



CITY OF POQUOSON
ENGINEERING

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September 30, 2021

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RE: City of Poquoson Permit Year 3 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 3 (fiscal year 2021): July 1, 2020-June 30, 2021. Activities planned to meet PY4 requirements and scheduled after FY 2021 are described in individual MCM descriptions and will be covered in the PY4 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.

0.3. 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.S. 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. 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. 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 Compliancespreadsheets.
- 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, 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-19 pandemic impacted permit compliance activities. While the City remains compliant, some public participation events were cancelled. 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.

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. As the new City Engineer I am proud of all of our staff's accomplishments in preservation and administration of good water quality practices.

While staffing remained mostly the same in Fiscal Year 2021, we will have at least one new staff member involved in water quality efforts next year. However; this FY Erin Mixon has come on as our Environmental Inspector. Erin acts as DEQ's point of contact for the stormwater construction permit and Chesapeake Bay Preservation Act programs. Erin's contact information is:

Erin Mixon, Environmental Compliance Officer

Erin.Mixon@poquoson-va.gov

(757)868-3040

The City would like to give its many thanks to DEQ for providing and assisting our staff in the permit process. As the new City Engineer I look forward to a great working relationship between our respective groups.

A handwritten signature in blue ink, appearing to read 'Sean R. Crawford', with a stylized flourish at the end.

Sean R. Crawford, 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 2021 Status of Compliance Spreadsheets

Appendix Table of Contents

Appendix

NOTE: As required by the permit, the 2021-2022 program plan is submitted
as a separate document.

Notes on Report Layout and Contents

"PY" or "Permit Year" refers to the actual permit year.

"FY" or "Fiscal Year" refers to the reporting period. This report covers FY 21, or July 1, 2020-June 30, 2021.

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

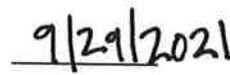
500 CITY HALL AVENUE, POQUOSON, VIRGINIA 23662-1996
(757) 868-3000 TELEPHONE (757) 868-3101 FAX

Office of the City Manager
J. Randall Wheeler

CERTIFICATION

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.


City Manager


Date

VAR 040024

City of Poquoson, VA

Permit Number

MS4Name

Status of Compliance

Spreadsheets describing actions and status, supplemented by Appendix

City of Poquoson Annual Report

VAR#040024

Fiscal Year 2021

Submitted to DEQ September 30, 2021

Status of Compliance

Spreadsheets describing actions and status, supplemented by Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2021

Submitted to DEQ September 30, 2021

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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. Public Outreach and Education							
1.1	Update Public Education and Outreach Program						
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The Plan is in the Appendix.
1.1b	Rationale for selecting each of the 3 issues	Explain the importance of each issue	Rationale identified	askHRgreen.org Stormwater Education Subcommittee	PY1	Education and Outreach Plan	Compliant. The 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 page.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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						
1.2a	Scoop the Poop campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report:	Compliant. The Plan is in the Appendix.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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. The Plan is in the 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. The Plan is in the Appendix.
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the askHRgreen.org regional Bay Star Businesses Program	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The Plan is in the Appendix. Poquoson continues to promote the Bay Star Business program, however with the lack of in person events and Poquoson's status as primarily a bedroom community, there are no new signups this year.
1.3	Provide for Public Participation						

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
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. The City posts volunteer opportunities on the City website.
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 numerous water quality events. Because of the pandemic, the City did not host as many events as usual.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
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. The spreadsheet contains information about each event. The City had less volunteer opportunities than usual due to 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. The Plan is in the 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. The Plan is in the Appendix.
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. Attended 80% of meetings. See attendance chart in Appendix

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
1.4b	<i>askHRgreen.org</i>	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 60% of meetings. 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. Due to the Covid pandemic, communicating with the public was challenging, but permit requirements were met.

Updated MS4 Program Plan

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
2.1	Public Involvement						
2.1a	Develop and implement procedures for public to report illicit discharges, spills, and other environmental concerns	Implement procedures	Procedures	SW Program Administrator & IT Department	PY1	Annual report	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.
2.1b	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	Compliant. The program plan was presented to 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. To date, no comments have been received.
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	Compliant. See https://www.ci.poquoson.va.us/278/Stormwater-Quality
2.2	Public Participation						
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)	Compliant. Spreadsheet is in Appendix A. Numerous events were cancelled due to the Covid pandemic.

Updated MS4 Program Plan

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
2.2b	Identify a metric for each public participation activity	Identify metrics	Examples include the weight of debris collected or number of participants	SW Program Administrator & activity sponsors	Annually	Public Participation Spreadsheet	Compliant. Spreadsheet is in Appendix A.
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	Compliant. The plan is in the Appendix
2.3	Evaluation and Assessment	Evaluate and assess whether the activities are beneficial to improving water quality.		SW Program Administrator	Annually	Annual report	Compliant. Permit requirements were met, however it was challenging due to the pandemic. It is unclear when the pandemic will cease to be an issue for future permit years.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

3. Illicit Discharge Detection and Elimination

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
3.1	Storm Sewer System Map						
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Map	SW Program Administrator/ IT Dept. (GIS)	Annually	Service area map	Compliant. No new outfalls this year. Outfall map included in Appendix. In addition, the City Property Information System mapping shows the approximate location of all upstream City owned storm drainage piping. See https://parcelviewer.geodecisions.com/poquoson/Account/Logon
3.1b	MS4 outfall or point of discharge information table	Maintain and update table	Updated Table	SW Program Administrator/ IT Dept. (GIS)	Annually	Information Table	Compliant. No new outfalls this year. Table is located in Appendix.
3.1c	Provide to DEQ a GIS-compatible shapefile of the MS4 map	Provide file	Provide to DEQ	SW Program Administrator/ IT Dept. (GIS)	No later than 7/1/19	Shapefile	Compliant. Provided in PY1 prior to 7/1/19 in accordance with permit requirements.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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 PY3.
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 contact information available 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 the City website at https://library.municode.com/va/poquoson/code_of_ordinances?nodeId=PTIICOR_CH_34EN_ARTVSTMA_S34-207PRNORDI
3.2	Dry Weather Screening (DWS)						

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

3. Illicit Discharge Detection and Elimination

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
3.2a	Maintain and implement dry weather screening protocol	Implement written dry weather field screening methodologies for IDDE. Track the outfall unique identifier, time since last precipitation event, estimated quantity of the last precipitation event, site description, whether a discharge was observed and if so, rate of discharge, and visual characteristics	Protocol	SW Program Administrator/ SW Inspector	Continuously	DWS Protocol	Compliant. See protocol 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	Complaint. The Plan is in the Appendix.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

3. Illicit Discharge Detection and Elimination

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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	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. All forms available upon request.	Compliant. Summary spreadsheet and typical form provided in Appendix. City inspected 104 outfalls and over 129,550 linear feet of outfall ditching. Inspections included prioritized areas selected in PY2.
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	Compliant. Information provided on Poquoson Stormwater Quality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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 example forms from responses this year and information on how FD deals with illicit discharge.
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.
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 PY3.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

3. Illicit Discharge Detection and Elimination

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
3.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator/ Fire Dept	Annually	Annual report	Compliant. The City exceeded dry weather screening requirements. As the summary sheet shows, the vast majority of illicit discharges this PY were from car accidents. Poquoson staff from numerous departments coordinate to respond to issues quickly.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

4. Construction Site Storm Water Runoff Control

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
4.1a	Construction projects	Continue to implement the SWM, E&SC, & CBPA ordinances	SWM, E&SC, & CBPA Ordinance citations	SW, E&SC, & CBPA Program Administrators	Continuously	Ordinances	Compliant. SWM ordinance: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_CH34EN_ARTV5TMA_ESC_ordinance ordinance: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_CH34EN_ARTIIERSECO_CBP_ordinance CBPA ordinance: https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_APXAZO_ARTXI.IVENMAAR_EMOVDI
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.	Compliant. 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. Staff conducted 28 erosion and sediment control reviews this year, primarily on single family home projects. 8 new stormwater permits for single family homes within a common plan of development were obtained; 3 new VPDES permits were obtained for residential and commercial projects; 2 VPDES permits were renewed by ongoing developments. PY 3 projects encompassed 54.02 acres of land disturbance.
4.2	Compliance and Enforcement						
4.2a	Written E&SC and stormwater inspection procedures	Implement inspection procedures	Procedures	E&SC Program Administrator	Continuously	Inspection Standard Operating Procedures (E&SC; stormwater)	Compliant. See Appendix for SOP's
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. Construction Site Storm Water Runoff Control

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
4.2d	VSMP 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. Approximately 316 inspections were conducted. Total permitted disturbed area in the City = 54.02. The majority of the disturbed area was from subdivision and commercial lots.
4.2e	VSMP 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. 8 Notice to Complys were issued and 4 Stop Works orders were issued in PY 3. City staff worked with contractors to correct 117 minor issues. Samples of inspection forms, correspondence, Notice to Complys, and Stop Work Orders are included in the appendix.
4.3	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. This year saw a return of development near pre pandemic levels. Staff continued to inspect development/construction sites and enforced compliance with ESC/SWM laws. With a large development on the horizon in FY 22-23, the City may need additional staffing to complete inspections.

CITY OF POQUOSON PROGRAM PLAN

5. Post Construction Storm Water Management in New Development and Redevelopment							PY 3 Status
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	
5.1	Post Construction SW Management Program						
5.1a	Local VSMP	Implement the approved VSMP	Approved VSMP	VSMP Authority Administrator	Ongoing	Approval letter issued by DEQ	Compliant. See Appendix.
5.1b	Stormwater Management Ordinance	Implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment	Stormwater Management Ordinance	SW Program Administrator	Ongoing	SWM Ordinance	Compliant. See https://library.municode.com/va/poquoson/codes/code_of_ordinances?nodeId=PTIICOOR_C_H34EN_ARTVSTMA
5.2	Inspection & Maintenance Schedules for BMPs						
5.2a	Written inspection and maintenance procedures for managing locally owned BMPs	Implement procedures, inspect locally owned BMPs at least annually (or have an approved alternative schedule)	# of inspections; description of significant maintenance activities	SW Program Administrator	Ongoing	Procedures and BMP Spreadsheet /Database	COMPLIANT. The City owns three Water Quality BMPs. These were inspected in FY 21 and are scheduled for reinspection in October 2021. See Appendix for procedures and inspection forms.
5.2b	Inspection and enforcement program for privately-owned BMPs	Implement program, inspect privately owned BMPs at least once every 5 years	# of inspections; # of enforcement activities	SW Program Administrator	Ongoing	BMP Spreadsheet /Database	COMPLIANT. 40 privately and publically owned ponds are tracked and routinely inspected by either City staff or owners. 29 privately owned BMP agreements. All were current on inspection requirements as of June 30 2021. As of the end of the calendar year, no enforcement actions had been taken. See Appendix for tracking spreadsheet.

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	COMPLIANT. 29 privately owned BMP agreements. See Appendix for tracking spreadsheet. Maintenance Agreements are designated with an M in Notes column.
5.2d	Optional - Develop and implement a progressive compliance and enforcement strategy	Develop and implement strategy	Strategy	SW Program Administrator	Ongoing	Written Strategy	Given that we are not having issues with compliance, the current program appears to be working well. The program will be evaluated in PY4.
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	COMPLIANT. No new BMPs added this year.
5.3b	Update database or spreadsheet with new BMPs	Track new permanent stormwater management facilities	Database or spreadsheet with new BMP information	SW Program Administrator	Within 30 days of date brought online	BMP Spreadsheet /Database	COMPLIANT. No new BMPs added this year.
5.3c	Report Construction BMPs	Report BMPs installed to control post-construction runoff through the DEQ Construction SW database	Confirmation statement	SW Program Administrator	Ongoing	Confirmation statement	COMPLIANT. No new BMPs added this year.
5.3d	Report other BMPs	Report any BMPs not included in the Construction SW database implemented between July 1 - June 30 in the DEQ BMP Warehouse	Confirmation statement	SW Program Administrator	No later than Oct. 1 each year	Confirmation statement and date information was submitted	COMPLIANT. No new BMPs added this year.

CITY OF POQUOSON PROGRAM PLAN

5.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	COMPLIANT. We did not have any issues this permit year regarding BMP inspections. The City will continue to notify owners of their responsibility and take enforcement action if necessary. We anticipate new BMPs being added next year with current construction underway
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Updated MS4 Program Plan July 1, 2020- June 30, 2021

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1	Operations and Maintenance Activities					
6.1a	Pollution prevention procedures at permittee-owned facilities	Continue to implement and update plans describing spill prevention and control and pollution prevention procedures for municipal facilities specifically to prevent illicit discharges	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	SOPs/ O&M Plan
						Compliant. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1b	Waste Disposal	Continue to implement and update procedures for proper waste disposal, including yard waste	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	SOPs/ O&M Plan
						Compliant. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.1c	Manage Municipal Vehicle Wash Water and Wastewater	Develop and implement procedures to prevent the discharge of municipal vehicle wash water into the MS4 without a separate VPDES permit	Procedures	Operations Personnel and Department of Utilities	Continuously	SOPs/ O&M Plan
						Compliant. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality

Updated MS4 Program Plan July 1, 2020- June 30, 2021

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	Compliant. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at 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	Compliant. Materials are stored under a roof. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at 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	Compliant. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality

Updated MS4 Program Plan July 1, 2020- June 30, 2021

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1h	Manage Fertilizers and Pesticides	Implement procedures to ensure materials are applied in accordance with manufacturer's recommendations	Procedures	Operations Personnel	Continuously	SOPs/ O&M Plan
6.2	Storm Water Pollution Prevention Plans (SWPPP)					Compliant. Personnel applying these are trained and certified. The SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities. This is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.2a	High-priority facilities	Identify municipal high-priority facilities that have a high potential to discharge stormwater pollutants	# & type of high-priority facilities	SW Program Administrator	Within 12 months	List of high-priority facilities
6.2b	SWPPP Implementation	Maintain and implement SWPPPs for identified high-priority facilities	SWPPP	SW Program Administrator	Continuously	Compliant. The City has one High-priority facility. The City's Public Works Yard houses Public Works, Utilities, and Vehicle Maintenance buildings and equipment. This is the only site identified.
6.3	Nutrient Management Plans (NMPs)					Compliant. See SWPPP (website reference in 6.1). Typical SWPPP inspection form is found in appendix. Public Works retains monthly forms.

Updated MS4 Program Plan July 1, 2020- June 30, 2021

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 3 Status
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.
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. Contractors are required to follow SOP's and are supervised by Public Works staff to ensure compliance. See SWPPP at link reference above.
6.5	Employee Education & Training						
6.5a	Written training plan	Maintain and implement a training plan for applicable staff	Training Plan	SW Program Administrator	PY1	Training Plan	Compliant. See Appendix.

Updated MS4 Program Plan July 1, 2020- June 30, 2021

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 3 Status
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	All group trainings were suspended due to Covid in PY3. The City hopes to resume training in PY4, once Covid is no longer an issue. See Appendix.
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	All group trainings were suspended due to Covid in PY3. The City hopes to resume training in PY4, once Covid is no longer an issue. See Appendix.
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	All group trainings were suspended due to Covid in PY3. The City hopes to resume training in PY4, once Covid is no longer an issue. See Appendix.
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.

Updated MS4 Program Plan July 1, 2020- June 30, 2021

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 3 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. Due to staff departures, no staff member has Program Admin certifications. Our new environmental compliance officer will get certification in PY4.
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. Due to Covid, spill prevention/good housekeeping training was cancelled. We are hoping to have them in PY 4, however it is dependent on Covid. All other trainings/certifications are accounted for.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

TMDL Special Conditions						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
SC-1	Chesapeake Bay TMDL					PY 3 Status
SC-1a	Update the Chesapeake Bay TMDL Action Plan	Update the Bay TMDL Action Plan to meet 40% reduction of pollutants of concern (POC)	Updated Bay TMDL Action Plan	SW Program Administrator	12 months after permit effective date	Updated Bay TMDL Action Plan
SC-1b	Provide opportunity for public comment on the updated Bay TMDL Action Plan	Opportunity provided for public comment	Public comment period for no less than 15 days	SW Program Administrator	Prior to submittal of updated Bay TMDL Action Plan	Record of Comments
SC-1c	Implement Bay TMDL Action Plan	Implement the Bay TMDL Action Plan to meet 40% of the Level 2 (L2) reductions of pollutants of concern (POC) by the end of the permit cycle	BMPs implemented	SW Program Administrator	End of PY5	Bay TMDL Action Plan
SC-2	Local TMDL					
SC-2a	Local TMDL Action Plan for TMDLs approved by EPA prior to July 1, 2013	Develop a local TMDL Action Plan	Local TMDL Action Plan	SW Program Administrator	No later than 18 months after permit effective date	Local TMDL Action Plan
SC-2b	Local TMDL Action Plan for TMDLs approved by EPA on or after July 1, 2013 and prior to June 30, 2018	Develop a local TMDL Action Plan	Local TMDL Action Plan	SW Program Administrator	No later than 30 months after the permit effective date	Local TMDL Action Plan

Updated MS4 Program Plan July 1, 2020 – June 30, 2021

SC-2c	Identify the significant sources of the POC	Identify the significant sources	Sources identified	SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Complaint. See Action Plans included in appendix.
SC-2d	Outreach strategy to enhance public (including staff) education on reducing bacteria discharges	Develop and implement an outreach strategy	Outreach Strategy	askHRgreen and SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Complaint. See Action Plans included in appendix.
SC-2e	Schedule of anticipated actions for this permit term	Schedule of anticipated actions provided	Schedule of actions	SW Program Administrator	No later than 18 or 30 months after permit effective date, as applicable	Local TMDL Action Plan	Complaint. See Action Plans included in appendix.
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	Complaint. Public comment period took place in April 2021.
SC-3	Bacteria TMDL						
SC-3a	Implement at least 3 strategies from Table 5	Identify strategies	At least 3 strategies implemented	SW Program Administrator	As listed in schedule of anticipated actions	Bacteria TMDL Action Plan	Complaint. See Action Plans included in appendix.
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						

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

	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
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Permit Year 3

APPENDIX

City of Poquoson Annual Report

VAR# 040024

Submitted to DEQ September 30, 2021

For use in the 2020-2021 permit year

BMP 1	<u>PUBLIC OUTREACH AND EDUCATION</u>
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	<u>PUBLIC INVOLVEMENT/PARTICIPATION</u>
2.1	SOP for Responding to Spills
2.2	See Public Participation Sheet listed under BMP 1.3
2.2	PY4 Planned Public Participation Activities
BMP 3	<u>ILLICIT DISCHARGE DETECTION AND ELIMINATION</u>
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
3.3	Utility Department Report: Sanitary Sewer System Improvements
3.4	Sanitary Sewer Overflow Reports: No sanitary sewer system spills this year (therefore no forms provided)
BMP 4	<u>CONSTRUCTION SITE STORM WATER RUNOFF CONTROL</u>
4.1	List of FY 2020 Land Disturbance Projects
4.2	Site Inspection SOP's and E&SC /Stormwater Inspections and enforcement SOPs
4.2	Enforcement communications
4.2	Typical inspection forms
BMP 5	<u>POST CONSTRUCTION STORM WATER MANAGEMENT</u>
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	<u>Good Housekeeping</u>
6.2b	Typical Monthly SWPPP Inspection Form for High Priority Facility. Inspection forms are retained by Public Works per SWPPP.
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	<u>Special Conditions: TMDLs</u>
SC-1	TMDL Status Report for FY 2021
SC-1c	HRSD Nutrient Credit Agreement: Found in Appendix under BMP 1.4
SC-2	Back River and Poquoson River Bacterial TMDL Action Plans

Public Outreach and Education

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2021

Submitted to DEQ September 30, 2021

<u>BMP 1</u>	<u>PUBLIC OUTREACH AND EDUCATION</u>
	Status of Compliance Spreadsheets
1.1	Education and Outreach Plan
1.2	askHRgreen.org Annual Report
1.3	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

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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. Public Outreach and Education							
1.1	Update Public Education and Outreach Program						
1.1a	Design a plan to educate citizens on actions they can take to reduce impacts of stormwater pollution on waterways with an emphasis on impaired waters by first identifying at least 3 high-priority water quality issues	Clearly identify at least 3 high priority water quality issues	Issues identified	askH2Green.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	askH2Green.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 page.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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						
1.2a	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report:	Compliant. The Plan is in the Appendix.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 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. The Plan is in the 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. The Plan is in the Appendix.
1.2d	Promote Stormwater Pollution Prevention to Businesses	Participate in the askHRgreen.org regional Bay Star Businesses Program	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	askHRgreen.org Annual Report	Compliant. The Plan is in the Appendix. Poquoson continues to promote the Bay Star Business program, however with the lack of in person events and Poquoson's status as primarily a bedroom community, there are no new signups this year.
1.3	Provide for Public Participation						

Updated MS4 Program Plan July 1, 2020 – June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
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. The City posts volunteer opportunities on the City website.
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 numerous water quality events. Because of the pandemic, the City did not host as many events as usual.

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
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. The spreadsheet contains information about each event. The City had less volunteer opportunities than usual due to 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. The Plan is in the 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. The Plan is in the Appendix.
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. Attended 80% of meetings. See attendance chart in Appendix

Updated MS4 Program Plan July 1, 2020 - June 30, 2021

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
1.4b	<i>askHRgreen.org</i>	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 60% of meetings. 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. Due to the Covid pandemic, communicating with the public was challenging, but permit requirements were met.

High Priority Issues - Education and Outreach Plan
Date Updated - August 24, 2021

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

High Priority Issue	Rationale for Selecting this Issue	Target Audience	Strategies Used	Anticipated Schedule - FY21 and beyond
1 Pet Waste: Scoop the Poop	Reducing impacts to waterways with local bacteria impairments and seasonal algal blooms	Dog owners	Paid media campaign (TV, radio, online, social media) New creative - focus on cleaning up in backyard askHRgreen 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 and hand sanitizers with "Scoop the Poop" messaging Scoop the Poop pledge at askHRgreen.org Information on askHRgreen.org	Summer 2020, Summer 2021, Spring 2022 Spring 2022 Ongoing Online -ongoing August 2020, August 2021 Ongoing Ongoing Ongoing Ongoing
2 Lawn Care	Reducing algal blooms and nutrients concentrations in surface waters	Homeowners	Paid media campaign (TV, radio, online, social media) Rain-Wise Yards Virtual Workshop askHRgreen e-newsletter and social media posts -fertilizer and lawn debris Rainbarrel Workshops Promotion of soil test kits "Drains to Waterways" storm drain medallions Printed brochures Promotional items - message pens, soil test kits Information on askHRgreen.org	Fall 2020, Fall 2021 Spring 2021 Ongoing Ongoing Fall 2019, Summer 2020, Fall 2021, Spring 2022 Ongoing Ongoing Ongoing Ongoing Ongoing
3 Proper Disposal of Fats, Oils, and Greases (FOG)	Preventing sanitary sewer overflows caused by improper disposal of fats, oils, and grease	Restaurant owners and employees, grease haulers, and general public	Paid media campaign (TV, radio, online, social media) askHRgreen e-newsletter and social media posts Training and educational resources - www.HRFOG.com Promotional items - grease can lids, spatulas/scrapers, sponges, sink strainers Printed brochures Information on askHRgreen.org Food Service Establishment & Grease Hauler Employee FOG Certification Program at www.hrfg.com	Nov. and Dec. 2020 and 2021 Ongoing Ongoing Ongoing Ongoing Ongoing Ongoing
4 Pollution prevention education to commercial entities: 1) Auto Care Businesses, 2) Pet Care/Groomers /Boarding Businesses, 3) Landscaping and Lawn Service Providers	Prevention of illicit discharges from businesses most likely to contribute oils, bacteria, and nutrients	Owners and employees of businesses most likely to contribute oils, bacteria, and nutrients	Bay Star Businesses program Commercial Car Washes - "Thank You for Washing Wisely" outreach campaign Three rack card brochures tailored to each business type Promotional items - Bay Star Businesses window clings and notepads, microfiber towels for commercial car washes Information on askHRgreen.org	Ongoing Summer/Fall 2020, Spring/Summer 2021 Ongoing Ongoing Ongoing
5 Proper disposal of used oil, batteries, and household hazardous waste (HHW)	Prevention of illicit discharges of oils and HHW	Homeowners	New creative - joint campaign with the Recycling and Beautification Committee	Winter 2021/Spring 2022

askHRgreen.org

Annual Report 2020-2021



EE21-01



HAMPTON ROADS PLANNING DISTRICT COMMISSION

CHESAPEAKE

Steven Best
Debbie Ritter
Ella Ward
Christopher Price
Robert Geis

FRANKLIN

Frank Rabil
Amanda Jarratt

GLOUCESTER COUNTY

Phillip Bazzani
Carol Steele

HAMPTON

Steve Brown
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Report Documentation

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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 2020-2021. 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 2021, approved by the Commission in May 2020.

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 stormwater 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 water-wise landscaping ideas and pointers for preventing water pollution, to recycling tips and simple ways to prevent sewer overflows, all you have to do is askHRgreen.org.

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

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

Water Awareness Committee - Regional public utilities staff members working 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 17 member jurisdictions which has served as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4) since 1997. Local government staff members work together to share ideas and pool resources for various education programs and outreach initiatives - tailored to stormwater pollution prevention.

COVID-19

Impacts of the COVID-19 pandemic continued throughout FY21. Outreach events were limited with some in-person events only resuming late in the fiscal year. Creative public engagement strategies remained vital to the askHRgreen.org mission throughout the year. Use of new virtual platforms were leveraged to hold the first ever askHRgreen.org community webinar and proved an effective means for communicating detailed information to the public. Sidewalk decals brought water quality messaging to area residents at libraries, bus stops, and community centers as well as tourist attractions like local parks, water access points, beaches, and more. Rain barrel giveaways on social media provided a great touchpoint with existing followers and grew a new audience of newsletter subscribers. Litter in communities grew due to a new type of litter, personal protective equipment (PPE), and a reduced number of community cleanups, but was combatted quite successfully by small groups of dedicated volunteers. Despite the ongoing challenges of public education during a global pandemic, the askHRgreen.org team members continued to work diligently to raise awareness and encourage environmental action in the 757.

2020-2021 Highlights

31.5 million opportunities to see or hear about askHRgreen.org



88,544 visitors to askHRgreen.org



Community events with over **3,681** people in attendance



BAY STAR PROGRAMS
3,645 homes **62** businesses



62 businesses

1,865 students impacted by **\$4,309** in environmental education mini grants



Launched **Start Smart, Recycle Right**, a new outreach & education campaign



\$25,000 grant funding for special projects



@askHRgreen

2,955



@askHRgreen

501

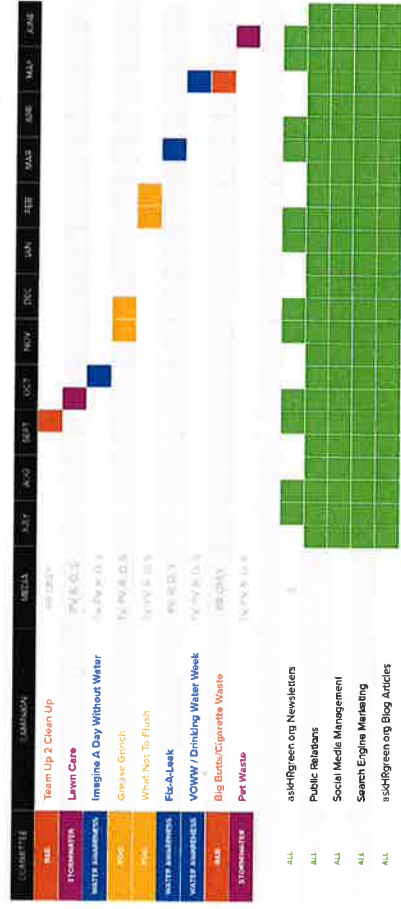


eNews Subscribers

6,632

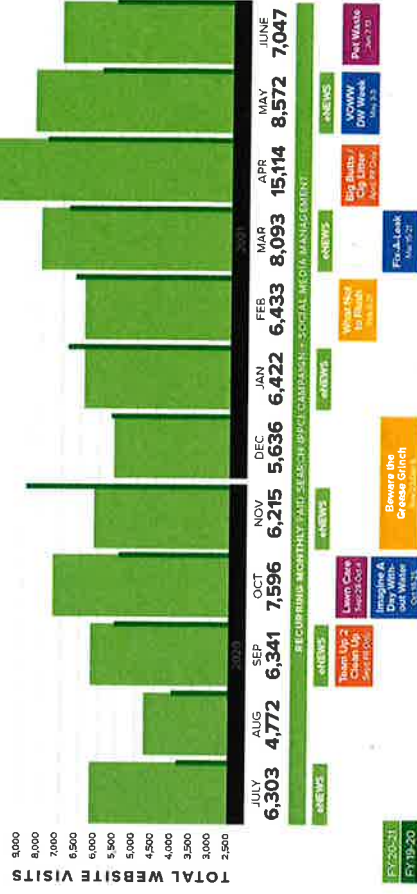
2020-2021 Media Campaigns & Promotions

2020-2021 Activity Calendar



MEDIA KEY TV - Broadcast TV AT - Advanced TV PW - Purecast Video R - Radio P - Print O - Online S - Social Media E - Email OD - Outdoor

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 FY21, we saw a 21% increase in website traffic over FY20

	2020-21	2019-20	2018-19	2017-18	2016-17	2015-16
Visits	88,544	73,379	58,893	55,735	58,113	52,530
Unique Visitors	77,212	63,146	49,816	45,661	46,282	42,539
Pageviews	125,529	117,463	86,538	93,589	92,681	93,177
Pages per Visit	1.42	1.60	1.47	1.68	1.59	1.77
Average Visit Duration	0:55	1:02	1:03	1:27	1:12	1:32
Bounce Rate	83%	79%	81%	77%	79%	75%
% New Visits	87%	86%	84%	81%	80%	80%
Mobile Devices	57%	58%	57%	54%	53%	40%
Desktop Devices	43%	42%	43%	46%	47%	60%

Once again, we achieved a nice bump in traffic over FY19-20 — 21% — and (once again) have the highest number of pageviews ever! Like last year, the majority of traffic continues to be new visitors, a clear indication of the growing awareness of our efforts.

Top Website Traffic Sources & Pages Visited

54.45% Organic Search

20.73% Direct

15.69% Other

4.16% Referral

4.10% Social

0.86% Email

TOP TWENTY VISITED PAGES

9,843	Home
8,568	Blog Article: 50 Ways to Celebrate Earth Day +42% pageviews
4,659	Good to Know/Do: Recycling Lookup - Virginia Beach +127%
4,022	Events -45% pageviews
3,499	Good to Know/Do: Lawn & Garden Best Practices +72% pageviews
3,055	Blog Article: Disposable Plastics: disposable items Programs, Great American Cleanup +81% pageviews
2,775	Good to Know/Do: Recycling Lookup +127% pageviews
2,524	Good to Know/Do: Electronics Recycling
2,162	Good to Know/Do: Illegal Dumping
2,107	Blog Article: Aque
2,054	Good to Know/Do: Battery Disposal
1,924	Good to Know/Do: Recycling Lookup - Chesapeake New to this list!
1,595	Blog Article: How to Add Compost to Your Lawn
1,371	Good to Know/Do: Plant Native Plants
1,279	Good to Know/Do: Recycling Lookup - Newport News New to this list!
1,202	Blog Article: You Can Prevent Street Flooding
1,155	Good to Know/Do: Recycling Lookup - Norfolk New to this list!
1,119	Good to Know/Do: Recycling Lookup - York County New to this list!
1,116	Blog

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 FY21, we had more than 376,000 Google search impressions — up 10% over FY20. Those searches drove over 16,000 clicks to relevant content on the askHrGreen.org website — an increase of 29% compared to last year. In August of 2020, Google introduced dynamic ads which use our own website content to generate targeted ads to relevant searches. This new feature was highly successful in driving search traffic to the askHrGreen.org website with a phenomenal click thru rate of 17.2%. Dynamic ads help fill in the gaps of our keyword groups and deliver the most relevant askHrGreen.org information to audiences searching online.



Search Engine Marketing Results

	2020-21	2019-20	2018-19	2017-18	2016-17
Impressions	376,459	342,690	210,695	169,140	107,920
Clicks	16,103	12,449	11,087	7,330	4,226
Click Thru Rate (CTR)	4.28%	3.63%	5.26%	4.33%	3.92%
					+10%
					+29%
					+18%

Top 10 Keyword Ad Groups

	Impressions	Clicks	Impression Share	Click Thru Rate
Dynamic Ads	40,935	7,039	88%	17.20%
Lawn Care	102,214	2,629	61%	2.57%
Electronics Disposal	16,390	1,570	63%	9.58%
Native Plants	39,602	1,049	18%	2.65%
Battery Disposal	13,128	967	69%	7.37%
Recycling at Home	37,467	838	43%	2.24%
Medication Disposal	3,595	513	80%	14.27%
askHrGreen General	1,336	260	69%	19.46%
Soil Testing	5,099	253	50%	4.96%
Tap Water	31,905	248	49%	0.78%

Community Outreach

Events

In a typical year, askHRgreen.org is invited to attend many community events. Events are an important part of public outreach and engagement. These events are a primary source of sign-ups for the Bay Star Homes program and the askHRgreen.org newsletter.

From local fairs to vendor expos to gardening seminars, many in-person events were cancelled throughout FY21. In spring 2021, social distancing guidelines began to relax and some groups resumed in-person, typically outdoor, events. Volunteers were able to staff six events in FY21 reaching about 3,681 people. Half of these events utilized the askHRgreen.org trailer which is filled with a variety of resources from informational brochures to eco-themed promotional items such as reusable shopping bags, stainless steel reusable straws, rain gauges, shower timers, and more. It is hoped that more events, especially those held outdoors, can safely return in FY22.



2020-2021 Community Events			Estimated Attendance
10/10/20	Litter & Recycling Expo	James City	168
4/9/21	Go Green Market	York County	1,000
4/12/21	Bay-Wide Youth & Landscapes	Yorkland	63
4/18/21	South Day Green Market at Pembroke Mall	Virginia Beach	1,000
5/15/21	Recycle Fair	Chesapeake	100
6/16/21	HRSC Woodstock Park Project	Virginia Beach	350
			3,681



Bay Star Homes

The Bay Star Homes program entered its fifth year in FY21. 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 lower energy consumption. With an additional 286 participants signing up in FY21, the total number of participating households for the Bay Star Homes program rose to 3,645.

FY21 Bay Star Homes Registrants		Number
City/County		
Chesapeake		12
Hampton		4
Isle of Wight		1
James City		2
Newport News		12
Norfolk		231
Portsmouth		2
Suffolk		5
Virginia Beach		13
Williamsburg		1
York		3
Total		286



Total Bay Star Homes Registrants		Number
City/County		
Chesapeake		160
Franklin		13
Gloucester		19
Hampton		123
Isle of Wight		11
James City		16
Newport News		240
Norfolk		2,509
Poquoson		17
Portsmouth		42
Smithfield		13
Southampton		4
Suffolk		145
Surry		3
Virginia Beach		248
Williamsburg		3
York		79
Total		3,645



Great American Cleanup

The askHRgreen.org Recycling & Beautification Committee worked together to clean up and beautify Hampton Roads through the national Great American Cleanup (GAC) program. As 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. In FY21, there were two GAC events. The first was the rescheduled regional cleanup from March 2020 which was cancelled due to the emergence of coronavirus. The

spring event was rescheduled for September 18-19, 2020. Due to Hurricane Sally, some events were postponed for later in September, but by the conclusion, more than 15,000 pounds of litter were removed from city streets, rural routes, neighborhood parks, and shorelines. Armed with a safety plan including small group sizes, social distancing, and PPE, over 700 volunteers stepped up to organize and participate in community cleanups. This was quite the accomplishment since there were very few organized events and cleanups relied almost exclusively on volunteer-led events, including four teams totaling 50 volunteers from Huntington Ingalls Newport News Shipbuilding.

The second GAC event for FY21 was the regularly scheduled spring cleanup on March 26-27, 2021. With the buildup of PPE and fewer community cleanups, many areas were experiencing serious litter issues by spring 2021. A population of residents eager to get involved after a long winter of staying at home paired with this undeniable litter problem resulted in a record year for GAC in 2021. Together more than 1,300 volunteers showed up to bag litter from beaches and marshes, rural roadsides, and busy intersections. With more than 150 locations cleaned up throughout the region, volunteers cleared nearly 49,000 pounds of litter—over 24 tons. While there were a few organized cleanups, GAC was still largely reliant on smaller volunteer-led groups, and they did not disappoint.



All together more than 107,500 pounds (54 tons) of litter were removed through the hard work and dedication of over 2,000 volunteers through the GAC program in FY21.

Rain-Wise Yards & Landscaping Workshop

In an effort to leverage new virtual platforms for community outreach, the Stormwater Education Committee planned a free community-focused webinar for spring 2021 to encourage use of residential best management practices. The Committee partnered with the City of Norfolk and local watershed advocacy groups Elizabeth River Project, Lynnhaven River Now, and Wetlands Watch to host the event. Participants learned about problems from inadequate stormwater management, common stormwater management practices for Hampton Roads, living shorelines, conservation landscaping, maintaining stormwater management practices, and local assistance programs to assist with residential practices. The virtual workshop was attended by 63 people and recorded to



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Residential Stormwater Best Management Practices

Conservation Landscaping & Maintenance

Resources & Assistance Programs in Hampton Roads

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create a resource now available on YouTube. The Committee was very appreciative of the opportunity to partner with local watershed advocacy groups to bring these topics to the public and hopes to develop more virtual offerings in the future.

"Every Day We Love the Bay" Sidewalk Messaging

Piggybacking off the success of past sidewalk messaging campaigns, the Stormwater Education Committee devised a plan to pepper the region's sidewalks with vinyl decals containing positive messaging about protecting the Chesapeake Bay. Planned originally for summer 2020, the campaign was delayed until 2021 due to the coronavirus. A small pilot project was implemented in September 2020 with only Norfolk and Virginia Beach participating. This soft launch allowed other localities to learn about the installation process for the decals and measure about how long the decals would last.

In coordination with Memorial Day weekend, Clean the Bay Day 2021, and Chesapeake Bay Awareness Week, a full launch of the sidewalk decals was rolled out in May 2021 with more than 50 sidewalk decals placed in public spaces across nine localities. Locations varied from kayak launches and beach accesses to libraries and shopping districts. The decals encourage residents and tourists alike to "love the Bay" and "protect the coast we love the most" by sending only rain down the storm drain. The campaign was promoted through public relations, the askHrGreen.org blog, a Google map of locations, and social media. The decals may last up to six months depending on foot traffic and weather conditions.



#NoButtsAboutIt

Cigarette butts are the most littered item, worldwide and locally, but coming in such a little package can sometimes make this major form of litter forgettable. Inspired to shed light on this unseen environmental issue, the Recycling and Beautification Committee set out to build larger-than-life sized cigarette butts to raise awareness and inspire action. The No Butts About It initiative, funded in part by a 30-in-30 grant from Keep Virginia Beautiful, included the building of over 60 model cigarette butts, each about two-feet in length. Made of PVC pipe, foam, and painted just right, these giant cigarette butt replicas are part conversation starter, part public art project. Starting in May 2021, the Recycling and Beautification Committee coordinated a two-week launch of the No Butts About It campaign, scheduling public displays of the model cigarette butts in places they were likely to catch a lot of attention. They were placed along waterfronts and beaches, libraries and recreation centers,

public parks, and local attractions. The campaign captured both local and national media attention, raising awareness about the importance of proper disposal of cigarette litter.

#NoButtsAboutIt

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MOST LITTERED ITEM IN THE U.S.
33% OF ALL LITTER COLLECTED IS CIGARETTE BUTTS



askHRgreen.org

THEY DON'T BIODEGRADE
95% OF CIGARETTE BUTTS ARE MADE OF PLASTIC
MUCH HARMFUL TO THE ENVIRONMENT



askHRgreen.org

NO PLACE TO GO
45% OF SMOKERS RECYCLE CIGARETTE BUTTS
FOR CIGARETTE BUTTS AT HOME



#NoButtsAboutIt

#NoButtsAboutIt

#NoButtsAboutIt

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Environmental Education Mini Grant Program

Supporting environmental education in the classroom continues to be a priority of askHRgreen.org. The Environmental Education Mini Grant Program offers all Hampton Roads teachers (K-12), youth leaders, or organizations working with youth grants up to \$500 to fund environmentally-themed projects.

The 2020-2021 school year was challenging as some schools returned to in-person instruction and many others remained virtual. Despite the challenges, askHRgreen.org was able to fund nine mini grant projects for a total of \$4,309.05 in FY21. These nine innovative groups in Hampton Roads leveraged the virtual learning platform and outdoor class time to create safe, environmental opportunities for their young learners. Students worked in schoolyard gardens, watched butterflies grow, built and delivered rain barrels to their community, experienced the negative impacts of single-use plastics, and performed water quality testing on samples from local waterways. These meaningful experiences are sure to foster a sense of connection between our environment and tomorrow's leaders.

Due to the below normal number of applications received for the mini grant program, the askHRgreen.org committees decided it would be the perfect time to reprint copies of the sixth-grade Green Learning Guides. The guides, produced in 2012, were no longer available in hardcopy and the purchase of 5,000 additional copies expanded the educational support askHRgreen.org can provide to students and teachers. Copies of both the third-grade and sixth-grade education guides are now available to teachers and youth-leaders upon request and at public events.

With assistance from the mini grant voting committee, the minigrant program webpage and application were also revamped to streamline and simplify the supplemental information applicants need to submit during the review process. Examples of successful mini grant applications, project ideas, and photos from past projects were added to the website to inspire applicants and also aid in the development of their own local environmental education projects.



FY21 Environmental Education Mini Grant Projects

Project	Students	Project Description	School/Organization	City/County	Grant
Bat House and Pollinator Garden	600	Students will utilize digital learning tools and green spaces to understand the importance of healthy pollinator populations as well as the positive and negative impacts humans can have on those populations. We will integrate environmental education through the use of digital learning tools and green spaces. We will also use the rain barrels to educate the populations of bats and the importance of pollinators. We will be using the rain barrels to educate the populations of bats and the importance of pollinators. We will be using the rain barrels to educate the populations of bats and the importance of pollinators.	Thalia Elementary School	Virginia Beach	\$500.00
Rain Barrels and Education	25	Scout meeting to complete Eagle project will have 10-15 Scouts more wash out, assemble the rain barrels with kits, then deliver and install the rain barrels at homes in the Newport News area. Through this project, we will be educating the Scouts on the importance of rain barrels and the importance of rain barrels. We will be using the rain barrels to educate the populations of bats and the importance of pollinators. We will be using the rain barrels to educate the populations of bats and the importance of pollinators.	Boy Scouts of America	Newport News	\$500.00
BTW Bay Savers Audit Local Waterway	75	Students will complete water quality testing using water samples from a local waterway. They will test for pH, salinity, turbidity, and nitrate levels. They will also collect water samples from a local waterway. They will test for pH, salinity, turbidity, and nitrate levels. They will also collect water samples from a local waterway. They will test for pH, salinity, turbidity, and nitrate levels.	Booker T. Washington Middle School	Newport News	\$500.00
Composting Champions	600	As a part of the newly expanded garden program and the Garden Club, Hermitage Elementary would like to add a three-compartment composter as well as a vermicomposter to teach students about the importance of composting. We will be using the composters to teach students about the importance of composting. We will be using the composters to teach students about the importance of composting.	Hermitage Elementary School	Virginia Beach	\$452.00
Food for the Tummy, Food for the Soul	200	Newtown Elementary's Garden Program has grown considerably since its first beginnings. We are gearing up for a new growing season and need some help with seeds, plants, and lumber to reduce rotting framing. We are adding in composting and natural heat for the green house, such as a heat sink. The students grow and pick the vegetables and learn about to much, including real world skills in growing, harvesting and preparing their own food.	Newtown Elementary School	Virginia Beach	\$450.00
Caterpillars in Classrooms	320	This program is designed to raise at least 48 butterflies in 16 classrooms throughout Portsmouth Public Schools. Second-grade students from 10 separate schools will observe firsthand as caterpillars eat, grow, form a chrysalis, emerge as beautiful butterflies, and eventually flutter away. As the designated release site, Hoffer Creek Wildlife Sanctuary will provide a safe haven for the butterflies and other insects.	Hoffer Creek Wildlife Foundation, Inc.	Portsmouth	\$407.05
Planet or Plastic?	45	Our project will enhance programming of our newest changing station, which is designed to educate students on the importance of recycling and the impact of plastic on our environment, and how we can change the future. Being a gallery exhibit, this project will be adding COVID-19 safe and interactive programming while also connecting all of our existing exhibit spaces to plastics, waste prevention and waste collection.	Nauticus Foundation	Norfolk	\$500.00
Renovating Main Entrance Garden	10	To renovate the current main entrance garden to include pollinator friendly and native plants, create a raised bed vegetable garden which is adjacent to the main entrance garden, teach students about pollinator friendly plants which can help pollinate a raised vegetable garden, teach students about the importance of native plants in a home garden and how to plant and care for a vegetable garden. This area may also be used as a potential outdoor classroom for the environmental science classes.	Oscar Smith High School	Chesapeake	\$500.00
Sweets for Students	30	We have had great success with growing sweet potatoes at our teaching farm. The life cycle from ordering slips to harvesting potatoes is a fun and educational experience. We will be using the sweet potatoes to educate students about the importance of growing food and the importance of growing food. We will be using the sweet potatoes to educate students about the importance of growing food and the importance of growing food.	Williamsburg Community Growers	Lightfoot	\$500.00
Total					\$4,359.05

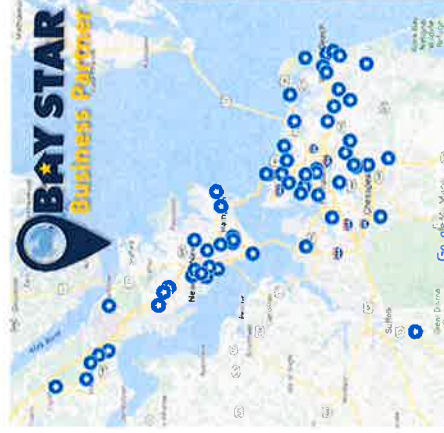
Business Outreach

Bay Star Business Partners	City/County	Number
Chesapeake		6
Hampton		8
James City County		2
Newport News		11
Norfolk		15
Suffolk		2
Virginia Beach		15
York		2
Portsmouth		1
Total		62

"Thank You for Washing Wisely" Campaign

As part of the Bay Star Business program, the Stormwater Education Committee launched a targeted campaign to promote the benefits of using a commercial car wash when washing your car. When residents or mobile detailing companies wash vehicles on paved driveways, parking lots, or roadways, dirty wash water often enters storm drains and flows directly to local waterways. The soap and dirt both pose a risk to the health of local waterways and marine habitats. The askHrGreen.org program promotes the use of car washes as an easy way to reduce water pollution. As part of Thank You for Washing Wisely, local car washes were offered lawn signs, window decals, and microfiber towels to distribute to patrons for signing up to participate. The signage communicates that customers who choose a commercial car wash are "washing responsibly" and enjoying a "clean car, clean bay."

In total, 13 separate car wash locations joined the Thank You for Washing Wisely campaign. Outreach to promote washing responsibly to the public and recruit additional car wash locations across Hampton Roads will continue in FY22.



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 training and certification program is available through the HRFOG.com website. In FY21, the FOG Education Committee developed two new rack cards to educate employees of food service establishments on best management practices. The hydro-mechanical grease interceptor cleaning guide helps restaurants understand how to self-clean smaller (less than 25 gallons per minute) indoor grease control devices. The Committee also developed a rack card to assist food service establishments in understanding proper cooking oil management. Tips such as keeping container lids closed and not mixing brown grease with cooking oil are important to the proper collection and recycling of cooking oil. Both new rack cards were translated into Chinese and Spanish in order to better serve the staff of food service establishments in the region.



The FOG Education Committee also spent much of FY21 modernizing technical documents, training resources, and certification programs. With outside help from nationally-recognized FOG expert Ken Loucks, "The Interceptor Whisperer," the Committee updated the regional model FOG ordinance and the Hampton Roads Regional Technical Standards for Grease Control Devices to reflect current industry standards and best practices. These changes were also incorporated into the FSE and Hauler training and certification programs available through HRFOG.com. The regional guidance serves as a template for local adoption and implementation in Hampton Roads and is consistent with other modern FOG programs across the United States.

Cigarette Waste Receptacle Grant Program

The Recycling and Beautification Committee partnered with the Stormwater Education Committee to launch a brand new community grant program that offers free cigarette waste receptacles to businesses and other public facilities experiencing a cigarette litter problem. The Cigarette Waste Receptacle Grant was modeled after the Pet Waste Station Grant and requires the awardee to install and maintain the cigarette waste receptacle.

Based on data from Keep America Beautiful, the proper placement of a cigarette waste receptacle at transition points (i.e. walking from a car into a business location) is strongly correlated with a decrease in cigarette litter. It seems that when made easy and convenient, smokers will make the right choice to dispose of their cigarette butts properly. Launched in May 2021, the grant program had already received 20 applications from area businesses like restaurants, community clubhouses, and office parks. So far, 26 cigarette waste receptacles have been placed in Hampton Roads during the first two months of this new program.



2020-21 Promotional Campaigns

Recycling Education & Waste Reduction

In recent years, the focus of the Recycling and Beautification Committee has turned from the quantity of recyclables collected to waste reduction and improving the quality of materials collected in residential recycling programs. The Start Smart, Recycle Right campaign captures both these important priorities by encouraging consumers to "start smart" with their purchasing decisions and then "recycle right" by only placing accepted items in the recycling cart. With turbulent recycling markets and changing municipal recycling contracts, reducing waste has become increasingly important. For start smart, consumers are encouraged to consider product packaging when making their purchase. For example, eggs or butter can be purchased in paper cartons instead of plastic containers and reusable shopping bags can replace single use plastic bags.

Reducing contamination from non-recyclable items entering the recycling stream remains another important strategy for improving recycling in Hampton Roads. A "back to basics" approach to recycling is promoted by the campaign with residents encouraged to focus on



recycling paper, plastic bottles, and metal cans. The Start Smart, Recycle Right campaign was developed in FY21 using \$10,000 in funds from the Virginia Department of Environmental Quality's Litter and Recycling Competitive Grant program. A soft launch of the campaign took place in January of 2021 with a press release and social media promotions. A paid media campaign is planned for early FY 2021-2022.

Paid Media. Throughout the year, specific messages about recycling were included in our Google SEM campaign, driving traffic to the askHRgreen.org website from relevant keyword searches.

Outreach Materials. A new toolkit of resources was developed to support the Start Smart, Recycle Right campaign. A series of four videos were created each focusing on an important message: the journey of recycling, reducing contamination, how to recycle right, and a 30-second ad to use in mass media campaigns. In support of the Start Smart, Recycle Right message, the Committee created a unique logo and a new recycling rack card featuring the new paper, plastic bottles, and cans focus. The Committee also purchased fridge magnet notepads which residents can use to keep recycling basics top of mind.

Public Relations. Public relations efforts supported the Start Smart, Recycle Right campaign through a news release, TV interviews, and articles in the askHRgreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach included sharing waste reduction tips, upcycling projects, and recycling basics. Recycling was also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

Litter Prevention

Litter prevention is a main focus for the Recycling and Beautification Committee. Through the Team Up 2 Clean Up program, residents and business owners are encouraged to organize small community cleanups in areas around their homes, businesses, schools, places

of worship, and more. Through Team Up 2 Clean Up, volunteers are matched with available resources including lendable litter kits which are made available at a variety of community accessible spots such as libraries and recreation centers. Volunteers are also encouraged to participate in focused regional cleanup events for Great American Cleanup. In FY21, there were two Great American Cleanup initiatives, the rescheduled FY20 Great American Cleanup held September 18-19, 2020 and the regularly scheduled Great American Cleanup for FY21 held on March 26-27, 2021. Due to the reduced number of community cleanups since 2020 and the rise of PPE litter into the landscape, communities were in desperate need of litter cleanups and litter prevention messaging in FY21. All together more than 107,500 pounds (54 tons) of litter were removed through the hard work and dedication of 2,300 volunteers through the Great American Cleanup events alone.

Paid Media. Throughout the year, specific messages about litter prevention were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. Local litter control coordinators made lendable litter kits available in easily accessible



locations to help distribute litter clean up supplies including trash bags, gloves, grabbers, safety vests, and buckets.

Public Relations. Public relations outreach about litter prevention and cleanups was conducted via news releases and articles in the askHrGreen.org newsletter. The public relations campaign resulted in 16 news stories with nearly 760,000 impressions and an exposure value of over \$20,000.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included the negative impacts of litter (especially straws, plastic bags, and PPE), engaging volunteers in community cleanups, and reporting the results of local litter cleanups. Litter prevention was also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

Cigarette Litter Prevention

Cigarette butts are the most commonly littered item worldwide. As a coastal community, cigarette litter prevention in Hampton Roads is a priority as cigarette butts make their way into local waterways, becoming a source of marine debris and water pollution. In order to shed light on this little form of litter causing big environmental impacts, the Recycling & Beautification Committee built over 60 large scale model cigarette butts for the #NoButtsAboutIt outreach campaign. Made of PVC pipe and foam and painted to perfection, each model cigarette butt is about two-feet in length. When



gathered in small groups, the cigarette butts are a great conversation starter and a powerful, thought-provoking public art installation. The Committee included lawn signs with the #NoButtsAboutIt cigarette butt displays to highlight cigarette litter facts such as cigarettes butts are the most littered item, cigarette butts are not biodegradable, and the need for properly placed cigarette receptacles to collect cigarette butts.

Paid Media. Throughout the year, specific messages about cigarette litter were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. The committee purchased 500 pocket ashtrays to distribute to smokers for safe collection of cigarette butts. The committee also partnered with the Stormwater Education Committee to launch the cigarette waste receptacle grant program, offering free receptacle for local businesses and community organizations.

Public Relations. The public relations effort for #NoButtsAboutIt was a resounding success. The news release was picked up statewide and even made waves in national publications. In total, there were 18 different news stories on the cigarette litter prevention campaign



accounting for over \$80,000 in exposure value and more than 1.8 million impressions. The campaign was also featured on the askHrGreen blog and in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Photos of the cigarette butt displays at landmarks throughout the region were featured along with stats about the impact of cigarette litter. Featured locations included downtown Hampton, Virginia Zoo, and the Plot in downtown Norfolk. General cigarette litter prevention messaging was incorporated as well. Cigarette litter prevention was also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

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 for two weeks from November 23 – December 6. Ads included television, radio, digital displays and retargeting, native content, social media, and video pre-roll. Throughout the year, specific FOG messages were included in the Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.



Outreach Materials. The FOG 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 and Daily Press), and multiple articles in the askHrGreen.org newsletter.

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

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 "What Not to Flush" media campaign ran from February 8-21. The two-week promotion included television, radio, digital display ads and retargeting, native content, social media, and video pre-roll. 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. While outreach activities were limited in FY21, the FOG Committee continued to distribute washcloths, toilet stress squeezers, and "what not to flush" stickers in support of the message.

Public Relations. Public relations supported the message through a variety of media channels including news releases and the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook 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 continued to be an important topic to promote via all of our outreach channels.

Communicating the Value of Water

Water is not "just" water. It is clean hands and a meal on the table. Water can put out a fire or become a thirst-quenching drink. From handwashing to cooking to sanitizing and cleaning, water drives our quality of life in Hampton Roads. This became so clear during the COVID-19 pandemic. In addition to emphasizing the value of local water systems, the Water Awareness Committee also spent much of 2020-2021 showing appreciation for the hundreds of essential water workers who never took a day off during the pandemic so that Hampton Roads residents could maintain access to safe, clean tap water. The Committee communicated the vital role of water and essential water workers in the following ways:

Paid Media. Throughout the year, specific messages about tap water were included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches. The Water Awareness Committee also conducted two media campaigns during FY21 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 one-week media



campaign ran from October 19-25 featuring radio, TV, static and retargeted digital display ads, native content ads, social media, and video pre-roll. The campaign utilized both the poem-inspired *Imagine a Day Without Water* creative featuring fun graphics and vibrant colors and the *Love Our Water Workers* creative which shows appreciation for our local water workers and all the ways their important work impacts our day-to-day quality of life.

- *Drinking Water Week.* A one-week media campaign ran from May 3-9 as part of the national Drinking Water Week awareness campaign from American Water Works Association. The campaign included radio, TV, static and retargeted digital display ads, social media, video pre-roll, and digital advanced TV. The campaign included a new radio ad based on the *Love Our Water Workers* creative and added this audio recording as the voiceover to the video asset to create a more dynamic video ad.



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

Public Relations. Public relations exposure came from features on various media channels including news releases, print articles, and articles in the askHrGreen.org newsletter. Of particular note, an op-ed penned by HRPC staff was published for Virginia Annual Drinking Water and Wastewater Professionals Appreciation Day (June 30) in both the Daily Press and Virginian-Pilot. The op-ed thanked the region's water workers for working throughout the pandemic, detailed the complex infrastructure involved in delivering drinking water, and

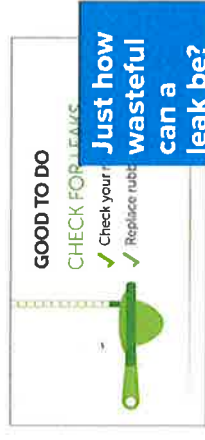
featured assistance programs for residents unable to pay their water and wastewater utility bill due to COVID-19.

Social Media. We engaged with the community via Facebook 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*. A Yeti tumbler giveaway was promoted through Facebook and Instagram with users asked to tag and thank an essential worker. This proved to be an engaging outreach tool to raise awareness for our hardworking essential water workers and all essential employees.

Water Conservation

Water conservation continues to be a messaging priority for the Water Awareness Committee. According to the EPA, household's leaks can account for nearly 10,000 gallons of water wasted every year and ten percent of homes have leaks that waste 90 gallons or more per day. This is not only an important environmental issue but an economic concern for the region's ratepayers. Fixing leaks, along with other simple indoor and outdoor water conservation measures, are key messages for the Water Awareness Committee.

Paid Media. As part of Fix-a-Leak Week, a nationwide campaign from EPA, a one-week media campaign ran from March 15-21. The campaign included radio, TV, static and targeted digital ads, video pre-roll, native content ads, and social media. The campaign used existing creative of "man on the street" interviews with Hampton Roads residents about water waste and how to find and fix a leaking toilet. The radio creative parodies the annoying sounds of household leaks and encourages residents to



fix leaks. Throughout the year, specific messages about water conservation were included 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 weaved into public relations through news releases, print coverage, and articles in the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. A special "April Showers" rain barrel giveaway promotion provided one free rain barrel per week in April to social media followers who signed up for the askHrGreen newsletter. In total, we gained over 350 unique new newsletter subscribers as a result of this very popular promotion. Water conservation messages were also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

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 FY21 including the "Every Day We Love the Bay" sidewalk messaging campaign, Thank You for Washing Wisely car wash campaign, and the Rain-Wise Yards and Landscaping virtual workshop.

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. Information about storm drains and the "only rain down the drain" message were also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.

Outreach Materials. The Committee maintains a comprehensive library of brochures and rack cards compressing best management practices for preventing both commercial and residential illicit discharges. askHrGreen.org also continues to promote the storm drain marking program and received four applications for the program in FY21.

Public Relations. Public relations supported this focal area through news releases and features in the askHrGreen.org newsletter. Public relations support was critical to promotion of both the "Every Day We Love the Bay" sidewalk messaging campaign and the "Thank You for Washing Wisely" car wash campaign.

Social Media. We engaged with the community via Facebook and Instagram. Outreach included awareness of local water quality problems, simple residential BMPs, and only rain down the drain messages. Social media was also an important part of promoting the "Every Day We Love the Bay" sidewalk messaging campaign by featuring the different locations across the region.

Chesapeake Bay Restoration Fund (CBRF) Grant. While the Committee did not receive a CBRF grant for use in 2020, delays in administering the FY19 grant provided the opportunity to hold rain barrel workshops in July 2020. The workshops were reimagined with safety in mind. The Hampton workshop was split into two smaller groups to maintain social distancing among participants. The Suffolk event was transitioned to a "take and make" virtual workshop. Residents picked up their supplies



at curbside then assembled the rain barrels in their own home with the help of instructional tools, guides, and videos. The modest \$20 registration fee is a strong incentive for residents to participate and, despite the pandemic, both workshops sold out quickly.

Pet Waste

In FY21, 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 7-13. 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 TV, video pre-roll, radio, static and retargeted digital display ads, and social media. Throughout the year, pet waste and "scoop the poop" messages were also included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. The committee purchased 2,500 bottles of hand sanitizer with a scoop the poop message.



The hand sanitizer included a carabiner to attach to a dog leash and was a sought-after item due to the coronavirus pandemic. The Scoop the Poop rack card was also rebranded during FY21 and 5,000 rack cards were purchased.

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

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

encouraged to sign the scoop the poop pledge, which resulted in 58 new pledges. 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.

Pet Waste Station Grant Program. Since 2013, the askHrGreen.org Pet Waste Station Grant Program has helped make it easy for residents to keep their streets and community spaces free of pet waste. Geared toward neighborhood associations, community groups, and property management companies, the regional program offers communities an opportunity to receive a free pet waste station. Approved applicants are responsible for installing the station, emptying the trash regularly, and

New Pet Waste Stations in FY21	
Chesapeake	2
Newport News	4
Norfolk	2
Suffolk	5
Virginia Beach	5
	18

Total Pet Waste Stations Awarded FY14 to FY21	
Chesapeake	43
Franklin/Southampton	8
Gloucester	5
Hampton	32
Isle of Wight	6
James City	32
Newport News	82
Norfolk	17
Poquoson	5
Portsmouth	21
Smithfield	8
Suffolk	41
Virginia Beach	75
Williamsburg	5
York	20
	400

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, 400 pet waste stations have been put to use across the region. Of those, 18 were awarded and installed during FY21.

Lawn Care & Fertilizer

Educating the public about proper lawn care and fertilizing practices continues to be a priority for the Stormwater Education Committee. Residents can make a big impact on local water quality with simple changes around their yard. Keeping grass and leaves out of storm drains, soil testing before fertilizing, mulch mowing, and replacing turf grass with native plants are all simple actions any homeowner can implement in their yard.

Paid Media. The committee picked up the existing animated chalkboard art creative for this media campaign, first used in FY20, for a second run from September 28 to October 4, 2020. The campaign included one-week with radio, TV, static and targeted display ads, video pre-roll, and social media. The campaign 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. A variety of lawn care topics are also included in our Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches. Lawn care and fertilizing tips are also featured in the Facebook branding campaign, increasing the number of users who see this content on Facebook and Instagram.



Outreach Materials. The committee maintains a supply of brochures and rack cards focusing on soil testing and lawn care best practices. There is also a specific rack card geared towards commercial landscapers.

Public Relations. Fertilizer and lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases, interviews with local TV and radio stations, and features in the askHrGreen.org newsletter.

Social Media. Facebook and Instagram were utilized for sharing fertilizing and lawn care best management practices.

Rain-Wise Yards & Landscaping Workshop. The virtual workshop held in partnership with the City of Norfolk and local watershed advocacy groups Elizabeth River Project, Lynnhaven River Now, and Wetlands Watch featured common stormwater management practices for Hampton Roads, including living shorelines and conservation landscaping.



2020-2021 Media Campaign Results

SEPTEMBER 28 - OCTOBER 4 "Fall Leaves & Lawn Care"
Radio, TV, digital display ads, video pre-roll, social media
Impressions: 753,309
Video Views: 47,080
Clicks/Actions: 1,211

BUDGET: \$9,920 | VALUE: \$15,960 | CPM: \$13.17
ROI: 1.61:1

OCTOBER 19-25 "Imagine a Day Without Water"
Radio, TV, digital display ads, native content ads, social media, video pre-roll
Impressions: 4,609,524
Video Views: 17,712
Clicks/Actions: 1,097

BUDGET: \$11,500 | VALUE: \$15,664 | CPM: \$24.9
ROI: 1.36:1

NOVEMBER 23 - DECEMBER 6 "Grease Grindr"
Radio, TV, digital display ads, social media, video pre-roll
Impressions: 5,243,104
Video Views: 29,417
Clicks/Actions: 1,648

BUDGET: \$15,923 | VALUE: \$23,229 | CPM: \$3.04
ROI: 1.46:1

FEBRUARY 8-21 "What Not To Flush"
Radio, TV, digital display ads, native content ads, social media, video pre-roll
Impressions: 5,113,040
Video Views: 23,530
Clicks/Actions: 1,227

BUDGET: \$15,920 | VALUE: \$24,601 | CPM: \$3.11
ROI: 1.55:1

MARCH 15-21 "Fix-a-Leak"
Radio, TV, digital display ads, native content ads, social media, video pre-roll
Impressions: 795,408
Video Views: 20,383
Clicks/Actions: 1,691

BUDGET: \$9,920 | VALUE: \$21,420 | CPM: \$12.47
ROI: 2.16:1

MAY 3-9 "Drinking Water Week/Value of Water"
Radio, TV, digital display ads, social media, video pre-roll
Impressions: 4,649,477
Video Views: 23,544
Clicks/Actions: 883

BUDGET: \$15,900 | VALUE: \$19,541 | CPM: \$3.42
ROI: 1.23:1

JUNE 7-13 "Pet Waste Disposal"
Radio, TV, digital display ads, social media, video pre-roll
Impressions: 1,244,422
Video Views: 19,117
Clicks/Actions: 1,579

BUDGET: \$9,920 | VALUE: \$12,420 | CPM: \$7.97
ROI: 1.25:1

2020-2021 askHrGreen.org Public Relations Value

Date	Media Outlet	Topic	Length	Circ/Imp	PR Value
Wednesday, Sept. 2, 2020	The Suffolk News-Herald	Upcoming cleanup long overdue	15 column inches	10,431	\$1,458.87
Wednesday, Sept. 2, 2020	The Virginian-Pilot	Upcoming cleanup long overdue	15 column inches	3,500	\$715.23
Wednesday, Sept. 2, 2020	The Virginian-Pilot	Upcoming cleanup long overdue	15 column inches	4,987	\$562.50
Thursday, Sept. 3, 2020	WFAA-TV	Katie Cullipher interview with Mike Ado	30 minutes	7,000	\$4,500.00
Thursday, Sept. 3, 2020	The Virginian-Pilot	Giving Back: encourage Great American Cleanup	4 column inches	259,887	\$1,940.50
Tuesday, Sept. 15, 2020	The Virginian-Pilot	Organizations encourage county residents to form small groups for GAC	27 column inches	14,020	\$2,882.64
Saturday, Oct. 3, 2020	The Virginian-Pilot	Minigrants are now available for environmental education	30 column inches	232,007	\$1,613.75
Saturday, Nov. 14, 2020	The Virginian-Pilot	Take the pledge and become a good recycler	Median	232,007	\$423.57
Wednesday, Nov. 18, 2020	Gazette Journal, Gloucester-Matthews	Avoid Brown Friday! How to properly dispose of greasy kitchen grease	14.5 column inches	9,243	\$407.71
Tuesday, Nov. 24, 2020	The Virginian-Pilot	What you should do with grease after Thanksgiving	16 column inches	232,007	\$7,794.00
Tuesday, Nov. 24, 2020	The Virginian-Pilot	What you should do with grease after Thanksgiving	16 column inches	95,728	\$768.00
Tuesday, Nov. 24, 2020	news.yahoo.com	https://news.yahoo.com/grease-thanksgiving-194200095.html	15.5 column inches	65,000	\$7,500.00
Tuesday, Dec. 22, 2020	WAVY-TV	Eco-friendly Christmas: interview with Katie Cullipher	20 minutes	205,500	\$7,931.25
Saturday, Dec. 26, 2020	WYD Daily News	Holiday recycling: the do's and don'ts	4 line shots at 130 minutes/6 minutes	30,000	\$2,250.00
Tuesday, Dec. 29, 2020	WAVY-TV	Guide to Christmas tree recycling in Hampton Roads	Local agencies start new recycling awareness program	10,000	\$1,500.00
Saturday, Jan. 16, 2021	WTRR-TV	Local agencies start new recycling awareness program	232,007	\$243.56	
Monday, Jan. 25, 2021	The Virginian-Pilot	Sustained distinguished performance	Median 2.5 column inches	232,007	\$1,217.82
Friday, Feb. 26, 2021	The Virginian-Pilot	Litter increases during pandemic have been nightmare for region	Median 2.5 column inches	95,728	\$1,400.04
Friday, Feb. 26, 2021	Daily Press	Litter increases during pandemic have been nightmare for region	Median 2.5 column inches	232,007	\$1,704.93
Saturday, Feb. 27, 2021	Daily Press	Ample room to improve consumption habits in post-pandemic world	3.5 column inches	95,728	\$208.65
Saturday, Feb. 27, 2021	Daily Press	Ample room to improve consumption habits in post-pandemic world	Online report	10,000	\$1,500.00
Monday, March 8, 2021	WTRR-TV	Litter picker upper: needed for Great American Cleanup	Online report	10,000	\$1,500.00
Wednesday, March 10, 2021	WPEC-TV	Total volunteers needed for Great American Cleanup	Online report	10,000	\$1,500.00
Sunday, March 21, 2021	The Virginian-Pilot	Giving Back: Great American Cleanup	3.5 column inches	16,458	\$376.77
Sunday, March 21, 2021	The Virginian-Pilot	Giving Back: Great American Cleanup	3.5 column inches	44,132	\$895.59
Sunday, March 21, 2021	The Virginian-Pilot	Giving Back: Great American Cleanup	3.5 column inches	21,638	\$454.59
Sunday, March 21, 2021	The Virginian-Pilot	Giving Back: Great American Cleanup	3.5 column inches	17,363	\$454.59
Friday, March 26, 2021	WAVY-TV	Volunteers needed for Great American Cleanup Project in Hampton Roads	Online report	10,000	\$1,500.00
Friday, April 9, 2021	WAVY-TV "The Hampton Roads Show"	Recycling do's and don'ts, interview with Katie Cullipher	5.0 minutes	40,000	\$2,250.00
Saturday, May 1, 2021	The Virginian-Pilot	No butts about it... group launches campaign to combat cigarette remains pollution	40 column inches	232,007	\$19,483.00
Saturday, May 1, 2021	Daily Press	No butts about it... group launches campaign to combat cigarette remains pollution	40 column inches	95,728	\$2,485.00
Saturday, May 1, 2021	The Virginian-Pilot	No butts about it... group launches campaign to combat cigarette remains pollution	40 column inches	14,020	\$4,270.59
Saturday, May 1, 2021	MSA News	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	75,000	\$7,500.00
Saturday, May 1, 2021	news.yahoo.com	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	75,000	\$7,500.00
Saturday, May 1, 2021	Daily Advent	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	10,000	\$900.00
Saturday, May 1, 2021	Flipboard digital magazine app	See giant cigarette butts around Hampton Roads? Here's what's going on	372 words	10,000	\$900.00
Saturday, May 1, 2021	WTRR-TV (CBS) News	Large cigarette butts are showing up in Hampton Roads. But why?	1:40 minutes	164,000	\$4,230.00
Saturday, May 1, 2021	WTVR-TV (CBS) News; Richmond	Large cigarette butts are showing up in Hampton Roads. But why?	1:40 minutes	136,000	\$3,510.00

Date	Media Outlet	Topic	Length	Circ/Imp	PR Value
Saturday, May 1, 2021	Goodnewsnetwork.com	Big cigarette butts appear in Hampton Roads	497 words	10,000	\$900.00
Saturday, May 2, 2021	The Suffolk News-Herald	Huge cigarette butt sculptures coming to Suffolk	715 words	10,431	\$750.00
Saturday, May 2, 2021	WFAA-TV (CBS) News; Allentown, Pa	Cry howling off its big butts (cigs that is)	1:22 minutes	715,000	\$18,543.00
Wednesday, May 5, 2021	Gloucester Gazette	No butts about it: Campaign seeks to snuff out cigarette litter	400 words	9,243	\$45.00
Thursday, May 5, 2021	WTKR-TV (CBS); "Coast Live"	Local litter prevention on Coast Live: interview with Mike Ado	3:00 minutes	188,000	\$4,854.00
Friday, May 7, 2021	WPEC-TV (ABC) News	Giant cigarette butts are popping up all over Hampton Roads. Here's why	2:10 minutes	3,000	\$450.00
Friday, May 7, 2021	City of VA Beach "Use the Lid" Blog	Cigarette butt sculptures land at Virginia Beach Convention Center	N/A	5,000	\$1,500.00
Tuesday, May 10, 2021	The Smithfield Times	Big problems come from smallest litter	236 words	4,987	\$225.00
Tuesday, June 1, 2021	WAVY-TV "The Hampton Roads Show"	No butts about it: interview with Katie Cullipher	4:17 minutes	40,000	\$2,250.00
Wednesday, June 2, 2021	WY Daily News	New initiative to remind residents to keep waterways clean	Online report	30,000	\$2,250.00
Wednesday, June 23, 2021	Gloucester Gazette	New decals tout best advice for keeping bay clean	15 column inches	9,243	\$678.68
Wednesday, June 30, 2021	The Virginian-Pilot	An abundance of gratitude for an essential service	645 words	232,007	\$243.57
Wednesday, June 30, 2021	Daily Press	An abundance of gratitude for an essential service	645 words	95,728	\$178.83

Total circulation or audience 4,814,759 +232% from FY20

Total articles and interviews 52

Total PR budget \$10,975

Total publicity value \$154,923 +62% from FY20

Return on Investment (ROI) 14:1

Volunteers needed for 'Great American Cleanup' project in Hampton Roads

Litter increases during the pandemic have been a 'nightmare' for some Hampton Roads cities

See giant cigarette butts around Hampton Roads? Here's what's going on

Opinion: Cheers to Hampton Roads' invaluable water workers

Combined Media Results

PAID ADVERTISING WEEKS	52 consecutive
TOTAL MEDIA IMPRESSIONS	31,493,862
TOTAL VIDEO VIEWS	181,283
TOTAL CLICKS/ACTIONS/ENGAGEMENTS	158,548
TOTAL PROMOTIONAL CAMPAIGN BUDGET	\$160,320
TOTAL MEDIA ADDED VALUE	\$43,832
TOTAL MEDIA EXPOSURE VALUE	\$447,121
COST PER THOUSAND IMPRESSIONS	\$5.09
RETURN ON INVESTMENT (ROI)	2.79:1

Terms

added value Earned but unpaid advertising 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.
ad group In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.	search engine marketing (SEM) The process of attracting traffic to a website from search engine results pages on a pay-per-click basis.
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).	search engine marketing (SEO) The process of improving the quality of a website so that it appears higher in natural ("organic") search results.
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.	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.
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.	

Appendix A

Search Engine Marketing Results
July 2020 - June 2021

Campaign report July 2020 - June 2021 Total					
					
July 1, 2020 - June 30, 2021	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate	
Annual Campaign Totals	376,459	16,103	50%	4.28%	
July 1, 2019 - June 30, 2020	342,690	12,449	51%	3.63%	
Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate	
Dynamic ads	40,935	7,039	88%	17.20%	
Lawn Care	102,214	2,629	61%	2.57%	
Electronics Disposal	16,390	1,570	63%	9.58%	
Native Plants	39,602	1,049	18%	2.65%	
Battery Disposal	13,128	967	69%	7.37%	
Recycling At Home	37,467	838	43%	2.24%	
Medication Disposal	3,595	513	80%	14.27%	
AskHRGreen General	1,336	260	69%	19.46%	
Soil Testing	5,099	253	50%	4.96%	
Tap Water	31,905	248	49%	0.78%	

July 1, 2020 - July 31, 2020	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	46,318	942	41%	2.03%

July 1, 2019 - July 31, 2019	18,365	1089	69%	5.93%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Lawn Care	17,812	365	53%	2.05%
Electronics Disposal	1,736	156	75%	8.99%
Recycling At Home	4,855	75	37%	1.54%
Battery Disposal	1,223	72	58%	5.89%
Native Plants	2,315	58	31%	2.51%
Rain Barrels	1,003	41	41%	4.09%
Tap Water	6,127	31	15%	0.51%
Medication Disposal	235	28	86%	11.91%
Soil Testing	528	24	61%	4.55%
Plastic Bag Recycling	374	20	61%	5.35%

August 1, 2020 - August 31, 2020	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	50,011	1,449	46%	2.90%

Aug 1, 2019 - Aug 31, 2019	17,329	1050	68%	6.06%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Dynamic Ad Group	4,421	580	85%	13.12%
Lawn Care	15,805	257	50%	1.63%
Electronics Disposal	1,960	164	65%	8.37%
Battery Disposal	1,829	114	54%	6.23%
Recycling At Home	4,125	78	35%	1.89%
Native Plants	2,732	46	18%	1.68%
Tap Water	4,437	34	33%	0.77%
Soil Testing	780	34	48%	4.36%
Medication Disposal	263	26	72%	9.89%
AskHRGreen General	155	21	56%	13.55%

September 1, 2020 - September 30, 2020			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	42,713	1,484	3.47%

Sept 1, 2019 - Sept 30, 2019			
	16,777	1055	6.29%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Click Thru Rate
Dynamic Ad Group	4,250	709	16.68%
Lawn Care	14,260	313	2.19%
Electronics Disposal	1,606	141	8.78%
Battery Disposal	1,485	70	4.71%
Recycling At Home	3,394	63	1.86%
Native Plants	2,095	32	1.53%
Soil Testing	572	29	5.07%
AskHRGreen General	167	23	13.77%
Medication Disposal	227	21	9.25%
TMDL	1,021	17	1.67%

October 1, 2020 - October 31, 2020			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	37,250	1,582	4.25%

Oct 1, 2019 - Oct 31, 2019			
	17,037	993	5.83%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Click Thru Rate
Dynamic Ad Group	4,437	783	17.65%
Lawn Care	10,102	309	3.06%
Electronics Disposal	1,585	143	9.02%
Battery Disposal	1,276	83	6.50%
Recycling At Home	4,037	58	1.44%
Native Plants	2,731	53	1.94%
Tap Water	2,220	26	1.17%
Medication Disposal	306	25	8.17%
Soil Testing	365	20	5.48%
TMDL	1,015	18	1.77%

November 1, 2020 - November 30, 2020			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	28,857	1,482	5.14%

Nov 1, 2019 - Nov 30, 2019			
	14,451	1066	7.38%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Click Thru Rate
Dynamic Ad Group	4,538	831	18.31%
Lawn Care	5,149	167	3.24%
Electronics Disposal	1,356	143	10.55%
Recycling At Home	3,506	86	2.45%
Battery Disposal	1,101	78	7.08%
Native Plants	3,143	54	1.72%
AskHRGreen General	114	23	20.18%
Medication Disposal	184	19	10.33%
Tap Water	2,113	16	0.76%
Soil Testing	253	15	5.93%

December 1, 2020 - December 31, 2020			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	28,113	1,567	5.57%

Dec 1, 2019 - Dec 31, 2019			
	9,608	691	7.19%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Click Thru Rate
Dynamic Ad Group	5,777	1,016	17.59%
Electronics Disposal	1,574	162	10.29%
Battery Disposal	1,188	106	8.92%
Recycling At Home	3,773	77	2.04%
Lawn Care	2,815	76	2.70%
Native Plants	1,982	34	1.72%
Medication Disposal	246	19	7.72%
Tap Water	2,593	16	0.62%
TMDL	1,002	15	1.50%
AskHRGreen General	63	11	17.46%

January 1, 2021 - January 31, 2021			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	33,011	1,524	4.62%

Jan 1, 2020 - Jan 31, 2020	946	70%	6.97%
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Top 10 Keyword Groups	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Dynamic Ad Group	5,171	872	16.86%
Battery Disposal	1,440	130	9.03%
Lawn Care	4,137	122	2.95%
Electronics Disposal	1,542	117	7.59%
Recycling At Home	3,769	72	1.91%
Native Plants	3,134	65	2.07%
AskHRGreen General	136	38	27.94%
Medication Disposal	326	26	7.98%
TMDL	1,008	20	1.98%
Soil Testing	429	20	4.66%

February 1, 2021 - February 28, 2021			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	23,123	1,269	5.49%

Feb 1, 2020 - Feb 29, 2020	994	54%	5.67%
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Top 10 Keyword Groups	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Dynamic Ad Group	3,476	617	17.75%
Lawn Care	4,461	160	3.59%
Electronics Disposal	1,012	102	10.08%
Recycling At Home	2,823	79	2.80%
Native Plants	2,938	78	2.65%
Battery Disposal	999	69	6.91%
Medication Disposal	349	57	16.33%
AskHRGreen General	133	22	16.54%
Soil Testing	314	17	5.41%
Tap Water	2,270	14	0.62%

March 1, 2021 - March 31, 2021			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	7,806	180	2.31%

March 1, 2020 - March 31, 2020	51,856	1013	1.95%
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Top 10 Keyword Groups	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Lawn Care	4,225	74	1.74%
Dynamic Ad Group	221	24	10.86%
Native Plants	317	21	6.62%
Recycling At Home	749	16	2.14%
Tap Water	802	9	1.12%
Fertilizer Tips	150	5	3.33%
Electronics Disposal	57	4	7.02%
Great American Cleanup	79	3	3.80%
Medication Disposal	34	3	8.82%
Battery Disposal	50	3	6.00%

April 1, 2021 - April 30, 2021			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	30,164	1,668	5.53%

April 1, 2010 - April 30, 2020	53,932	1,081	2.00%
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Top 10 Keyword Groups	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Dynamic Ad Group	3,219	613	19.04%
Lawn Care	9,596	308	3.21%
Native Plants	8,103	216	2.67%
Medication Disposal	708	156	22.03%
Electronics Disposal	1,007	96	9.53%
Battery Disposal	793	88	11.10%
Recycling At Home	1,756	66	3.76%
AskHRGreen General	95	29	30.53%
Soil Testing	488	19	3.89%
Rain Barrels	456	18	3.95%

May 1, 2021 - May 31, 2021				
	PPC			Click Thru
Total Monthly Campaign	Impressions	PPC Clicks	Impression Share	Rate
	26,286	1,693	53%	6.44%

May 1, 2020 -May 31, 2020	52,544	1,226	45%	2.33%
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	PPC			Click Thru
Top 10 Keyword Groups	Impressions	PPC Clicks	Impression Share	Rate
Dynamic Ad Group	3,613	681	86%	18.85%
Lawn Care	7,216	255	67%	3.53%
Native Plants	5,987	222	18%	3.71%
Electronics Disposal	1,308	131	63%	10.02%
Medication Disposal	391	82	83%	20.97%
Battery Disposal	951	79	74%	8.31%
Recycling At Home	2,136	75	42%	3.51%
Soil Testing	603	46	60%	7.63%
AskHRGreen General	145	40	67%	27.59%
Tap Water	1,323	29	44%	2.19%

June 1, 2021 - June 30, 2021				
	PPC			Click Thru
Total Monthly Campaign	Impressions	PPC Clicks	Impression Share	Rate
	22,807	1,263	64%	5.54%

June 1, 2020 -June 30, 2020	59,702	1,245	47%	2.09%
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	PPC			Click Thru
Top 10 Keyword Groups	Impressions	PPC Clicks	Impression Share	Rate
Dynamic Ad Group	1,812	313	88%	17.27%
Lawn Care	6,606	223	79%	3.38%
Electronics Disposal	1,647	211	73%	12.81%
Native Plants	4,125	170	32%	4.12%
Recycling At Home	2,544	93	63%	3.66%
Battery Disposal	793	75	83%	9.46%
Medication Disposal	326	51	80%	15.64%
Tap Water	1,615	35	63%	2.17%
Soil Testing	442	22	58%	4.98%
Rain Barrels	84	16	69%	19.05%

City of Poquoson Public Participation and Education Events

EVENT	DATE	ATTENDEES	TOPIC, DETAILS:	ADVERTISEMENT	PURPOSE
Poquoson Seafood Festival	Oct-20	Cancelled	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.poquosonseafestival.com	public participation; giveaways distributed; exhibits provide education to include information on the Chesapeake Bay Grant Restoration Fund, 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 PY4.	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).	public participation
Adopt a Spot Program	ONGOING	19 organizations have adopted spots. 18 events were held this year with 140 volunteers and a total of 1 cy of waste 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 member 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.	Restoration and public participation
Bay Star Homes	Year Round	There are 17 Bay Star Homes in Poquoson.	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	Public participation
Household Chemical Collections/Computer Recycling Event	1-Oct-20	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. Poquoson hosted the event in October 2020 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
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**

Let's Take a Story Walk	March 2021 & June/July 2021	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.	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	Participation and Education.
Spring Sprouts	1-Mar-21	15 teens took kits	The library provided teens with a kit to grow their own sprouts and beans	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	Public participation
Upcycled Mini Herb Terrariums	15-Mar-21	8 teens took kits	The library provided teens with a kit to set up their own mini herb terrarium.	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	Public participation
Library Reading Garden Spruce up	10-May-21	2 teens participated	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://ppl.ent.sirsi.net/client/en_US/default/	Public Participation and restoration
Poquoson Library Seed Library	Year Round	Best estimate of 1,200 seeds distributed in FY21.	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
Library Gardening Programs: Spring Series	3/6/2021, 3/27/2021, 4/10/2021, 5/8/2021	9 Poquoson Residents attended across the 4 events	The City Library hosted a gardening series which involved 5 separate workshops on gardening practices with the Extension Office and York-Poquoson Master Gardeners.	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	Public Education and Participation.
Attracting Birds to the Backyard	25-Apr-21	7 adults attended	The Library hosted an outdoor program that instructed adults on how to attract birds to your backyard and how to take care of them once they arrive.	Events are advertised via the library newsletter. https://ppl.ent.sirsi.net/client/en_US/default/	Public Education and Participation.

Giveaways July 1, 2020 thru June 30, 2021

Doggie Poop containers w/bags	150
Pencils	125
pens	120
kitchen sink strainers	57
sponges	72
seeds	125

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. Wheeler

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 foregoing that is beyond the reasonable control of and not due to the gross negligence of HRSD.

8. Change in Law. In the event of any material change in applicable laws or regulations, the Parties shall work together to attempt to amend this Agreement to conform to such change, while maintaining as closely as practical the provisions and intent of this Agreement. If in any such event HRSD is unable to perform its transfer obligations as provided herein, the City shall be solely responsible for otherwise meeting its TMDL and MS4 Permit obligations.

9. Significant Financial & Budgetary Constraints. Notwithstanding any other provision of this Agreement or any prior determination of feasibility of the SWIFT Project, HRSD reserves the right to terminate or renegotiate this Agreement in the event HRSD experiences significant financial or budgetary challenges which, in HRSD's opinion, would significantly impair its ability to perform its obligations hereunder. In such event, the Parties shall work together to attempt to amend this Agreement to accommodate such challenges, with the goal of providing annual credits to the City (and to other Hampton Roads localities with similar water quality credit agreements) as practical.

10. Credit Supply Constraints. Notwithstanding any other provision of this Agreement, to the extent that HRSD determines in its sole discretion that its available quantity of water quality credits (or allocations) is insufficient to meet the total MS4 Chesapeake Bay TMDL Action Plan compliance requirements of the City and of all other Hampton Roads localities that are party or become party to a similar water quality credit agreement, HRSD's obligations hereunder shall be limited to transferring to the City its pro rata share of HRSD's available credits based on pollutant-specific total credit needs of all Hampton Roads localities. HRSD agrees to provide the City with notice of its ability only to transfer a pro rata share of HRSD's available credits as promptly as possible but no later than 90 days after becoming aware of the event limiting HRSD's ability to meet the total credit needs of all Hampton Roads Localities. For clarity, HRSD shall assume no obligation under this Agreement to install, upgrade, improve, or significantly alter the operation of any portion of its sewerage system or treatment works for purposes of providing water quality credits (or allocations).

11. No Third-Party Beneficiaries. This Agreement is solely for the benefit of the Parties hereto and their permitted successors and assigns and shall not confer any rights or benefits on any other person or entity.

12. No Assignment. This Agreement, and the rights and obligations established hereunder, shall be binding upon and inure to the benefit of any successors of the Parties. However, no Party may transfer or assign this Agreement, or its rights or obligations hereunder, without the prior written consent of the other Party, which consent shall not be unreasonably withheld.

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

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

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

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

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

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

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

[SIGNATURES BEGIN ON NEXT PAGE]

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

**HAMPTON ROADS SANITATION
DISTRICT**

By: _____

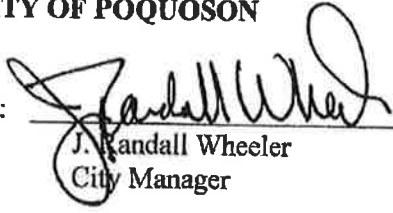


Edward G. Henifin
General Manager

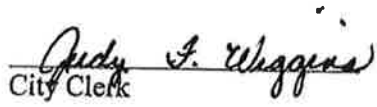
**SIGNATURE PAGE OF HAMPTON ROADS WATER QUALITY CREDIT
AGREEMENT FOR CHESAPEAKE BAY RESTORATION BY AND BETWEEN
HRSD AND CITY OF POQUOSON**

CITY OF POQUOSON

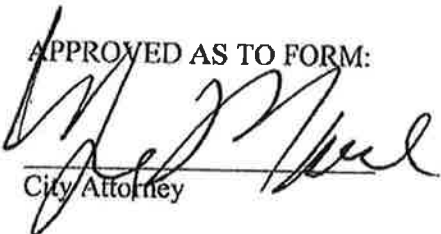
By: _____


J. Randall Wheeler
City Manager

ATTEST:


City Clerk

APPROVED AS TO FORM:


City Attorney

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

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

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

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

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

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

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

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

Annual Water Quality Credit Transfer Form

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

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

Transferor: Hampton Roads Sanitation District

Transferee (MS4): City of Poquoson, Virginia

Year Credits Generated: _____

Date Credits Transfer: _____

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

Signed (for HRSD): _____

Name (Print): _____

Title: _____

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

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

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

REGIONAL COOPERATION IN STORMWATER MANAGEMENT

FISCAL YEAR 2020-2021

A STATUS REPORT

This report was included in the HRPDC Work Program for FY 2020-2021, approved by the Commission at its Executive Committee Meeting on October 15, 2020

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

September 2021

REPORT DOCUMENTATION

TITLE

**Regional Cooperation in Stormwater
Management Fiscal Year 2020-2021:
A Status Report**

REPORT DATE

September 2021

GRANT/SPONSORING AGENCY

LOCAL FUNDS

AUTHORS

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

ORGANIZATION NAME,

ADDRESS AND TELEPHONE

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(757) 420-8300
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ABSTRACT

This document describes cooperative activities related to stormwater management undertaken by Hampton Roads local governments during Fiscal Year 2020-2021. 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 municipal 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 2020-2021, approved by the Commission at its Executive Committee Meeting of October 15, 2020.

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 2020-2021. 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.

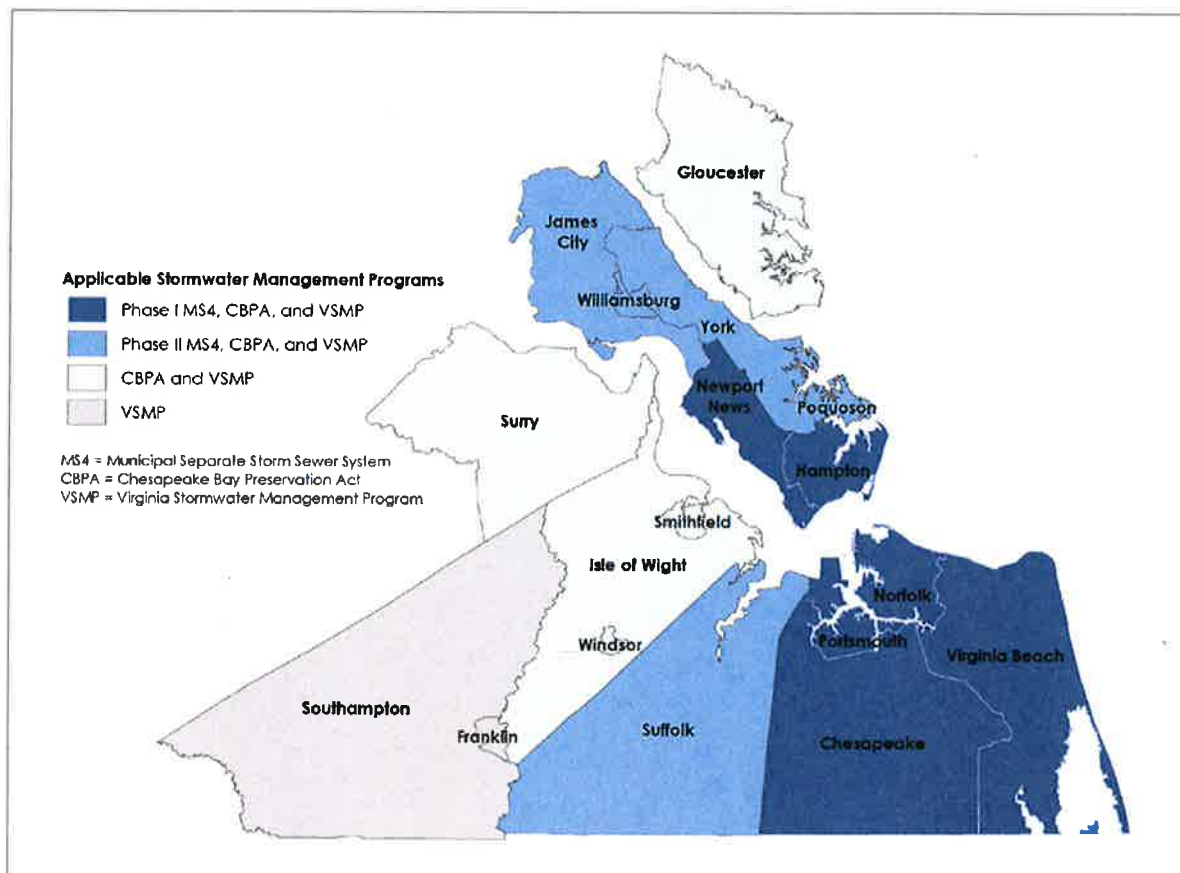


Figure 1

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 experienced the impacts of the COVID-19 pandemic. Local staff adapted their operations to protect the health of their employees and their communities while continuing to provide services and meet regulatory requirements. As of June 2021, several localities have reopened their buildings to the public and have resumed traditional operations. The remaining localities have plans to do so within the next couple of months.

The Regional Stormwater Management Program has also been impacted by COVID-19, 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. Sharing new information, resources, and lessons learned continues to be valuable.

Phase I MS4 Permittees

The current Phase I MS4 permits became effective on July 1, 2016. FY 2021 represents the fifth year of the five-year permit cycle. This year, the Phase I permittees were focused on developing their permit reapplication packages, including drafts of their second Bay TMDL Action Plans, which require a 35% reduction of nutrients and sediments. The Phase I MS4 permits were administratively continued.

Phase II MS4 Permittees

The Phase II General Permit was reissued on November 1, 2018. FY 2021 represents the third year in the permit cycle. This year, permittees prepared TMDL Action Plans for all of the local TMDLs that were approved by the USEPA after July 1, 2013 and before June 30, 2018 for which they have an assigned waste load allocation.

Both the Phase I and Phase II permittees 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 the benefits of washing cars using a commercial carwash.

INFORMATION EXCHANGE

The cornerstone of the Regional Stormwater Management 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.

Regional Environmental Committee

The seventeen communities participate in the HRPDC Regional Stormwater Management Program and their staffs meet regularly. The HRPDC Regional Environmental Committee meets monthly and includes 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, local nonprofit organizations, and local consultants.

Representatives of state and federal agencies frequently brief the Committee on developing issues, regulatory guidance and technical programs. In February 2021, the Committee was briefed by Ms. Amanda Clayton of NASA who provided an overview of the applied sciences capacity building program called DEVELOP. Several state agency representatives, including those from DEQ, DCR, the Virginia Institute of Marine Science, and the Virginia Coastal Policy Center presented on topics including the updated version of the *ConserveVirginia* tool, local air monitoring studies, and Commercial Property Assessed Clean Energy (C-PACE) funding.

Regional Stormwater Workgroup

The Regional Stormwater Workgroup typically meets monthly, and the meetings provide an opportunity for local stormwater managers to exchange information about successful program activities, utility structures and policies, and technical challenges. The Workgroup serves an advisory role to the Regional Environmental Committee.

During FY 2021, the Workgroup focused on the updated Bay TMDL Action Plan guidance memo, the nonpoint source nutrient trading regulations, the Lower James and Elizabeth River PCB TMDL, updates from the Chesapeake Bay Program, and the Stormwater Local Assistance Fund. More information on these policy initiatives is included in the Regional Studies section of the report.

Regional Chesapeake Bay Preservation Act Workgroup

Fifteen of the seventeen HRPDC member localities implement Chesapeake Bay Preservation Area (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 several times during FY 2021, including in July, October, January, February, April, May, and June. While the Workgroup covered topics such as phragmites management, public outreach, and training for local Bay boards, they were primarily focused on the proposed amendments to the CBPA Designation and Management Regulations and the revisions to the Tidal Wetlands guidelines. More information is presented in the Policy Monitoring section of this report.

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, identify needs for local TMDLs, 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 2021, meetings were held quarterly. HRPDC staff hosted presenters from Contech Engineered Solutions, Inc., Whitman, Requardt & Associates, the Delaware Department of Natural Resources and Environmental Control, the University of Maryland – Baltimore County, and Old Dominion University over the course of the year. The featured topics included manufactured treatment devices in the Coastal Plain, the City of Norfolk’s street sweeping monitoring program, the role of trees in stormwater management, PCBs, and submarine groundwater discharges.

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 2021, the subcommittee took on a variety of activities, including production of a webinar targeted to homeowners showcasing rain-wise landscaping, a sidewalk messaging campaign to prevent illicit discharges, and a cigarette litter prevention 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.

Webcast Subscription

Over the last several years, the Stormwater Managers have found the Center for Watershed Protection (CWP) webcast series to be useful and informative. After the COVID-19 safe-at-home directive in March 2020, CWP permitted webcast subscribers to share the log-in information with up to 20 colleagues, recognizing that many subscribers typically view the webcasts in groups. For 2021, CWP changed their membership options. The Regional Stormwater Workgroup decided to purchase a group membership that permits an unlimited

number of local government staff to become members of CWP. Benefits of membership include access to the webcast series, access to lunch-and-learn presentations, and conference discounts. HRPDC staff manages the group membership and the Hampton Roads localities are able to take advantage of a group membership rate.

The CWP webcasts during FY 2021 covered topics of interest including: 1) illicit discharge, detection, and elimination programs, 2) watershed modeling, 3) pollution prevention techniques, and 4) TMDL implementation.

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 throughout FY 2021, HRPDC staff distributed a complete list of online training events that included the provider, the schedule, the cost, and the registration links.

Virtual Workshop - Manufactured Treatment Devices in the Coastal Plain

The HRPDC partnered with Contech Engineered Solutions, Inc. (Contech ES) for a virtual workshop, “Designing for the Coastal Plain: What Manufactured Treatment Devices (MTDs) Can Do for You” on September 3, 2020. The agenda featured a panel discussion with Mr. Mike Barbachem of Whitman Requardt & Associates, Mr. Tim Stromberg of Stromberg/Garrigan & Associates, and Mr. Yuya Ishizuka of Contech ES. The workshop also included two presentations from Contech ES addressing MTD standards and evaluation as well as MTD maintenance issues. The workshop was well-received and was attended by 42 representatives of local governments, consultants, and state agencies.

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 2021, the regional emphasis was on the revisions to the Chesapeake Bay Action Plan guidance memo, the amendments to the CBPA regulations, and the nonpoint source nutrient trading regulations. For each issue, HRPDC staff provided updates to the Regional Stormwater Workgroup or the Regional Environmental Committee, collected input, and often submitted comments on behalf of the Region.

Chesapeake Bay TMDL Action Plan Guidance

During FY 2020, the DEQ provided a draft of the revised 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 guidance and was regulatory in nature. 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.

The guidance was published in the Virginia Register on December 7, 2020, which initiated a 30-day public comment period. The DEQ had incorporated some of the requested changes from the first letter. For example, the credits for septic connections were preserved and accommodations were made in preserving previously used BMP efficiencies. However, there were remaining concerns, and the HRPDC submitted a subsequent letter describing the following: 1) street sweeping and credit preservation, 2) baseline requirements, 3) advocating for permittees to be able to submit their own BMP efficiency data, and lastly, 4) that the regulation not the guidance should determine when a permittee resubmits an Action Plan.

The DEQ finalized the guidance on February 6, 2021, which reflected a few changes. Rather than requiring permittees to update their Action Plans, the language was revised to recommend an update. Although clarification language was added regarding street sweeping, permittees are still required to follow the 2016 Expert Panel crediting methods after June 30, 2022. Language was added that allows credit for BMPs in the CBPA after baseline requirements are met. Some changes were also made for stream restoration crediting related to baseline crediting and references to updated protocols.

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 was 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. DEQ had intended to provide a comprehensive draft of the consolidated regulation for RAP members to review prior to the next meeting. The date of the next meeting has not been set, and the RAP has yet to receive a draft of the regulation. 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 (SWCB) 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. With this regulation, Virginia's trading program now involves the following

types of exchanges: 1) between point sources, 2) from point to nonpoint sources, and 3) from nonpoint sources to point or nonpoint sources. This expanded trading program is part of the overall goal of meeting the reductions assigned by the Chesapeake Bay TMDL.

The regulation establishes 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 was in development for several years. From FY 2013 to FY 2017, HRPDC staff served on the RAP 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 RAP 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 RAP 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 new regulations were published in the Virginia Register and became effective on September 1, 2020. However, the section detailing the impact of local water impairments on credit exchanges (9VAC25-900-91) was deferred by the SWCB. The Board directed DEQ to convene a stakeholder group to develop a Local Water Quality Protection guidance memo to provide instructions for how to implement section 91. Even though the deferred section became effective on January 1, 2021, the guidance is still under development.

The stakeholder group for the Local Water Quality Protection guidance met six times during FY 2021. The members include representatives of the Chesapeake Bay Foundation, the developers, local government, VDOT, and DEQ. The draft guidance memo includes credit use scenarios using DEQ’s Nutrient Data Viewer. It is unclear if the stakeholder group will meet

again or if DEQ will move forward and publish the guidance memo for the required 30-day comment period. HRPDC staff will continue to follow the development of the guidance and provide reports to the Stormwater Managers.

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 October, May, and August meetings held in FY 2021.

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. After multiple stakeholder meetings, 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.

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.

After review by the EPA, the Commonwealth finalized the Phase III WIP in August 2019. The

Final version included new state initiatives, such as advanced oyster restoration efforts, increased conservation efforts, a commitment to the State Lands WIP, and re-evaluation of the Bay TMDL Action Plan guidance.

During FY 2021, the Commonwealth completed the State Lands WIP and finalized the updated version of the Bay TMDL Action Plan guidance.

CBPA Designation and Management Regulations

Chapter 1207 of the 2020 Acts of Assembly amended the Chesapeake Bay Preservation Act (Bay Act) to include “coastal resilience and adaptation to sea level rise and climate change” and “the preservation of mature trees or planting of trees as a water quality protection tool and as a means of providing other natural resource benefits” to the criteria requirements for use by local governments in granting, denying, or modifying requests to rezone, subdivide, or use and develop land in CBPA. Adding these new criteria necessitated updates to the CBPA Designation and Management regulation. The regulatory revisions were exempt from the traditional Notice of Intended Regulatory Action and Regulatory Advisory Panel process in accordance with the provision.

The DEQ published proposed amendments to the regulations on February 1, 2021, which initiated the 90-day public comment period. Given the complexity of adding coastal resilience provisions to the water quality-focused CBPA regulations, HRPDC staff coordinated with the Regional Environmental Committee, the Regional CBPA Workgroup, the Coastal Resiliency Committee, the Planning Directors, the Chief Administrative Officers, and the Commission to develop an extensive comment letter. The priority concerns included: 1) a request for additional stakeholder engagement and 2) a need for clarification on the requirements for the assessment of climate change impacts.

As directed by the State Water Control Board, the DEQ convened a stakeholder group to discuss the more than 300 public comments received. HRPDC staff served on the stakeholder group, which met one time on May 13-14, 2021.

The DEQ released a revised draft of the proposed amendments on June 7, 2021 and presented them to the State Water Control Board on June 29, 2021. The revised language was much improved from the first draft; however, some concerns about the definition of adaptation measures and how to best assess storm surge on individual lots remain. The Board approved the draft and will soon publish the final regulatory amendments in the Virginia Register. Localities will have three years from the effective date to implement the changes to their programs. The DEQ has a grant to work with the Virginia Institute of Marine Science and the Virginia Coastal Policy Center to develop guidance and HRPDC staff will participate in the stakeholder discussions.

Tidal Wetlands Guidelines

The 2020 Tidal Wetlands Act established living shorelines as the default approach to shoreline management unless the “best available science” indicates the site is not suitable for such methods. The Act also directed the Virginia Marine Resources Commission (VMRC) to update their 1993 Tidal Wetlands Guidelines. VMRC first held three workshops during the fall of 2020 to solicit input from stakeholders on how best to incorporate the new provisions, and then, they published a draft of the revised guidelines in March 2021 for public comment. After discussions with the Regional Environmental Committee and the Regional CBPA Workgroup, HRPDC staff submitted a comment letter to the VMRC highlighting the following concerns: 1) the need to account for existing site conditions when determining whether a site is suitable for a living shoreline approach, 2) a request for additional coordination between the VMRC and DEQ to better align the tidal wetlands and CBPA programs, 3) clarification on what constitutes the “best available science”, 4) clarification on whether the specific criteria for projects other than shoreline protection strategies are still useable even though they were removed from the revised guidelines, and lastly, 5) a request to remove the requirement for local wetlands boards to work with an applicant to help reduce the cost of their living shoreline project.

The final Tidal Wetlands Guidelines were approved at the May 25, 2021 VMRC meeting. Several regional comments were incorporated and the changes made were positive overall. During the public hearing, HRPDC staff requested for VMRC to reevaluate the guidelines after a year to ensure that projects are designed as intended using the new provisions.

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 in FY 2020 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. The SWCB approved the resulting regulation at their December 9, 2020 meeting, which included the floating WLAs for treatment plants in the James River watershed.

During the 2021 General Assembly session, the Virginia Municipal Wastewater Association negotiated two bills (HB 2129 and SB 1254) to address major problems with the “floating cap” concept that was included in the WIP and related rulemakings. In June 2021, the SWCB approved amendments to the regulations (9VAC25-820) that eliminate the floating WLA concept and replaced it with the Phase III WIP Enhanced Nutrient Removal Certainty Program (ENRC Program). The main elements of the ENRC Program include: (1) establishing schedules for the completion of nutrient upgrades or consolidation projects at 13 publicly owned treatment works; (2) establishing schedules for a TN WLA reduction at the HRSD–York River plant and TN and TP WLA reductions at 6 HRSD treatment plants in the James River Basin; (3) transferring the TN and TP WLAs for the HRSD–Chesapeake/Elizabeth STP to the Nutrient Offset Fund in 2026; (4) transferring the TN and TP WLAs from the former J. H. Miles facility to HRSD; and (5) prioritizing the Water Quality Improvement Fund financing of nutrient upgrades and

consolidation projects included in the ENRC program. HRPDC tracked these developments to understand the potential impact to the Hampton Roads MS4 permittees in implementing the Bay TMDL.

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.

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.

The Committee met once in FY 2021, on December 10, 2020, and the agenda was focused on implementing House Bill 882, which passed during the 2020 General Assembly session. The bill requires manufacturers to submit certification documentation from either the Washington State TAPE program or from the NJ Department of Environmental Protection by December 31, 2021 to have their device remain listed on the BMP Clearinghouse. This change provides more consistent requirements for approval and prevents DEQ from having to take the time to review performance data. DEQ presented a revised MTD guidance during the meeting and asked for stakeholders to submit feedback by March 26, 2021. No further updates have been provided.

Before the December meeting, HRPDC staff reached out to DEQ to request that the BMP Clearinghouse Committee continue to meet after the MTD guidance is finalized so that the

group could address other priorities, such as: 1) adding additional non-proprietary BMPs to the Clearinghouse, 2) updating the 2013 draft design specifications for non-proprietary BMPs, and 3) developing a template for Comprehensive Stormwater Management Plans. The DEQ representatives did seem interested in continuing to convene the Committee. Additionally, they are currently updating the specifications for bioretention practices and developing a white paper describing the process and requirements for comprehensive stormwater management plans.

Tree Policy

The Virginia Department of Forestry (DOF) contracted with the Green Infrastructure Center (GIC) to review state codes pertaining to tree care, conservation, and zoning. The review was limited to those parts of the code that impact urban trees and trees affected by development. GIC and DOF identified a list of codes that they recommended be evaluated for improvement. Then, on July 30, 2020, the GIC and DOF held an online workshop with local government representatives, including staff from the Cities of Norfolk and Virginia Beach and the HRPDC, to share insights about the code sections in question. The code review and input from the stakeholders were used to develop the report, *A Select Review of the Virginia State Code for Trees and Forests*, which was published on August 28, 2020. Two topics addressed in the report are of particular interest to the region: 1) VA Code §15.2-961, which caps tree canopy requirements based on zoning, and 2) a forthcoming stakeholder group to consider adding trees to the BMP Warehouse.

Senate Bill 1393 of the 2021 General Assembly session seeks to allow local governments to exceed the requirements in its tree replacements and conservation ordinances. The bill only becomes effective if reenacted during the 2022 General Assembly session. The bill directed the Secretaries of Natural Resources and Agriculture and Forestry to convene a stakeholder group to develop policy recommendations to encourage the conservation of mature trees and tree cover on sites being developed, increase tree canopy cover in communities, and encourage the planting of trees. This group includes representatives from the Cities of Chesapeake, Hampton, and Norfolk, as well as the HRPDC, and the first meeting was held June 28, 2021. The schedule to develop the policy recommendations is tight, as the report is due to the Secretaries in early October.

Turbidity Criteria Development

The DEQ has narrative turbidity criteria in their regulations in combination with erosion and sediment protection measures for use in construction projects. The DEQ first held a stakeholder meeting in July 2020 to explore the science of turbidity and discuss USEPA and state efforts to develop numeric criteria. The potential impact of numeric turbidity criteria on private and public construction projects is of concern to local governments. In September, 2020, the State Water Control Board directed the DEQ to pursue regulatory action and create a RAP. HRPDC is serving on the RAP, and the first meeting is scheduled for July 2021.

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). At the end of FY 2021, annual nutrient and sediment loads could be computed for 5 years at 8 stations and 4 years at 4 stations. USGS and HRPDC staff will meet with Chesapeake Bay Program modelers to begin to evaluate this data set for inclusion into the Bay Program's suite of models.

PCB TMDL

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.

Though delayed for several years, the DEQ is now moving forward with the development of the Tidal James River, Elizabeth River, and Tidal Tributaries PCB TMDL. The first public meeting was held on January 26, 2021, where the DEQ provided: 1) an overview of water quality planning, 2) background information on PCBs, 3) an overview of the water quality impairment of the

watershed, 4) a review of the potential sources, and 5) the intended schedule for TMDL development and public involvement.

The DEQ released a public notice to solicit initial comments and requests to serve on the technical advisory committee (TAC). Several comments were highlighted in the letter submitted by the HRPDC on February 26, 2021, including: 1) a request to incorporate the Hampton Roads data from FY 2015, 2) a request for the DEQ to conduct a thorough source identification analysis, 3) a request for more detail regarding the fish tissue and water quality attainment standards, 4) a request to incorporate PCB monitoring and pollutant reduction plans in industrial VPDES permits, and 5) a request for staff to serve on the TAC.

HRPDC staff arranged a meeting on June 8, 2021 for DEQ and local government representatives to discuss how the development of the PCB TMDL will impact MS4 permits, source identification, and how inadvertent PCBs will be addressed in the TMDL. DEQ will take all of this into consideration when developing the TMDL but continues to use a land use-based approach for estimating loads and wasteload allocations.

In accordance with the schedule presented at the public information meeting, the TAC will meet at the end of the summer, and a draft of the TMDL report should be available for review in August 2021.

Stormwater Local Assistance Fund

The Stormwater Local Assistance Fund (SLAF) has provided nearly \$110M for stormwater projects across the Commonwealth. The Stormwater Managers are interested in how the resources are distributed and which types of projects are most likely to be funded. During FY 2021, HRPDC staff conducted several analyses looking at trends in the program over the years. For example, staff compared the numbers of projects and dollars awarded to Hampton Roads, Northern Virginia, and Richmond-area localities. Staff also examined the pounds of phosphorous removed by region and the dollars awarded based on population.

The region has continued to advocate for including nitrogen removal in the guidelines for SLAF. During the 2021 General Assembly session, the HRPDC coordinated with the Chesapeake Bay Foundation in support of Senate Bill 1404, which incorporates nitrogen removal and also allows fiscally stressed communities to receive greater than 50% of project costs. The bill passed and the DEQ is planning to convene an informal stakeholder group this fall to revise the SLAF guidelines accordingly.

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.

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. The COVID-19 pandemic has impacted the supply chain for the supplies needed for HRSD to conduct the analyses; however, the program is ramping back up to its normal capacity.

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 2021, 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 implementing 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, and FY 2021 marks the twenty-fifth anniversary of this collaboration. 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 continued 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 workgroups focused on urban stormwater, land development, watershed planning, land use development, modeling and local government's role in the Bay Program. HRPDC staff serves as a local government representative of the Urban Stormwater Workgroup, the BMP Verification Committee, and the Climate Resilience Workgroup. Staff serves as co-chair of the Land Use Workgroup and member of the Water Quality Goal Implementation Team.

During FY2021, staff focused on: 1) building resiliency into urban stormwater BMPs, particularly with the RAND study to develop local intensity, duration, and frequency (IDF) curves for precipitation, 2) coordination with localities in verifying the new land use/land cover data, and 3) how solar fields are accounted for in the Bay models.

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. Through the Land Use Workgroup and a local review process, high-resolution land cover and land use data will be provided to the localities in the Bay watershed. This high-quality data set can be used by the localities for land use planning, tree canopy assessments, or site selection studies for a variety of projects. HRPDC staff also serves on Virginia's WIP III Stakeholder Advisory Group (SAG).

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. This effort also complements a small watershed technical assistance grant through the National Fish and Wildlife Federation (NFWF) received by HRPDC. This work is also focused on addressing reductions in the unregulated sector.

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. As mentioned above, a portion of the capacity credits available from HRSD's efforts are still available for MS4 trading needs to achieve TMDL compliance.

HRSD is developing the Sustainable Water Initiative for Tomorrow (SWIFT) project, their multi-year initiative that takes treated wastewater, purifies it to drinking water standards, and then injects 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.

Small Watershed Technical Assistance Grant

The HRPDC received a grant in September 2020 from the National Fish and Wildlife Foundation to evaluate 10-to-12 private industries to voluntarily implement and report large-scale BMPs on their property to reduce nutrients and/or mitigate flooding. Staff hired a NFWF Technical Service Provider, Whitman, Requardt & Associates, LLP for the evaluation. The project will be completed in FY 2022.

Lower James River and York River Roundtables

During FY 2021, staff have participated in meetings of the Lower James River and York River Roundtables. The Lower James Roundtable met twice during FY 2021, in September and November. The discussions have been focused on the Virginia Conservation Assistance Program (VCAP) and other local outreach and education efforts for reducing pollution.

The York River Roundtable met twice during FY 2021, in October and May. The group is focused on public education, recognizing business practices for watershed resilience, grant applications to synthesize regional information on the health of the watershed, and habitat restoration. HRPDC staff are also part of the Habitat Restoration Committee, which met in July, and November, 2020 and January, March, and May, 2021. This group is mostly focused on identifying and prioritizing restoration practices along shorelines in the York River coastal basins.

Elizabeth River Project's Initiatives

HRPDC staff have been participating in 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 FY 2021 was to update the State of the River scorecard and develop a Watershed Action Plan (WAP).

For the updated scorecard, HRPDC staff, as part of the technical committee, helped to assess scores and trends for nutrients in the Elizabeth River using data collected by DEQ. The scorecard evaluates a variety of parameters to determine the health of the River and provide information to begin the next iteration of the WAP. HRPDC staff are on a variety of sub-committees to develop the WAP, including Education, Water Quality, and Resilience and Sea

Level Rise sub-committees. Through these efforts, HRPDC staff is assisting ERP staff in identify funding opportunities for implementation efforts throughout the Elizabeth River watershed.

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 with identifying 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.

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 FY21

Meeting Dates

	7/15/2020	9/16/2020	10/21/2020	11/18/2020	12/16/2020	1/20/2021	2/17/2021	3/17/2021	5/19/2021	6/16/2021	# Meetings	% Attended
Phase II Localities												
City of Poquoson	1	1	1	1	1	1	1	1	1	1	10	
City of Suffolk	1	1	1	1	1	1	1	1	1	1	8	80%
City of Williamsburg		1		1	1	1	1	1	1	1	10	100%
James City County	1	1	1	1	1	1	1	1	1	1	7	70%
York County		1	1	1	1	1	1	1	1	1	9	90%
											8	80%

Note - The August and April meetings of the Regional Stormwater Workgroup were cancelled.

	July	August	September	October
Chesapeake		Mary Eason	Mary Eason	
Gloucester				
Hampton	Cris Ausink	Cris Ausink		Cris Ausink
Isle of Wight		Kim Hummel		
James City County	Trevor Long			
Newport News	Allison Watts	Kim Moshier/Alexandra Sal	Kim Moshier	Alexandra Salcedo
Norfolk	Michelle Williams	Michelle Williams		Michelle Williams
Poquoson		Garrett Feagans	Garrett Feagans	
Portsmouth				
Smithfield				
Suffolk	Jamie Durden	Jamie Durden	Jamie Durden	Heather Baggett
Virginia Beach	Tara Copeland	Tara Copeland	Tara Copeland	Tara Copeland
Williamsburg				
York	Barrett Nicks	Amy Green	Amy Green	

November	December	January	February	March
	Mary Eason		Mary Eason	Mary Eason
	Cris Ausink	Cris Ausink		Cris Ausink
	Steve Jackson/Shanee Beussink		Steve Jackson	Steve Jackson
	Trevor Long	Mike Woolson	Trevor Long	Trevor Long
	Kim Moshier/Alexandra Sal	Kim Moshier	Kim Moshier	Kim Moshier, Alex Salcedo
	Michelle Williams	Michelle Williams	Michelle Williams	Michelle Williams
	Garrett Feagans	Garrett Feagans		Garrett Feagans
	Brittany Collins	Megan Moore/Brittany Collins		Amy Mervine
	Tammie Clary	Tammie Clary	Tammie Clary	Tammie Clary
	Jamie Durden	Jamie Durden	Jamie Durden	Jamie Durden
	Tara Copeland	Tara Copeland	Tara Copeland	Tara Copeland

April	May	June
	Cris Ausink	
Ron Owens	Ron Owens	
Dave Kuzma	Steve Jackson	
Trevor Long, Cassie Cordova	Trevor Long	
Allison Watts, Kim Moshier	Kim Moshier, Alex Salcedo	
Michelle Williams	Michelle Williams	
	Garrett Feagans	
	Brittany Collins, Amy Mervine	
Tammie Clary	Tammie Clary	
Jamie Durden	Jamie Durden	
Tara Copeland	Tara Copeland	

Public Involvement & Participation

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2021

Submitted to DEQ September 30, 2021

<u>BMP 2</u>	<u>PUBLIC INVOLVEMENT/PARTICIPATION</u>
	Status of Compliance Spreadsheets
2.1	SOP for Responding to Spills
2.2	See Public Participation Sheet listed under BMP 1.3
2.2	PY4 Planned Public Participation Activities

Updated MS4 Program Plan

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
2.1	Public Involvement						
2.1a	Develop and implement procedures for public to report illicit discharges, spills, and other environmental concerns	Implement procedures	Procedures	SW Program Administrator & IT Department	PY1	Annual report	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.
2.1b	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	Compliant. The program plan was presented to 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. To date, no comments have been received.
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	Compliant. See https://www.ci.poquoson.va.us/278/Stormwater-Quality
2.2	Public Participation						
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)	Compliant. Spreadsheet is in Appendix A. Numerous events were cancelled due to the Covid pandemic.

Updated MS4 Program Plan

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 3 Status
2.2b	Identify a metric for each public participation activity	Identify metrics	Examples include the weight of debris collected or number of participants	SW Program Administrator & activity sponsors	Annually	Public Participation Spreadsheet	Compliant. Spreadsheet is in Appendix A.
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	Compliant. The plan is in the Appendix
2.3	Evaluation and Assessment	Evaluate and assess whether the activities are beneficial to improving water quality.		SW Program Administrator	Annually	Annual report	Compliant. Permit requirements were met, however it was challenging due to the pandemic. It is unclear when the pandemic will cease to be an issue for future permit years.

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.
<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 4 Possible Public Involvement Opportunities

<u>EVENT</u>	<u>SCHEDULE</u>	<u>METRIC</u>	<u>TABLE 2 CATEGORY</u>	<u>NOTES</u>
Poquoson Seafood Festival	Fall 2021; 3RD FULL WEEKEND IN OCTOBER	Attendance; number of giveaways	Educational	Covid Impacts: It is unclear whether or not this year's edition will be held. If this event is held, it will feature environmental attendance and participation exhibits and will be included in the FY 22 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/Disposal	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, Businesses and Pet Waste Stations Programs	throughout the year	# new homes and pet waste stations	Pollution Prevention	Ongoing participation opportunity for individual homes.
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 PY4 activities is subject to change because of the pandemic, public safety, inclement weather and changes to regional program.