov 1, 2018 - Nov 30, 2018

	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	17,312	848		4.90%

Top 10 Keyword Groups

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,954	207	74%	10.59%
Recycling At Home	2,561	164	71%	6.40%
AskHRGreen General	449	143	93%	31.40%
Reduce Reuse Recycle	1,463	114	85%	7.79%
Battery Disposal	835	82	81%	9.82%
Native Plants	1,345	57	47%	4.24%
TMDL	751	57	78%	7.59%
Medication Disposal	512	48	82%	9.38%
Tap Water	715	33	81%	4.62%
Plastic Bag Recycling	382	31	75%	8.12%

October 1, 2019 - October 31, 2019

Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	17,037	993	69%	5.83%

Oct 1, 2018 - Oct 31, 2018

	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	15,463	875		5.66%

Top 10 Keyword Groups

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,847	160	73%	8.66%
Reduce Reuse Recycle	2,249	140	83%	6.23%
Recycling At Home	2,322	114	70%	4.91%
Native Plants	2,065	103	49%	4.99%
Medication Disposal	1,011	75	84%	7.42%
Battery Disposal	836	70	78%	8.37%
AskHRGreen General	343	58	82%	16.91%
TMDL	700	43	83%	6.14%
Tap Water	512	36	75%	7.03%
Great American Cleanup	664	32	52%	4.82%

December 1, 2019 - December 31, 2019

Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	9,608	601	73%	7.19%

Dec 1, 2018 - Dec 31, 2018

	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	15,457	793		5.13%

Top 10 Keyword Groups

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,671	155	75%	9.28%
Recycling At Home	2,268	129	72%	5.69%
Battery Disposal	678	65	82%	9.59%
TMDL	563	60	87%	10.66%
Reduce Reuse Recycle	486	55	93%	11.32%
Native Plants	777	39	44%	5.02%
Tap Water	453	32	87%	7.06%
AskHRGreen General	194	32	87%	16.49%
Medication Disposal	344	24	81%	6.98%
Plastic Bag Recycling	297	22	78%	7.41%

January 1, 2020 - January 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	15,050	243	5.0%	0.00%

Jan 1, 2019 - Jan 31, 2019 16,956 944 5.57%

Top 10 Keyword Groups				
	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,213	228	73%	10.30%
Recycling At Home	3,176	175	71%	5.51%
Battery Disposal	840	91	82%	10.83%
TMDL	738	80	90%	10.84%
Reduce Reuse Recycle	755	65	93%	8.61%
Native Plants	1,472	56	44%	3.80%
Medication Disposal	454	46	84%	10.13%
AskIdRGreen General	185	40	88%	21.62%
Great American Cleanup	526	35	60%	6.65%
Tap Water	472	23	77%	4.87%

March 1, 2020 - March 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	54,816	1,032	55%	1.88%

March 1, 2019 - March 31, 2019 17,931 962 5.37%

Top 10 Keyword Groups				
	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,904	166	74%	8.72%
Native Plants	5,401	159	35%	2.94%
Lawn Care	10,119	123	58%	1.22%
Recycling At Home	4,723	116	55%	2.46%
TMDL	1,423	61	50%	4.29%
Battery Disposal	1,211	60	40%	4.95%
Fertilizer Tips	2,494	56	66%	2.75%
Reduce Reuse Recycle	736	37	59%	5.03%
AskIdRGreen General	311	35	81%	11.25%
Medication Disposal	387	32	76%	8.27%

February 1, 2020 - February 29, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	17,526	994	54%	5.67%

Feb 1, 2019 - Feb 28, 2019 16,931 902 5.33%

Top 10 Keyword Groups				
	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	2,122	230	74%	10.84%
Recycling At Home	2,942	139	58%	4.72%
Native Plants	2,870	122	30%	4.25%
Battery Disposal	919	88	74%	9.58%
AskIdRGreen General	246	65	82%	26.42%
Medication Disposal	496	57	78%	11.49%
TMDL	639	48	72%	7.51%
Plastic Bag Recycling	416	35	65%	8.41%
Reduce Reuse Recycle	502	34	69%	6.77%
Great American Cleanup	483	33	51%	6.83%

April 1, 2020 - April 30, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	53,932	1,081	30%	2.00%

April 1, 2019 - April 30, 2019 20,219 1,099 5.44%

Top 10 Keyword Groups				
	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Electronics Disposal	1,941	206	75%	8.72%
Native Plants	7,807	187	26%	2.94%
Recycling At Home	5,338	136	56%	1.22%
Lawn Care	13,539	124	42%	2.46%
Battery Disposal	1,278	78	49%	4.29%
Rain Barrels	3,044	57	29%	4.95%
Medication Disposal	419	44	75%	2.25%
TMDL	1,712	41	35%	5.03%
Fertilizer Tips	2,873	37	55%	11.25%
AskIdRGreen General	328	31	67%	8.27%

May 1, 2020 - May 31, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	52,544	1,226	45%	2.33%

May 1, 2019 - May 31, 2019 19,481 976 5.01%

Top 10 Keyword Groups				
	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	15,837	262	60%	1.65%
Electronics Disposal	2,165	217	78%	10.02%
Native Plants	6,803	183	29%	2.69%
Recycling At Home	4,671	130	54%	2.78%
Battery Disposal	1,109	85	61%	7.69%
TMDL	1,839	64	46%	3.48%
Soil Testing	1,215	52	54%	4.28%
Rain Barrels	2,665	39	33%	1.49%
Plastic Bag Recycling	508	33	48%	6.50%
Fertilizer Tips	2,636	28	61%	1.08%

June 1, 2020 - June 30, 2020				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	59,702	1,245	47%	2.09%

June 1, 2019 - June 30, 2019 17,784 1,107 6.22%

Top 10 Keyword Groups				
	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	22,846	396	59%	1.73%
Electronics Disposal	2,503	283	77%	11.23%
Recycling At Home	5,715	128	48%	2.24%
Battery Disposal	1,460	87	58%	5.96%
Native Plants	3,812	63	34%	1.65%
Soil Testing	1,013	53	63%	5.23%
Plastic Bag Recycling	524	38	66%	7.25%
TMDL	1,555	36	52%	2.32%
Medication Disposal	370	32	87%	8.65%
Rain Barrels	1,520	24	35%	1.58%

City of Poquoson
Public Participation and Education Events

<u>EVENT</u>	<u>DATE</u>	<u>ATTENDEES</u>	<u>TOPIC/DETAILS:</u>	<u>ADVERTISEMENT</u>	<u>PURPOSE</u>
Parks and Recreation MIP Water Access Committee	Jul-19	3 Board members and citizen representative	As part of research for the Master Infrastructure Plan too an educational field trip to visit the site of a major living shoreline project to learn about sustainable planting and mitigation measures to protect property and lessen erosion along the City's Coastline at various locations in the City	MIP committee was offered this opportunity	Education
Summer Day Camp Campers Tour of the Master Gardeners Learning Garden	August 7 2019	35 campers	The Virginia Cooperative Extension Master Gardener program provided an educational session at the Poquoson Museum Learning Garden to teach kids about composting, sustainable gardening, pollinator planting.	As part of the summer camp program this week, this was provided as part of one of the programs. The recreation bulletin "island tide" advertises recreation programs	Education
Poquoson Seafood Festival	October 18 & 19, 2019		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, for example) and themes throughout the three day event. It 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.	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.poquosonseafoodfestival.com/ for information on the upcoming 2019 event.	public participation; giveaways distributed; exhibits provide education to include information on the Chesapeake Bay Grant Restoration Fun, and VIMS
Pet Waste Station	ONGOING		A total of 5 Pet Waste stations are currently being managed by citizens and civic organizations. Poquoson has ordered more for distribution beginning in PY3.	Through HRPDC, the City offers free pet waste stations to organizations and individuals who commit to maintaining them.	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).
Adopt a Spot Program	ONGOING		19 organizations have adopted spots. Even with some cleanups cancelled because of the pandemic, 9 events were held, with a total of 89 participants, 9 cubic yards of waste were collected.	The Adopt a Spot program encourages organizations to commit to maintaining various roadside spots around the City. Members pick up litter during the year.	Patronage signs; a staff members speaks about the event at meeting held yearly between City officials, civic groups and Homeowner's Association. In addition, the program is advertised in the Island Tide, a newsletter distributed to every household in the City 3-4 times a year.
Bay Star Homes	Year Round		There are 17 Bay Star Homes in Poquoson. Two new homes joined the program in PY2.	Ongoing opportunity for citizens to pledge to take actions in their daily lives that will support water quality for the Chesapeake Bay.	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=wtkr&utm_medium=PPC

City of Poquoson
Public Participation and Education Events

Kiwanis Club Speech by Environmental Compliance Officer	19-Sep-19	10-15 people	The City's Environmental Compliance Officer gave a talk on the Wetlands Board. Every drainage outfall in the ditch is tidal, and the Wetlands Board often deals with projects located in the City's drainage system. The talk emphasized wetlands preservation, living shorelines and other measures that enhance or preserve water quality.	The Kiwanis Club newsletter and meeting announcements	Education
Household Chemical Collections/Computer Recycling Event	Throughout the year	Public Works Employees	Household Chemical Collections: City staff work with the VPPSA (regional recycling and waste disposal agency) to host and help work during these events. FY 20 events were held every month except December 2019 and January 2020. A total of 11 events were held, with different localities hosting pop up collection sites. Poquoson hosted the event on October 5, 2019 in the City's swimming pool parking lot. In addition, Poquoson holds yard and bulk waste collection events throughout the year in the City Hall parking lot.	Advertised via the VPPSA and City websites; social media and VPPSA flyers	Public participation and Restoration
Drug Take Back Event	26-Oct-19	Poquoson Police Department	Over 178 pounds of old prescriptions were collected and properly disposed of.	https://www.colonialh.org/about-us/news-and-events/national-prescription-drug-take-back-day-2019.aspx https://www.colonialh.org/about-us/news-and-events/national-prescription-drug-take-back-day-2019.aspx	Public participation
Local Wildlife Programs	24-Jul-19	180	Included a visit from a Virginia Living Museum educator and a close-up view of some local and exotic reptiles.	https://ppill.ent.srsi.net/client/en_US/default/	Education
Let's Take a Story Walk	April 2020, National Library Week & June/July 2020 for Summer Reading Program	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. Subjects of books were environmentally friendly. April book: <i>Planting a Rainbow</i> by Lois Ehlert, June book: <i>In the Tall, Tall Grass</i> by Denise Fleming.	https://ppill.ent.srsi.net/client/en_US/default/	Participation and Education.
Library Gardening Programs- Winter Series	2/17/20 & 2/24/20	26 & 18, respectively	Boost Your Garden with Compost: Learned composting from a York/Poquoson Master Gardener. Starting from Seed: York/Poquoson Master Gardener demonstrated easy techniques for growing your own plants from seeds at home.	https://ppill.ent.srsi.net/client/en_US/default/	Education
Library Soil Testing Kits	Year Round	not tracked	The library provides soil testing kits to encourage nutrient management instead of over use of fertilizer.	Display in the library	Participation and Education

City of Poquoson

Public Participation and Education Events

Library Gardening Programs-Fall Series	10/21/19; 10/28/19; 12/2/19	13; 15 and 34 attendees, respectively.	Kitchen Herb Gardens: Learned basics of how to grow and use fresh herbs for cooking. Planted own herb garden to take home. Flower Bulbs 101: History of the tulip with Bethany Beck, a York/Poquoson Master Gardener. She also covered how to propagate and grow bulbs and conclude with how to plant a layered bulb container. Natural Holiday Decorating: Learned to use natural materials to decorate for the holidays with York/Poquoson Master Gardener Merrilyn Dodson.	Events are advertised via the library newsletter. https://ppll.ent.sirs.net/client/en_US/default/	Public Education and Participation.
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.	Clean up events are advertised via the library newsletter. https://ppll.ent.sirs.net/client/en_US/default/	Public Participation and restoration
Poquoson Library Seed Library	Year Round	Best estimate of 2,000 seeds distributed in 2019.	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.	In the library's reading garden	Public participation
Keep Poquoson Beautiful DIY Kit	Year Round	Frequency of checkout low because the Library was one of the public buildings closed due to the Governor's covid emergency orders	The City Library provides litter pick up kits for check out to organizations hosting clean up events. The kits include bags, safety instructions, and environmental/clean water information.	On View at the library.	Participation and restoration
Search and Rescue Conference	2/27/2020	Approx. 40 responders from the region and state	Airboat Operations covering search and rescue, fire and spill response.	Organized by The Port of Virginia to all the Emergency Response Agencies in Hampton Roads	Education and Participation
Career Fair- Poquoson High School	2/6/2020	approx. 100 students	Display of the UAS System and how it relates to Emergency Operations and spill response.	Organized by Poquoson High School to all students from 8th-12th grade	Education
CANCELLED: Library Gardening Programs- Spring Series	3/9/20, 3/23/20, 4/20/20	CANCELLED	Vegetable Gardening: Basics of vegetable gardening for local climate from Master Gardener. Life Long Gardening: Master Gardener shared techniques for making Gardening more accessible and reduce physical strain. Attracting Birds to the Backyard: Wild Birds Unlimited staff provide tips to help you attract more birds to backyard and take care of them when they arrive.	Events are advertised via the library newsletter. https://ppll.ent.sirs.net/client/en_US/default/	Public Education and Participation.
CANCELLED: Fairies and Friends Program in the Museum Learning Garden	16-May-20	CANCELLED	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.	Events are advertised via the library newsletter. https://ppll.ent.sirs.net/client/en_US/default/	Education
CANCELLED: Go Green! An Earth Day Celebration	4/22/2020	CANCELLED	In conjunction with the Storywalk that we were able to do, also planned a guided hike of the Oxford trail & an earth friendly craft	Events are advertised via the library newsletter. https://www.cbf.org/events/clean-the-bay-day/city-of-poquoson.html	Public Education and Participation.
CANCELLED: Save the Bay Clean up	Scheduled for Earth Day weekend	CANCELLED	This event was included clean up activities along shorelines and in large drainage ditches. Typically information and giveaways on clean water are provided to volunteers.	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	Public participation & Restoration

Giveaways July 1, 2019 thru June 30, 2020

This is a list of education materials distributed in FY 20 at City Hall and during the October 2019 Poquoson Seafood Festival.

Doggie Poop containers w/bags	50
Pencils	225
pens	100
kitchen sink strainers	50
sponges	50

Seafood Festival

Doggie Poop containers w/bags	120
Pens	125
Bay star flyers	16
seeds	175
key chair floater	130

askHRgreen Stormwater Education Committee
Promotional Item Distribution - FISCAL YEAR 2020

Pet Waste Stations						
	Total Cost	Price	Total			
Committee	\$ 9,919.38	\$ 159.99	\$ 9,919.38			
Grant	\$ 4,799.70					
Total Order	\$ 2,559.84					
Total Order	62					
Committee	40	10 grant funded, 30 from Committee budget				
Regional	-					
Locality	22					
FY17-18	Population	Percent				
Jurisdiction	Base Allocation	Pop. Based	Additional Items Purchased	Total Items Per Locality	Picked up	Balance
Chesapeake	240,485	14%	1	3	10	14
Franklin	8,597	0%	1	0	1	0
Gloucester	36,983	2%	1	1	2	2
Hampton	137,492	8%	1	2	3	3
Isle of Wight	28,639	2%	1	0	1	0
James City	73,615	4%	1	1	2	4
Newport News	183,218	11%	1	3	10	14
Norfolk	247,087	14%	1	3	4	4
Requoson	12,287	1%	1	0	1	0
Portsmouth	96,179	6%	1	1	2	2
Smithfield	8,435	0%	1	0	1	0
Southampton	18,242	1%	1	0	1	1
Suffolk	91,722	5%	1	1	2	2
Virginia Beach	453,628	26%	1	6	7	0
Williamsburg	15,429	1%	1	0	1	1
York	69,466	4%	1	1	2	2
Region	1,721,504		16	24	22	62

askHRgreen Stormwater Education Committee
Promotional Item Distribution - FISCAL YEAR 2020

		Dog Waste Bag Holders		Reusable Bags					
				Total Cost	Price	Shipping	\$ 0.70	Total Cost	\$ 4,200.00
Total Cost	\$ 5,032.80	Committee	\$ 20.97	Committee	\$ 24.00			Committee	\$ 24.00
Committee	\$ 11.18	Grant	\$ 7,200	Grant	\$ 12.80			Grant	\$ 12.80
Total Order	5,000	Regional	1,000	Total Order	5,250			Total Order	5,250
Committee		Regional	1,000	Committee	4,500			Committee	4,500
Regional	1,000	Locality	1,200	Regional	500			Regional	500
Locality	1,200			Locality	250			Locality	250
FY17-18				Additional Items Purchased	Total Items Per Locality	Picked up	Balance	Base Allocation	Pop. Based
		Base Allocation	Population	Pop. Based	Pop. Based	871	0	56	503
Chesapeake	240,485	14%	63	559	250	871	0	56	503
Franklin	8,597	0%	63	20	82	82	56	56	18
Gloucester	36,983	2%	63	86	148	148	0	56	77
Hampton	137,492	8%	63	319	382	382	(0)	56	288
Isle of Wight	28,639	2%	63	67	129	129	0	56	60
James City	73,615	4%	63	171	234	234	(0)	56	154
Newport News	183,218	11%	63	426	488	488	0	56	383
Norfolk	247,087	14%	63	574	700	1,337	1,200	137	56
Poquoson	12,287	1%	63	29	91	91	0	56	517
Portsmouth	96,179	6%	63	223	286	286	(0)	56	201
Smithfield	8,435	0%	63	20	82	82	0	56	18
Southampton	18,242	1%	63	42	105	105	56	105	38
Suffolk	91,722	5%	63	213	276	276	(0)	56	192
Virginia Beach	453,628	26%	63	1,054	1,117	1,117	(0)	56	949
Williamsburg	15,429	1%	63	36	250	348	0	56	32
York	69,466	4%	63	161	224	224	(0)	56	145

Region Notes

taskHRgreen Stormwater Education Committee
Promotional Item Distribution - FISCAL YEAR 2020

Promotional Item Distribution - FISCAL YEAR 2020

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: James P. O'Brien
Date: 1/17/2018

Date: 1-17-18

Attest: Kimberly A. Healy

**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 forgoing 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: 

Edward G. Henifin
General Manager

REGIONAL COOPERATION IN STORMWATER MANAGEMENT

FISCAL YEAR 2019-2020

A STATUS REPORT

**This report was included in the HRPDC Work Program for FY 2019-2020, approved by the
Commission at its Executive Committee Meeting on May 16, 2019**

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

September 2020

REPORT DOCUMENTATION

TITLE	REPORT DATE
Regional Cooperation in Stormwater Management Fiscal Year 2019-2020: A Status Report	September 2020
	GRANT/SPONSORING AGENCY
	LOCAL FUNDS
AUTHORS	ORGANIZATION NAME, ADDRESS AND TELEPHONE
Katherine C. Filippino	Hampton Roads Planning
Whitney S. Katchmark	District Commission
Jillian C. Sunderland	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 2019-2020. 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.

Preparation of this report was included in the HRPDC Unified Planning Work Program for FY 2019-2020, approved by the Commission at its Executive Committee Meeting of May 16, 2019.

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 2019-2020. 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.

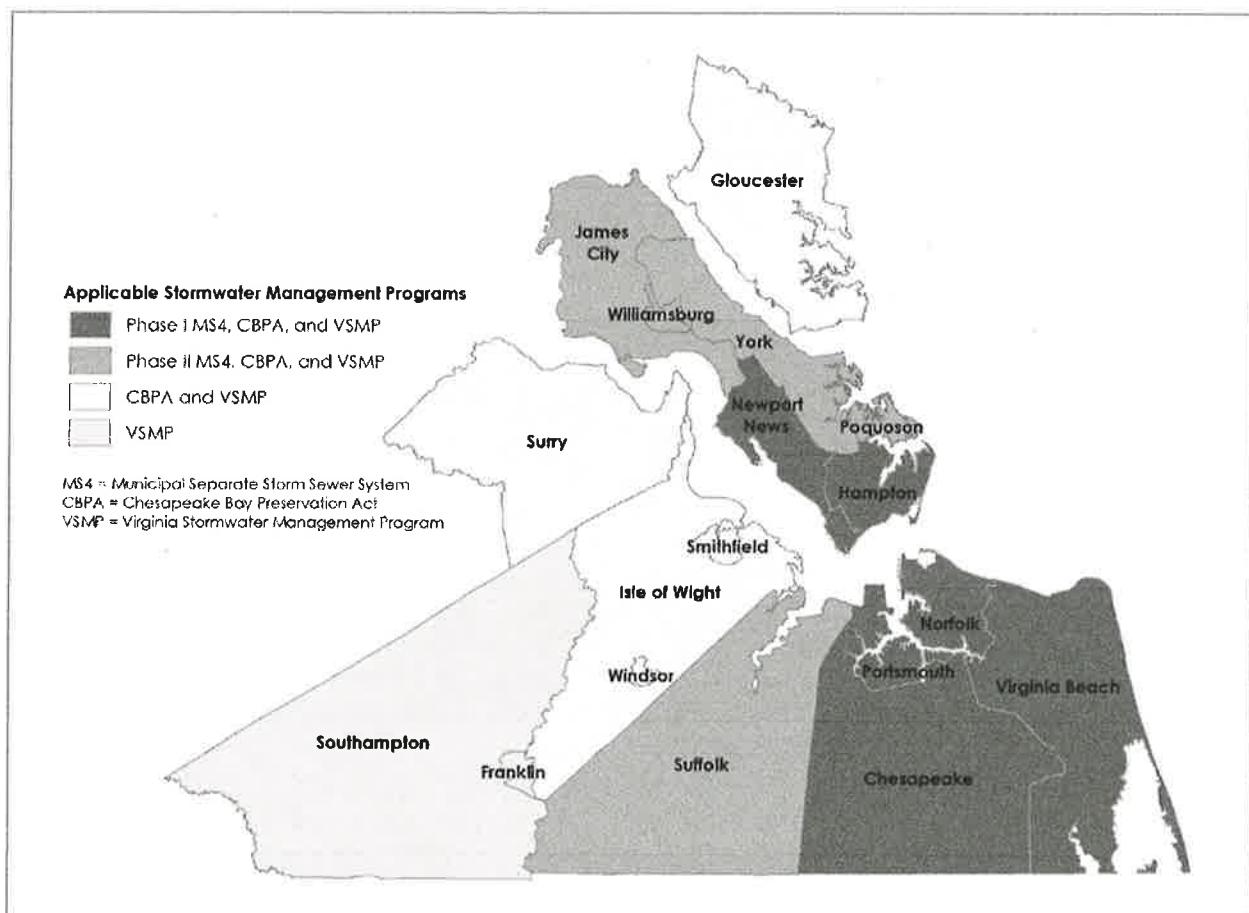


Figure 1

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.

COVID-19

Beginning in March 2020 and continuing into FY 2021, the Hampton Roads localities are experiencing the impacts of the COVID-19 pandemic. Local staff have adapted their operations to protect the health of their employees and their communities while continuing to provide services and meet regulatory requirements. The Regional Stormwater Management Program has also been impacted, most notably by HRPDC staff hosting regular meetings of the Regional Stormwater Workgroup and the Regional Environmental Committee, using virtual platforms rather than meeting in person. During such unprecedented times, sharing new information, resources, and lessons learned is particularly valuable.

Phase I MS4 Permittees

The current Phase I MS4 permits became effective on July 1, 2016. FY 2020 represents the fourth 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) implementing Stormwater Pollution Prevention Plans (SWPPPs) for high priority municipal facilities and 2) continuing the Best Management Practice (BMP) effectiveness monitoring programs.

Phase II MS4 Permittees

The Phase II General Permit was reissued on November 1, 2018. FY 2020 represents the second year in the permit cycle. The Phase II permittees submitted updated Chesapeake Bay TMDL Action Plans that reflect 40% of the required pollutant reductions. Permittees also prepared TMDL Action Plans for all of the local TMDLs that were approved by the USEPA prior to July 1, 2013 for which they have an assigned waste load allocation.

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 campaign, askHRgreen.org, conducted 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 regularly, usually 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 DEQ, the Virginia Department of Forestry (VDOF), 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 state park master planning and the Conserve Virginia initiative, representatives of the DEQ on the Coastal Zone Management Program and brownfields, and representatives of the VDOF on urban forestry and resilience programs.

Regional Chesapeake Bay Preservation Act (CBPA) Workgroup

Fifteen of the seventeen member localities 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. The Workgroup serves an advisory role to the Regional Environmental Committee.

The Regional CBPA Workgroup met quarterly during FY2020, holding meetings in July, October, January, and April. The topics of discussion included sharing best practices for Water Quality Impact Assessments and exception requests among localities, new legislation, the Secretary of Natural Resource's Working Group, outreach ideas, and training designed for Board members. One of the goals for the Workgroup is to facilitate a more communicative relationship with the DEQ. Ms. Amber Foster with the DEQ is the new Bay Act liaison for Hampton Roads, and she was able to attend the October meeting to meet local staff.

Regional Water Quality Technical Workgroup

The objectives of the Water Quality Technical Workgroup are to discuss technical aspects of restoration projects, discuss research and development of stormwater management strategies, 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 2020, meetings were held in October, December, and March. HRPDC staff hosted presenters from RES, the Chesapeake Bay Foundation, Virginia Tech, the Elizabeth River Project, and the DEQ over the course of the year. The featured topics included nutrient banking, oyster BMPs, the role of trees in stormwater management, ditch retrofits, and stream restoration.

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*.

The stormwater education subcommittee of *askHRgreen.org* continues to meet on a monthly basis to develop strategies to fulfill the outreach requirements of the Phase II MS4 General Permit and many of the outreach objectives of the individual Phase I MS4 permits. During FY 2020, the subcommittee took on a variety of activities, including outreach to local car wash businesses and a new lawn care paid media campaign. 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 facilitate stormwater and resiliency training programs for local government staff. The table below provides a summary of the FY 2020 programs.

Training Topic	Date
Stormwater Practice Design, Installation, and Maintenance (Webcast)	9/18/19
Monitoring for Stream Restoration and Green Infrastructure (Webcast)	10/23/19
The Salinization of Our Watersheds (Webcast)	11/20/19
Regional Water Issues (Webcast)	12/18/19
Hampton Roads Stormwater and Erosion Control Workshop for Contractors (Chesapeake)	2/7/20
Hampton Roads Stormwater and Erosion Control Workgroup for Contractors (Hampton)	2/20/20
Climate Resilience (Webcast)	3/18/20
TMDL Planning and Implementation (Webcast)	4/29/20
Small – Scale BMPs (Webcast)	5/20/20

Webcast Subscription

During FY 2020, the Regional Stormwater Workgroup purchased a series of webcasts from the Center for Watershed Protection (CWP). HRPDC hosted the webcasts so that one registration could be shared. HRPDC staff prepared brief summaries of the webcasts and shared the resources provided by CWP with Workgroup members. After the COVID-19 safe-at-home directive, CWP permitted subscribers to share the log-in information with up to 20 colleagues, recognizing that many subscribers typically view the webcasts in groups.

Online Training Resources

Due to concerns associated with COVID-19, several organizations shifted their training delivery methods from in-person workshops to webinars. HRPDC staff began compiling information about these resources in one place to help Regional Stormwater Workgroup members take advantage of the opportunities. Each week from April through June 2020, HRPDC staff distributed a complete list of online training events that included the provider, the schedule, the cost, and the registration links.

Hampton Roads Stormwater and Erosion Control Workshop for Contractors

The HRPDC partnered with the Tidewater Regional Office (TRO) of the DEQ to offer workshops for contractors covering erosion and sediment control practices, the 2019 Construction General Permit, and the state requirements for stormwater pollution prevention plan inspections.

The presenters included Mr. Noah Hill with TRO, Ms. Laura Nusz with the City of Newport News, Mr. David Mergen with the City of Chesapeake, and Mr. Seamus McCarthy and Mr. Odell Glenn, both from the City of Norfolk. The first workshop was held on Friday, February 7, 2020 in the Regional Boardroom at the HRPDC offices in Chesapeake, and the second was held on Thursday, February 20, 2020 at Sandy Bottom Nature Park in the City of Hampton. Combined, the workshops were attended by 82 contractors, 51 local government staff, 2 utility representatives, and 1 non-profit representative. The feedback was very positive, with several participants indicating that they had found the workshop to be informative and valuable.

POLICY 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 Erosion and Stormwater Management consolidated regulations, non-point nutrient trading regulations, revisions to the Chesapeake Bay Action Plan guidance, proprietary BMPs, and Virginia's Phase III Watershed Implementation Plan. 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 state stakeholder group was assembled for a particular issue, then the Region nominated a representative to serve on behalf of the localities.

Virginia Erosion and Stormwater Management Program Regulations

The DEQ convened a Regulatory Advisory Panel (RAP) to develop regulations in response to the 2016 consolidated law, the Virginia Erosion and Stormwater Management Act (VESMA). The intention is to develop a combined regulation that is easier to follow but does not change the technical requirements of the existing Erosion and Sediment Control and Stormwater Management regulations. HRPDC staff serves on the RAP, which met five times between June 2019 and December 2019. After the December meeting, the DEQ postponed future meetings to the Spring of 2020. They had intended to provide a comprehensive draft of the consolidated regulation for RAP members to review prior to the next meeting. However, the process has been delayed by the COVID-19 stay-at-home directive. The date of the next meeting has not been established, and the RAP has yet to receive a draft of the regulation. Before COVID-19, the DEQ had hoped to take the regulation to the State Water Control Board in late 2020. The extent of the delay in schedule is unclear. HRPDC staff will continue to participate in the RAP and provide regular updates.

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.

The regulation has been in development for several years. 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 for comment. 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.

The public comment period ended on May 30, 2019. The new regulations were published in the Virginia Register on July 6, 2020 and are anticipated to have an effective date of September 1, 2020. However, the regulation will not be complete. The section detailing the impact of local water impairments on credit exchanges was deferred to a later date. It is anticipated that the new section (9VAC25-900-901) will be published prior to September 1, 2020.

Chesapeake Bay TMDL Action Plan Guidance

In accordance with the Administrative Process Act revisions in 2018, the DEQ is required to publish draft guidance in the Virginia Register to initiate a formal 30-day public comment period prior to finalization. If any public commenter's claim that the guidance document should instead be regulation, the effective date of the guidance is automatically extended for at least 30 days. In order to avoid future delays, the DEQ provided a draft of the Chesapeake Bay TMDL Action Plan guidance to a small group of stakeholders for a fatal flaw review. Before publishing the draft in the Virginia Register, the DEQ wanted to determine whether it would be met with claims that it was not actually guidance. HRPDC, VAMSA, the Northern Virginia Regional Commission, and several MS4 permittees were invited as part of the small stakeholder group. Though the stakeholders did not advocate for making the guidance regulatory, there were several concerns that were raised, including: 1) credit guarantees from the first permit cycle, 2) crediting for septic system conversions to sanitary, 3) street sweeping crediting, and 4) baseline requirements for retrofit projects beyond the MS4 service area. The HRPDC submitted written comments explaining these concerns to the DEQ. It was anticipated that the revised guidance would be published in the Virginia Register in June 2020 so that it could be finalized by the end of July 2020; however, the schedule has been delayed.

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.

The BMP Clearinghouse Committee met once during FY 2020, on August 15, 2019 to discuss revisions to the new draft guidance. DEQ proposed a path forward, which includes allowing manufacturers to submit certifications from other states programs to be approved at higher removal efficiencies. To date, DEQ has not provided a subsequent version of the guidance. House Bill 882, which passed during the 2020 General Assembly session, established new expectations for MTDs to remain listed on the Clearinghouse. It is not yet clear how the bill will be implemented; however, HRPDC staff continues to follow the process as it develops.

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 held in FY 2020 in August, December, and June.

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.

The Commonwealth released the final Phase III WIP in August 2019. The Final version included new state initiatives, such as advanced oyster restoration efforts, increased conservation efforts, and re-evaluating the MS4 TMDL Action Plan guidance.

Water Quality Management Planning Regulation

The Water Quality Management Planning Regulation sets effluent limits for wastewater treatment plants, which are routinely reevaluated. The DEQ established a RAP to evaluate: 1) the distribution of waste load allocations (WLAs) for industrial and municipal dischargers, 2) any changes in WLAs that must be made as a result of the James River chlorophyll *a* study, and 3) the potential for floating WLAs for James River wastewater treatment plants. DEQ has determined that no changes will need to be made as a result of the new chlorophyll *a* criteria. DEQ remains supportive of floating WLAs, despite significant pushback from the VA Municipal Wastewater Association (VAMWA). In the Phase III Watershed Implementation Plan (WIP), Virginia laid out a plan to acquire additional reductions from the wastewater sector in the James River to trade with the Potomac River. VAMWA maintains that the trades, at a ratio of 6:1, are not cost effective. There are also concerns that in addition to investing in the SWIFT project, which will result in significant long term water quality improvements, HRSD may also be required to purchase credits to meet short term reductions. Throughout these discussions between DEQ and HRSD, the credits available to MS4s have been protected. The DEQ anticipates sending the draft regulation to the State Water Control Board in September 2020.

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. The 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. Since then, 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 2021.

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. Mr. Danny Barker, HRSD, provided an update on the source tracking program to the Regional Environmental Committee in August 2019.

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 2020, 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 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. A 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 2021 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, and HRPDC staff 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. During FY20, staff has advocated for: 1) better growth projections, 2) using 2035 as a climate change planning target rather than 2025, and 3) research goals related to the intensity-duration-frequency (IDF) curves.

Staff also follow the activities of the Watershed Technical Workgroup and the Water Quality Goal Implementation Team. 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.

External Training Committee

The Office of Training Services of DEQ established a new Committee, the External Training Committee, to serve the training needs of Erosion and Sediment Control and Stormwater certified professionals. The Committee was tasked to identify priority training topics and ensure training topics are prioritized, efficiently developed, and meet the needs of certified professionals. Representatives from DEQ, the consultant community, and local governments, including the City of Norfolk, Gloucester County, James City County, and the HRPDC, make up the Committee.

Using a survey tool, the Committee developed a preliminary list of priority training topics for Inspectors, Plan Reviewers, and Program Administrators. The topics included energy balance examples, typical design site constraints, effective enforcement measures, and new ESC practices. The Committee reviewed these topics at the May 19, 2020. The next steps will be to identify resources, including personnel and materials, to aid in course development. The DEQ suggested breaking the Committee into Workgroups to work on the highest priority training topics. HRPDC staff will continue to provide updates as the work of the Committee progresses.

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, provides a more cost-effective opportunity for MS4 permittees to meet the waste load allocations of the Chesapeake Bay TMDL.

DEQ Contract with Planning District Commissions in the Bay Watershed

In partnership with the other Virginia planning districts in the Chesapeake Bay watershed, HRPDC continued the contract agreement with DEQ to provide support for implementation efforts related to Virginia's Chesapeake Bay TMDL Phase III Watershed Implementation Plan (WIP). This third contract primarily focuses on efforts to evaluate the Chesapeake Bay Preservation Act (CBPA) in a changing climate and promote the program to the public. While

the CBPA program has been implemented for years, certain aspects of the regulations may need to be re-evaluated or updated as shoreline management protocols are adjusted to account for increasing sea level rise and intensity and duration of storms. Work is primarily conducted in conjunction with the CBPA Workgroup and input from the Regional Stormwater Management Workgroup is also incorporated. In addition to these efforts, this contract also supports continued outreach to localities regarding implementation of BMPs in the unregulated urban and natural sectors. During FY 2020, staff have continued to research opportunities with the Virginia Conservation Assistance Program (VCAP) and seek ways in which localities outside of Soil, Water, and Conservation Districts (SWCDs) could take part.

Lower James River and York River Roundtables

During FY 20, staff have participated in meetings of the Lower James River and York River Roundtables. Discussions for the Lower James River Roundtable have centered around outreach and education for BMP implementation for homeowners. Hampton Roads has a robust environmental education campaign through askHRGreen and staff was able to promote the campaign to representatives throughout the lower James River watershed. The York River Roundtable has been focused on funding opportunities and initiatives for shoreline management projects in the York River. Staff have been able to connect local governments within the watershed to potential funding opportunities offered by the National Oceanic and Atmospheric Administration (NOAA).

Elizabeth River Project's Initiatives

HRPDC staff have been participating on efforts to restore the Eastern Branch of the Elizabeth River. Several meetings were held with representatives from the Elizabeth River Project (ERP), the cities of Chesapeake, Norfolk, Portsmouth, and Virginia Beach, HRSD, HRPDC, Norfolk State University, the US Navy, the Tidewater Regional Office of the DEQ, VA Department of Health, Chesapeake Bay Foundation, and consulting agencies as part of the Eastern Branch Implementation Team. This group works towards identifying projects for implementation along the Eastern Branch of the Elizabeth River. The primary focus in FY20 was to address bacteria impairments by understanding sources through HRSD's bacteria source tracking program and through educational programs and events like River Star Homes and River Fest. Shoreline restoration BMPs also were implemented in several localities along the Eastern Branch to improve water quality and habitat in the region.

The ERP is also working on an update to their water quality scorecard and Watershed Action Plan. HRPDC staff have been advising the technical committee on how to assess scores and trends for nutrients in the Elizabeth River using data collected by DEQ. The scorecard will evaluate a variety of parameters to determine the health of the River and provide information to begin the next iteration of the Watershed Action Plan. Through these efforts, HRPDC staff is assisting ERP staff in identify funding opportunities for implementation efforts throughout the Elizabeth River watershed.

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.

Phase II MS4s Regional Stormwater Workgroup Meeting Attendance FY20

Phase II Localities:	Meeting Dates												# Meetings	% Attended
	7/17/2019	8/21/2019	9/18/2019	10/16/2019	11/20/2019	12/11/2019	1/15/2020	2/19/2020	4/8/2020	4/22/2020	5/6/2020	5/27/2020	6/17/2020	
James City County		1			1			1		1	1	1	1	13
Poquoson	1	1	1	1	1	1	1	1	1	1	1	1	1	62%
Suffolk	1	1	1	1	1	1	1	1	1	1	1	1	1	92%
Williamsburg	1	1	1	1	1	1	1	1	1	1	1	1	1	85%
York County	1	1	1	1	1	1	1	1	1	1	1	1	1	46%
														92%

Note - The March 2020 Regional Stormwater Workgroup meeting was cancelled, and the Workgroup met twice in April and May 2020.

REGIONAL EDUCATION COMMITTEE ATTENDANCE

Public Involvement & Participation

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2020

Submitted to DEQ September 30, 2020

<u>BMP 2</u>	<u>PUBLIC INVOLVEMENT/PARTICIPATION</u>
	Status of Compliance Spreadsheets
2.2	See Public Participation Sheet listed under BMP 1.3
2.2	PY3 Planned Public Participation Activities

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.1	Public Involvement	Implement procedures	SW Program Administrator & IT Department	PY1	Annual report	Compliant. Procedures developed in PY1. The public can contact the City using the information provided on the Stormwater Quality website (see 2.1b). See SOPs in Appendix.
2.1a	Develop and implement procedures for public to report illicit discharges, spills, and other environmental concerns	Procedures	SW Program Administrator & IT Department	PY1	Annual report	Compliant. The program plan was presented to City Council and posted on the City website per permit requirements. The program plan & annual reports are available on the website at https://www.ci.poquoson.va.us/278/Stormwater-Quality . The Engineering department tracks and documents comments. A summary of comments will be provided in annual reports. To date none have been received.
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	Compliant. See https://www.ci.poquoson.va.us/278/Stormwater-Quality
2.2	Public Participation					

STATUS OF COMPLIANCE July 1, 2019 - June 30, 2020

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.2a	Offer a minimum of four local activities per year from two or more categories in Table 2	activities held from public participation, education and restoration categories.	Activities offered	SW Program Administrator	Annually	Public Participation Spreadsheet in Appendix (see BMP 1.3)
2.2b	Identify a metric for each public participation activity	Identify metrics	SW Program Administrator & activity sponsors	Annually	Public Participation Spreadsheet	COMPLIANT. See spreadsheet.
2.2c	Schedule of public participation activities	Document the anticipated time periods the activities will occur	Time periods documented	SW Program Administrator	Annually	Planned Public Participation Activities
2.3	Evaluation and Assessment	Evaluate and assess whether the activities are beneficial to improving water quality.	SW Program Administrator	Annually	Annual report	Compliant. While permit requirements were met, Public Participation was challenging this year because of the pandemic. This may continue next year. Staff members will have to be vigilant to ensure that water quality participation is possible in the next few months.

Standard Operating Procedures for Responding to Spill Reports and Environmental Concerns

	<u>Standard Operating Procedure</u>
<u>Purpose</u>	In accordance with its MS4 permit, Poquoson must develop a standard operating procedure to react to reports of and mitigate to the maximum extent practicable illicit discharges into its stormwater system. These SOP's are intended to accomplish this goal.
<u>Scope</u>	Reacting to reports of and eliminating illicit discharges is the joint responsibility of all employees. All City departments will respond to reports of illicit discharges by notifying the proper authority in a timely manner. The City Engineer will remind department heads of this requirement each October at a regularly held Department Head meeting.
<u>Notification and Tracking</u>	While several departments (listed below) are equipped to and routinely respond to reports of illicit discharges, City employees receiving reports of illicit discharges are to report all potential spills to the Environmental Compliance Officer (ECO) at 868-3040. Spills occurring within the City's drainage system can also be reported to the Public Works Department. The Environmental Compliance Officer will coordinate the response, first contacting the Public Works and Engineering Departments. In the event the Environmental Compliance Officer is not available, the Engineering Department will take the lead on coordinating the response. The ECO will keep records of and track the spill response and resolution.
<u>Investigation</u>	Upon receiving a report of a spill, the ECO will coordinate the City response, ensure the issue is addressed and arrange for a staff member to investigate the site within a business day. The Fire Department will be notified and take the lead on all spills 5 gallons or larger in size. The ECO will take the lead on E&SC, stormwater and CBPA violations. Public Works will take the lead on other issues impacting the flow, maintenance or condition of the City's drainage system. As spills often involve more than one department's area, Public Works, the ECO and Engineering will be copied on correspondence for all reports.
<u>Fire Department</u>	Will respond to hazardous waste spills and spills of 5 gallons and larger. The FD will notify and file reports with the state EOC, which in turn will notify DEQ if warranted. The FD will follow its SOPs to place booms or other absorbent devices about the spill and to dispose of clean up materials properly. The status of clean up will be communicated to the ECO and the Engineering Department.
<u>Public Works Employees</u>	Will respond to reports of spills, obstructions, and other discharges impacting the City's streets or drainage system. In the event the spill is potentially hazardous or is more than 5 gallons, PW will notify and coordinate with the FD. Public works employees will deploy their spill kit materials as needed to ensure the spill is contained and will dispose of all materials used in the appropriate container at the Public Works yard so that the items are properly disposed of. Public works will restore or will coordinate the repair and restoration of all damaged City infrastructure if work is performed by the party responsible for the spill. Public Works will track all expenses related to spill response. Public Works will communicate with and provide updates to the ECO and the Engineering Department.
<u>City Inspector</u>	The City Inspector or the designee of the City Inspector is a Public Works Employee and will take the lead in coordinating the Public Works response.
<u>Engineering Department</u>	The Engineering Department will assist by inspecting, notifying property owners or coordinating the response in the event the ECO is not available. The Department will consolidate spill information for inclusion in the annual MS4 permit report.

2.2 Permit Year 3 Possible Public Involvement Opportunities

EVENT	SCHEDULE	METRIC	TABLE 2 CATEGORY	NOTES
Poquoson Seafood Festival	Fall 20120; 3RD FULL WEEKEND IN OCTOBER	Attendance; number of giveaways	Educational	Covid Impacts: This event was scheduled for October 2020 and has just been cancelled because of the pandemic. City leaders and staff are investigating the possibility of holding two events during the next calendar year, including a possible event in Spring of 2021. If this event is held, it will feature environmental attendance and participation exhibits and will be included in the FY 21 report.
Clean the Bay or Keep Poquoson Beautiful Volunteer Clean Up	Spring to early summer, near Earth Day	# Volunteers; amount of waste collected	Restoration	Cancelled last year because of pandemic. The large group event could potentially be cancelled or modified this year. However, the City is keeping the participation opportunity going by maintaining a "Keep Poquoson Beautiful" clean up kit in the library. Small groups can use the kit to perform smaller scale restoration events.
Household Hazardous Waste Collection Events	Quarterly	# Events	Collection/Disposition	Regional effort. At least one is held each year within Poquoson, and citizens are welcome to participate in events held in neighboring localities.
Bay Star Homes and Pet Waste Stations Programs	throughout the year	# new homes and pet waste stations	Pollution Prevention	Ongoing participation opportunity for individual homes.
Sidewalk Decal Project	Spring 2021	# locations; possibly # participants	Educational	These large scale, temporary decals are being planned through AskHRgreen. Depending on Covid requirements, installation could be turned in to a participation event
Library Education Programs	Throughout the year; primarily in the summer	Attendance	Educational	Ongoing. Modified to meet social distancing requirements and Governor's orders.
Poquoson Adopt a Spot	Continuously	# groups participating	Restoration	Ongoing. Modified to meet social distancing requirements and Governor's orders.

Developed in PY 1; expanded in PY2. The number of planned activities exceeds permit requirements. # actual PY3 activities is subject to change because of the pandemic, public safety, inclement weather and changes to regional program.