



CITY OF POQUOSON
ENGINEERING

500 CITY HALL AVENUE,
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September 30, 2022

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RE: City of Poquoson Permit Year 4 Annual Report for VAR040024

Transmitted via email

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

Part 1.

D.2. Background Information

- a. Name of system, Permittee and State Permit Number: City of Poquoson MS4, Poquoson, Virginia; VAR 040024
- b. Reporting Period: Permit year 4 (fiscal year 2022): July 1, 2021-June 30, 2022. Activities planned to meet PY4 requirements and scheduled after FY 2022 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.I. 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.I.c is found on the Program Plan and Status of Compliance spreadsheets.
- d. List of documents: References are incorporated into the Status of Compliance spreadsheets and the Program Plan.

C.2. Initial coverage: N/A.

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

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

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

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

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

In accordance with Part I.E.3.e, 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.

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

This FY Laura Nusz has come on as our Environmental Inspector. Laura acts as DEQ's point of contact for the stormwater construction permit and Chesapeake Bay Preservation Act programs. Laura's contact information is:

Laura Nusz, Environmental Compliance Officer
Laura.Nusz@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 always 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



CITY OF POQUOSON

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Office of the City Manager
J. Randall Wheeler

CERTIFICATION

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



City Manager

9/22/2022

Date

VAR 040024

City of Poquoson, VA

Permit Number

MS4Name

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 22, or July 1, 2021-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 month dry weather inspection or every monthly Public Works Yard SWPPP inspection form, typical forms are provided. The City retains all forms.

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Reporting Requirement Information

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Certification Statement

Fiscal Year 2022 Status of Compliance Spreadsheets

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Appendix

NOTE: As required by the permit, the 2022-2023 program plan is submitted
as a separate document.

Per Part 11.A.13 of the MS4 permit, the following information for the previous reporting period is provided below:

a. A list of BMPs implemented during the reporting period but not reported to the DEQ BMP Warehouse in accordance with Part I E 5 g and the estimated reduction of pollutants of concern achieved by each and reported in pounds per year;

No BMPs have been implemented but not reported the DEQ BMP Warehouse.

b. If the permittee acquired credits during the reporting period to meet all or a portion of the required reductions in Part II A 3, A 4, or A 5, a statement that credits were acquired;

The City of Poquoson has a nutrient and sediment trading agreement with HRSD to meet this permit's load reduction requirements. Below is a table from the TMDL Action Plan showing that the credits acquired meet the load reduction requirements.

<u>Pollutant</u>	<u>Additional Load Reductions Required by June 30, 2023, lb/yr*</u>	<u>HRSD Credits Reserved by the City of Poquoson by the MOA (lb/yr)**</u>	<u>Total HRSD credits to achieve required 40% load reduction, lb/yr</u>
<u>Nitrogen</u>	<u>258.28</u>	408.52	<u>258.28</u>
<u>Phosphorus</u>	<u>67.04</u>	74.9	<u>67.04</u>
<u>Total Suspended Solids</u>	<u>21803.16</u>	23975.8	<u>21803.16</u>

Note *Represents the difference
between reductions
achieved to date and total
reductions required by June
30, 2023

c. The progress, using the final design efficiency of the BMPs, toward meeting the required cumulative reductions for total nitrogen, total phosphorus, and total suspended solids;

Action	TN (lb/yr)	TP (lb/yr)	TSS (lb/yr)
BMPs	162.76	18.57	5,597.70
HRSD Credit	408.52	74.9	23,975.80
Septic Conversions	84.89	0	0
Total Reduction Achieved	656.17	93.47	29,573.50
Total Required by 2028	1167.26	214.03	68,502.14
Total Reduction Remaining	511.09	120.56	38,928.64

The table above shows all of the cumulative reductions since 2013 and shows the City is in compliance with the 40% reduction required by 2023.

d. A list of BMPs that are planned to be implemented during the next reporting period.

The City has no plans to implement new BMPs during the next reporting period.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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.
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.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.2	Regional Media Campaign to Address High Priority Issues						
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.
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.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.2c	Promote FOG campaign	Participate in the askHRgreen.org regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	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 there were no new signups this year.
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	https://www.ci.poquoson.va.us/	Compliant. The City posts volunteer opportunities on the City website

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.3b	Initiatives	Submit articles for askHRgreen.org blog or on locality website or social media for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	Public Participation Spreadsheet	Compliant. The City advertised numerous water quality events. Due to covid, the City did not host as many events as usual, however, near the end events began to pick back up.
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 City event. The main event for outreach, the Poquoson Seafood Festival, was cancelled for COVID once again.
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	Continuousl y	list of promotional items	Compliant. List of promotional items given out 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.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit)	MOA	Compliant. MOA was renewed in 2018 and is included in the Appendix
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and askHRgreen.org	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 92% of meetings. See attendance chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 73% 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. Communicating with the public was difficult due to the pandemic, but permit requirements were met.

2. Public Involvement/Participation								
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 posted on the City website per permit requirements. The program plan and annual reports are available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality . The Engineering department tacks 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 located in the Appendix	

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 located in the Appendix
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. Spreadsheet is located 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. The upcoming PY will be a return to a more normal schedule.

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map					
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Map	SW Program Administrator/ IT Dept. (GIS)	Annually	Service area map Compliant. No new outfalls this year. Outfall map provided in appendix. The City Property Information System mapping shows the approximate location of all upstream City owned storm drainage piping at https://parcelviewer.geodecisions.com/Poquoson/
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 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.

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 TMDLs or outfalls approved in PY4.
3.1e	Provide written notification to downstream MS4s	Identify and notify, in writing, any downstream adjacent MS4 of any known physical interconnection established or discovered after permit effective date.	Develop map, Regional Stormwater Workgroup Meetings, letters	SW Program Administrator	Annually	Letters; meeting attendance	Compliant. Poquoson is downstream of all other MS4s. VDOT owns the only upstream MS4. While the City has not been contacted by VDOT, we are aware of the system and have contact information for VDOT if needed.
3.1f	Prohibit illicit discharges through ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Current Ordinance	SW Program Administrator/ Fire Dept	As necessary	City Code Section 34-207, Prohibition on non-stormwater discharges	Compliant. Relevant code section is located in the appendix.
3.2	Dry Weather Screening (DWS)						

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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	Compliant. FY 2023 plan is in the Appendix.

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 101 outfalls and over 122,675 linear outfall ditching. Inspections included prioritized areas selected in PY3
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 procedure in Appendix.
3.3b	Public IDDE Reporting	Promote & publicize IDDE reporting	Presence of contact information on website	SW Program Administrator	Continuously	Locality website	Compliant. Information available on Poquoson Stormwater Quality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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. Example forms from responses this year and information on how Fire Department handles illicit discharge is in appendix.
3.3d	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	SW Program Administrator/ Fire Dept	Ongoing	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 listed 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 PY4.

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

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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/code/s/code_of_ordinances?nodeId=PTIIICOOOR_CH34E_N_ARTVSTMA ordinance: https://library.municode.com/va/poquoson/code/s/code_of_ordinances?nodeId=PTIIICOOOR_CH34E_N_ARTIIERSECO ordinance: https://library.municode.com/va/poquoson/code/s/code_of_ordinances?nodeId=PTIIICOOOR_APXAZ_O_ARTXI.IVENMAAREMOVDI
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 that as occurred during the reporting period has been conducted in accordance with state and local standards and specifications for erosion and sediment control. Staff conducted multiple erosion and sediment plan reviews this year, primarily single family homes and residential subdivisions. 23 new land disturbance permits were obtained as well as three (3) new construction general permits (CGP) for large residential subdivisions and commercial projects. Two CGP permits were renewed by ongoing developments. PY 2022 encompassed 72.31 total 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 SOPs

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
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 SOPs
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 SOPs
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 655 inspections were conducted over the last year. The total permitted disturbed area within Poquoson was 72.31 acres. The majority of the disturbed area was from large residential subdivisions. Environmental staff turnover caused brief interlude in inspections and enforcement actions. Additionally, new permitting software has been purchased which will streamline plan review, inspections, and enforcement. The tentative date for the software to be enabled for city-wide use is November 2022.

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
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. 4 Notice of Repairs were issued and 4 Stop Work Orders were issued in PY 2022. City staff also worked with contractors to correct numerous minor issues. Environmental staff turnover caused a brief interlude in inspections and enforcement actions. Additionally, new permitting software has been purchased which will streamline plan review , inspections, and enforcement. The tentative date for the software to be enabled for city-wide used is November 2022.
4.3	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. Staff continued to inspect development/contruction sites and enforced compliance with ESC/SWM laws. Large developments are currently under construction and construction will likely continue through PY5

5. Post Construction Storm Water Management in New Development and Redevelopment							PY 4 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 letter in 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=PTIICOR_CH34EN_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 22 and are scheduled for reinspection in September 2022. See Appendix for inspection forms as well as operation and maintenance plans.
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. The City has 29 BMP agreements with private owners for maintenance and inspection. As of June 30, 2022, all BMPs except for one were current on inspection requirements. Enforcement action is currently underway to bring the owner into compliance. See Appendix for tracking spreadsheet.

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.
5.2.d	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 widespread issues with compliance, the current program appears to be working well. The program will be reevaluated in PY5.
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.

5.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program/E&SC Program Administrators	Annually	Annual Report	Compliant. The City is currently only missing inspection reports from one owner and is in the process of obtaining it. The City will continue to notify owners of their responsibility and take enforcement action if necessary. We anticipate a few new BMPs being added this PY, given current construction.
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6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1	Operations and Maintenance Activities					
6.1a	Pollution prevention procedures at permittee-owned facilities	Continue to implement and update plans describing spill prevention and control and pollution prevention procedures for municipal facilities specifically to prevent illicit discharges	SOP(s)/ O&M Plan	SW Program Administrator/ EMS Team	Continuously	Compliant. The SOPs 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	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	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. 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 roof. SOPs and O&M plan are provided in the City's SWPPP plan for municipal facilities 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

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
						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
6.2	Storm Water Pollution Prevention Plans (SWPPP)					
6.2a	High-priority facilities	Identify municipal high-priority facilities that have a high potential to discharge stormwater pollutants	# & type of high-priority facilities	SW Program Administrator	Within 12 months	List of high-priority facilities
						Compliant. The City has one high-priority facility identified. The City's Public Works Yard houses Public Works, Utilities, and Vehicle Maintenance buildings and equipment.
6.2b	SWPPP Implementation	Maintain and implement SWPPPs for identified high-priority facilities	SWPPP	SW Program Administrator	Continuously	SWPPP
						Compliant. SWPPP is available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality . Typical SWPPP inspection form is found in appendix. Public Works retains monthly forms
6.3	Nutrient Management Plans (NMPs)					

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.3a	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. Full nutrient management plan available upon request.
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 any other paved surfaces.
6.4	Contractors					

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 4 Status
	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 SOPs and are supervised by Public Works staff to ensure compliance. See SWPPP located on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality
6.5	Employee Education & Training						
6.5a	Written training plan	Maintain and implement a training plan for applicable staff	Training Plan	SW Program Administrator	PY1	Training Plan	Compliant. Training plan is in the Appendix.
6.5b	IDDE Training for field personnel	Provide training to field personnel in the recognition and reporting of illicit discharges	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Training will resume in PY5. Previous scheduled trainings had been cancelled due to Covid. See Appendix for full plan.
6.5c	Streets & parking lot maintenance staff training	Provide training to Streets & Landscape Divisions for road, street & parking lot maintenance	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Training will resume in PY5. Previous scheduled trainings had been cancelled due to Covid. See Appendix for full plan.

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 4 Status
6.5d	Good housekeeping at municipal yards	Provide training on good housekeeping and pollution prevention practices to employees working in and around maintenance, public works, or rec facilities	# of training sessions / # employees trained	SW Program Administrator	No less than once every 24 months	Date, Attendance list, Summary of training objectives	Training will resume in PY5. Previous scheduled trainings had been cancelled due to Covid. See Appendix for full plan.
6.5e	Pesticides & herbicide certifications	Maintain certifications and training for pesticide and herbicide applicators in accordance with Virginia Pesticide Control Act and verify contractors have obtained	Certifications obtained	SW Program Administrator	Continuously	Certifications	Compliant. Four certifications are attached.
6.5f	E&SC & SWM Training	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law and the Stormwater Management Act and verify that contractors have obtained	Certifications obtained	E&SC Program and SW Program Administrators	Continuously	Certifications	Compliant. Six certifications are attached.
6.5g	Emergency Response employee training	Document spill management training for emergency responders	Certifications obtained	Haz-Mat officer	Annually	Certifications	Compliant. See Appendix

6. Pollution Prevention/Good Housekeeping for Facilities Owned or Operated by the Permittee						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.6	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.		SW Program Administrator	Annually	Annual report
						Compliant. Spill prevention/good housekeeping was able to be held for the first time since Covid. All trainings/certifications are accounted for.

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	Compliant. 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	Compliant. 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	Compliant. 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	Compliant. 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	Compliant. 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						

	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 4

APPENDIX

City of Poquoson Annual Report

VAR# 040024

Submitted to DEQ September 30, 2022

For use in the 2021-2022 permit year

BMP 1	PUBLIC OUTREACH AND EDUCATION
1.1	Education and Outreach Plan
1.2	askHRgreen.org Annual Report
1.3 & 2.2	Public Participation Spreadsheet
1.3	Promotional Items and Distribution: Regional materials provided to City and materials given away by City
1.4, SC-1c	Regional Memorandum of Understanding; HRSD regional agreement for nutrient credits for Bay TMDL; Summary of Regional Cooperation
1.4	Regional Stormwater Workgroup Attendance Chart
1.4	AskHRgreen Attendance Chart
BMP 2	PUBLIC INVOLVEMENT/PARTICIPATION
2.1	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	ILLICIT DISCHARGE DETECTION AND ELIMINATION
3.1	Service area & Outfall Map
3.1	MS4 Outfall Information Table (includes City-owned Water Quality BMPs)
3.1	Illicit Discharge Prohibition Ordinance
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	CONSTRUCTION SITE STORM WATER RUNOFF CONTROL
4.1	List of FY 2022 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	POST CONSTRUCTION STORM WATER MANAGEMENT
5.1	VSMP Program Approval Letter
5.2	Written inspection and maintenance procedures for managing locally owned BMPs
5.2	Privately owned BMP tracking spreadsheet
BMP 6	Good Housekeeping
6.2	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	Special Conditions: TMDLs
SC-1	TMDL Status Report for FY 2022
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 2022

Submitted to DEQ September 30, 2022

<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 & 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	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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	askHRRgreen.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	askHRRgreen.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.
1.1d	Increase public's knowledge of hazards associated with illegal discharges and improper disposal of waste, including legal implications	Communicate hazards	Document communications	askHRRgreen.org Stormwater Education Subcommittee	Ongoing	Education and Outreach Plan	Compliant. The plan is in the Appendix.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.1e	Target individuals or groups most likely to have significant stormwater impacts	Identify the audience for each issue	Audience identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1f	Strategies listed in Table 1 of permit	Identify two or more strategies to address each issue	Strategies identified	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.1g	Schedule for communicating messaging	Document the anticipated time periods the messages will be communicated or made available to the public	Time periods documented	askHRgreen.org Stormwater Education Subcommittee	Ongoing.	Education and Outreach Plan	Compliant. The plan is in the Appendix.
1.2	Regional Media Campaign to Address High Priority Issues						
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.
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.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.2c	Promote FOG campaign	Participate in the askHRgreen.org regional media campaign via print, television (local municipal access, cable and local affiliate), radio, and social media	Target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	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 there were no new signups this year.
1.3	Provide for Public Participation						
1.3a	Local Outreach	Post volunteer opportunities on local website.	Number and types of events	askHRgreen.org Representative	Annually	https://www.ci.poquoson.va.us/	Compliant. The City posts volunteer opportunities on the City website

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.3b	Initiatives	Submit articles for askHRgreen.org blog or on locality website or social media for public participation in water quality improvement initiatives.	Number and types of events submitted	askHRgreen.org Representative	Annually	Public Participation Spreadsheet	Compliant. The City advertised numerous water quality events. Due to covid, the City did not host as many events as usual, however, near the end events began to pick back up.
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 City event. The main event for outreach, the Poquoson Seafood Festival, was cancelled for COVID once again.
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	Continuousl y	list of promotional items	Compliant. List of promotional items given out 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.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 Status
1.4	Participate in regional committees: askHRgreen.org and Regional Stormwater Workgroup		Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit)	MOA	Compliant. MOA was renewed in 2018 and is included in the Appendix
1.4a	Regional Cooperation	Participate in the regional processes, including the Regional Stormwater Workgroup and askHRgreen.org	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 92% of meetings. See attendance chart in Appendix.
1.4b	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	SW Program Administrator	Annually	Attendance chart	Compliant. Attended 73% 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. Communicating with the public was difficult due to the pandemic, but permit requirements were met.

High Priority Issues - Education and Outreach Plan
Date Updated - August 26, 2022

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

High Priority Issue		Rationale for Selecting this Issue		Target Audience	Strategies Used	Anticipated Schedule - FY22 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, online, social media)	Spring 2022, Spring 2023	
					New creative - focus on cleaning up in backyard	Spring 2022	
					askHRgreen e-newsletter and social media posts	Ongoing	
					Green Learning Guides for 3rd & 6th grade SOLs	Online -ongoing	
					Pet waste station grant program	Ongoing	
					Printed brochures	Ongoing	
2	Lawn Care	Reducing algal blooms and nutrients concentrations in surface waters	Homeowners		Promotional items - Dog waste bag holders and hand sanitizers with "Scoop the Poop" messaging	Ongoing	
					Scoop the Poop pledge at askHRgreen.org	Ongoing	
					Information on askHRgreen.org	Ongoing	
					Paid media campaign (TV, radio, online, social media)	Fall 2021, Fall 2022	
					askHRgreen e-newsletter and social media posts -fertilizer and lawn debris	Ongoing	
					Rainbarrel Workshops	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		Promotion of soil test kits	Fall 2021, Spring 2022	
					"Drains to Waterways" storm drain medallions	Ongoing	
					Printed brochures	Ongoing	
					Promotional items - message pens, soil test kits	Ongoing	
					Information on askHRgreen.org	Ongoing	
					Paid media campaign (TV, radio, online, social media)	Fall 2021, Fall 2022	
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		askHRgreen e-newsletter and social media posts	Ongoing	
					Training and educational resources - www.HRFOG.com	Ongoing	
					Promotional items - grease can lids, sink strainers	Ongoing	
					Printed brochures	Ongoing	
					Information on askHRgreen.org	Ongoing	
					Food Service Establishment & Grease Hauler Employee FOG Certification Program at www.hrfof.com	Ongoing	
5	Proper disposal of used oil, batteries, and household hazardous waste (HHW)	Prevention of illicit discharges of oils and HHW	Homeowners		Bay Star Businesses program	Ongoing	
					Fundraiser Car Wash Kits - "Thank You for Washing Wisely" outreach campaign	Summer 2021	
					Rack card brochures tailored to each business type	Ongoing	
					Promotional items - Bay Star Businesses window clings and notepads, microfiber towels for commercial car washes, signage	Ongoing	
					Information on askHRgreen.org	Ongoing	
					Paid media campaign - new creative for proper HHW storage & disposal (tv, online, social media)	Spring 2022, Spring 2023	
					askHRgreen e-newsletter and social media posts	Ongoing	
					Information on askHRgreen.org	Ongoing	

askHRgreen.org

2021-2022



ANNUAL REPORT

EE22-1

HAMPTON ROADS PLANNING DISTRICT COMMISSION

CHESAPEAKE

Steven Best
Debbie Ritter
Ella Ward
Christopher Price
Brian Solis

FRANKLIN

Frank Rabil
Amanda Jarratt

GLOUCESTER COUNTY

Phillip Bazzani
Carol Steele

HAMPTON

Steve Brown
Donnie Tuck
Mary Bunting

ISLE OF WIGHT COUNTY

Joel Acree
Randy Keaton, Treasurer

JAMES CITY COUNTY

John McGlennon
Scott Stevens

NEWPORT NEWS

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McKinley Price
Cynthia Rohlf

NORFOLK

Kenneth Alexander
Courtney Doyle
Andria McClellan, Chair
Danica Royster
Larry "Chip" Filer

Robert A. Crum, Jr., Executive Director / Secretary

POQUOSON

Gordon Helsel
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PORTSMOUTH

Shannon Glover
Tonya Chapman

SMITHFIELD

Carter Williams
Michael Stallings

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William Gillette
Brian Thrower

SUFFOLK

Leroy Bennett
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Melissa Rollins

VIRGINIA BEACH

Robert Dyer
Barbara Henley
John Moss
Guy Tower
Sabrina Wooten
Patrick Duhaney
Vacant

WILLIAMSBURG

Douglas Pons
Andrew Trivette

YORK COUNTY

Sheila Noll
Neil Morgan



Report Documentation

TITLE: askHrGreen.org Annual Report for Fiscal Year 2021-2022

REPORT DATE: September 2022

GRANT/SPONSORING AGENCY: Local Funds

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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 2021-2022. 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 2022, approved by the Commission in May 2021.

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 to inspire residents of Hampton Roads to make changes that have a positive impact on the environment. By combining local expertise and leveraging 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 began to ease in FY22. Community events slowly returned but have not yet reached pre-COVID levels. Electronic communications such as social media and newsletters continued to be a great way to communicate with residents in the absence of community events. Despite the ongoing challenges of public education during the rebound from a global pandemic, the askHRgreen.org team members continued to work diligently to raise awareness and encourage environmental action in the 757.

2021-2022 at a Glance

20.8 million opportunities to see or hear about askHRgreen.org



144,282 visits to askHRgreen.org

Community events with over 119,000 people in attendance



BAY STAR PROGRAMS
3,688 homes 74 businesses



11,161 students impacted by \$9,378 in environmental education mini grants

Celebrated 10 YEARS of askHRgreen.org



\$16,000 grant funding for special projects



@askHRgreen
2,989



@askHRgreen
563



eNews Subscribers
6,772

Celebrating a Decade

For 10 years, askHRgreen.org has been a strong and reliable environmental resource. We've worked to help beautify our communities and improve and protect our waterways, infrastructure, and recycling activities through programs, tools, information, and inspiration.

Coastal Virginia Magazine

To mark our 10th anniversary, we reached out to a familiar community partner: CoVa Magazine. Not only did the magazine staff collaborate with askHRgreen.org from 2015 to 2018 in publishing a special insert called Green Living, they believe in our mission, and are in front of the many residents and visitors in all of Coastal Virginia. We ran three anniversary ads from September 2021 through February 2022, and had two editorials, as well as exposure in the September CoVa Home & Garden e-newsletter. Each of the three ads had four compelling questions that served as headlines, with each question serving one of our four committees. They were deliberately in the form of questions so we could position the answer: "Just askHRgreen.org."

Anniversary Video

We also marked this milestone by producing a commemorative video, recapping our successful outreach initiatives over the past ten years. The video was shared via social media. Here's a glimpse at some of the impact we've had:

- Coordinated 382 cleanups with the support of 5,084 volunteers clearing 229,900 pounds of litter
- Installed 2,000 storm drain medallions, reminding residents that only rain should go down the drain
- Installed 403 pet waste stations in 293 communities
- Awarded \$95,879 in environmental education grants, impacting 57,128 students
- Distributed 52,000 Green Learning Guides to the region's 3rd and 6th grade students
- Attendance at 275 community events (with exposure to over 675,000 people) to talk to citizens about living greener
- Received \$83,471 in grant funding to amplify our existing public outreach efforts

HOW DO I KNOW WHAT CAN AND CAN'T BE FLUSHED?
WHERE CAN I GET MY GARDEN SOIL TESTED?
DO RECYCLABLES HAVE TO BE EMPTY, CLEAN & DRY?
IS BEER REALLY 95-99% WATER?

Just askHRgreen.org

FOR TEN YEARS,
askHRgreen.org has been providing answers to our community's questions about all things green in Hampton Roads. Through a robust website, community engagement and groundbreaking initiatives, the Hampton Roads Planning District Commission, powered by municipal partners from all 17 cities and counties, and HRSD, continue to serve as a reliable and enthusiastic environmental resource.

TEN YEARS TOGETHER
askHRgreen.org

Thank you, Hampton Roads, for allowing us to help you improve and protect our waterways, infrastructure and recycling activities through information and inspiration.

Here's to a cleaner, greener Hampton Roads!

TEN YEARS TOGETHER
askHRgreen.org

10-for-10 Tree Giveaway

In October, we celebrated by giving away 10 free Virginia native eastern redbud trees through an online drawing. Hampton Roads residents could enter by simply subscribing to the askHRgreen.org e-newsletter. This promotion was incredibly popular as the 7-gallon trees would make a lovely addition to anyone's yard or garden area. Not only were the trees beautiful, as native trees they're good for the environment. We're thrilled to have been able to add 10 native trees to the Hampton Roads landscape through this special promotion — one to commemorate every year of the askHRgreen.org program!

Celebrating 10 Years!
10-FOR-10
VIRGINIA NATIVE TREE GIVEAWAY

ENTER TO WIN ONE OF 10 TREES!

Level Up Challenge

In January, we invited folks to take their "green" game to a higher level by adopting some new best practices in the new year. From January until April, we challenged people to "Level Up" by reducing their waste, reusing whenever possible, and recycling more. We also suggested they consider adopting a storm drain, picking up litter or organizing a community cleanup, planting native plants, etc. Those who accepted the challenge were entered into a special grand prize drawing to win a Hampton Roads staycation package.

One lucky winner scored big for the environment and for herself by receiving a gift card for \$100 to Taste Unlimited and four tickets to each of these local attractions: Virginia Aquarium, Virginia Zoo, Ocean Breeze Waterpark, and Busch Gardens Williamsburg.



Congratulations to
Sybil M.!

LEVEL challenge winner
2022

See how they are making a difference:

Green Star Teachers

Finally, we decided to cap off our anniversary year by celebrating local educators with our Green Star Teachers Awards. Nominations were collected in the fall and with the support of HRSD, 10 finalists were chosen in March and awarded \$1,000 to use for future green-themed classroom projects.

The winning submissions included teachers from across the region who involved their students in planting community gardens, organizing school recycling programs, conducting field trips to the landfill, and planting trees on school grounds. One educator had students convert a stormwater pond into an outdoor classroom, while another worked with high school students in project-based engineering and conservation studies on a nearby urban farm. Here's a look at our Green Star Teachers and how they plan to put their grants to good use:

askHRgreen.org Green Star Teacher Awards

TEN LOCAL
EDUCATORS WILL
RECEIVE A \$1,000
GRANT!

Nominate a "Star"
environmental educator at
askHRgreen.org/GreenStar



Green Star Teacher Awards

Celebrating 10 years together with \$10,000 in funding for
Hampton Roads' environmental educators.

Tanya Bangley

Kings Fork High School
Stafford

With her award funds, Ms. Bangley plans to build a greenhouse to grow native plants from seeds for the outdoor learning lab and educate the community about the importance of planting natives.



Chloe Crumrine

Academy for Discovery at
Lakewood
Norfolk

Ms. Crumrine plans to use her funding to expand outdoor learning spaces and the community garden at Academy for Discovery at Lakewood.



Michelle Ferrel

Kilgore Gifted Center
Hampton

With the grant award, Ms. Ferrel plans to host an environmental fair for her young learners who are investigating pollinators, gardens, the schoolyard pond, and much more.



Patricia Hall

Carrollton Elementary School
 Isle of Wight County

Ms. Hall has taught her students about renewable energy and plans to use her award funds to help students incorporate wind and solar energy into their engineering projects.



Angela McElroy

Watersound River High School
Stafford

Ms. McElroy will use her grant funds to support her Oceanography students at their upcoming fair. Students will educate their peers through posters and games and distribute eco-friendly prizes like reusable shopping bags and straws.



Charlie Morse

Williamburg Community
Growers
Williamsburg-James City
County

Mr. Morse plans to use the funds to work with high school students on either a vermicomposting project for food waste from the school cafeteria or a solar power system for the teaching farm.



Melissa Powell-Riedl

Paul Barbark Elementary
School
Hampton

Ms. Powell-Riedl plans to use the Green Star Award funds to increase the growing area of the school garden with more raised beds for vegetables in an outdoor classroom setting that is accessible to more students.



Jeanette Reynolds

Rosemont Elementary School
Virginia Beach

Ms. Reynolds will use her funds for "Fleury's Garden" – an authentic learning experience for over 400 kindergarten through fifth grade students at Rosemont Elementary School.



Ashlynn Sawyer

Chesapeake Public Schools

Ms. Sawyer will use the funding for sensors to conduct temperature audits and identify heat islands in one section of Chesapeake. Volunteers will then plant trees in identified areas to increase the tree canopy.



Kathryn (Katya) Shamba

Southholte STEAM Academy at
Compostella
Norfolk

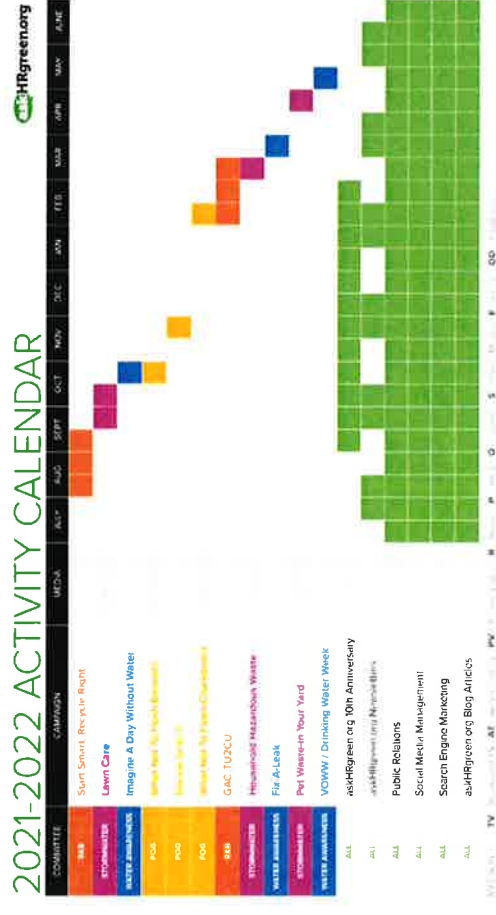
Ms. Shamba plans to use grant funds to help jump-start the eco-club with native plantings, rain barrels, composting, and recycling bins for the school.



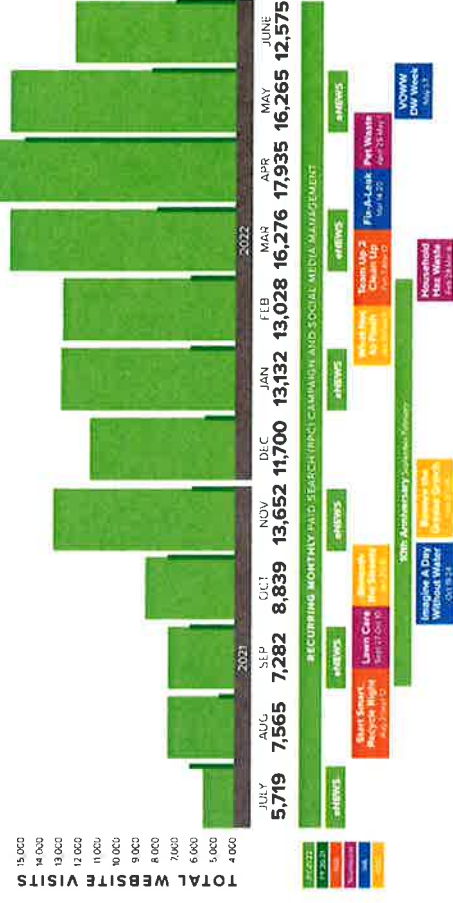
Congratulations!



2021-2022 Media Campaign & Promotion Schedule



PROMOTIONS + WEBSITE VISITATION



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 FY22, we saw a 62% increase in website traffic over FY21 and a 50% increase

in webpage views. The majority of web traffic continues to be new visitors, demonstrating the growing awareness and effectiveness of our outreach efforts.

	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17
Visits	144,282	88,544	73,379	58,893	55,735	58,113
Unique Visitors	130,929	77,212	63,146	49,816	45,661	46,282
Pageviews	188,867	125,529	117,463	86,538	93,589	92,681
Pages per Visit	1.31	1.42	1.60	1.47	1.68	1.59
Average Visit Duration	0:38	0:55	1:02	1:03	1:27	1:12
Bounce Rate	87%	83%	79%	81%	77%	79%
% New Visits	90%	87%	86%	84%	81%	80%
Mobile Devices	57%	57%	58%	57%	54%	53%
Desktop Devices	43%	43%	42%	43%	46%	47%

Top Website Traffic Sources & Pages Visited

41.40% Direct	TOP TWENTY VISITED PAGES
33.48% Organic Search	3442 Visited to view the Recycling Lookup Virginia Beach
18.96% Other (Paid Search)	3133 Recycling Lookup Illegal Dumping
3.28% Referral	1924 Illegal Dumping Dismantling Household Appliance
2.83% Social	1738 Illegal Dumping The One Thing You Can't Live Without
0.02% Email	1736 Recycling Lookup Algae: Let's Get Rid of the Scum
	1485 Recycling Lookup Recycling Lookup Single Use Plastic
	1483 Home How to Recycle 50 Ways to Contribute Earth Day During Social Distancing
	1482 Home Recycling Lookup Recycling Lookup Newport News
	1481 Home Recycling Lookup Recycling Lookup Hampton
	1480 Home Recycling Lookup Recycling Lookup You Can Prevent Street Flooding
	1479 Home Recycling Lookup Recycling Lookup Choose to Refuse Single-Use Plastic
	1478 Home Recycling Lookup Recycling Lookup Conserving Water Outdoors
	1477 Home Recycling Lookup Recycling Lookup Events
	1476 Home Recycling Lookup Recycling Lookup How to Add Compost to Your Lawn
	1475 Home Recycling Lookup Recycling Lookup Keep Chemicals Out of the Waterway
	1474 Home Recycling Lookup Recycling Lookup Suffolk

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 FY22, we had more than 274,000 Google search impressions. Those searches drove over 21,000 clicks to relevant content on the askHrGreen.org website – an increase of 35% compared to last year. This increase shows an improvement in the relevancy and efficiency of our search ad campaign. In August of 2020, Google introduced dynamic ads which use our own website content to generate targeted ads to relevant searches. This new feature has been highly successful in driving search traffic to the askHrGreen.org website with a phenomenal click thru rate of 16.8%. 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

	2021-22	2020-21	2019-20	2018-19	2017-18	2016-17
Impressions	274,428	376,459	342,690	210,695	169,140	107,920
Clicks	21,771	16,103	12,449	11,087	7,330	4,226
Click Thru Rate (CTR)	7.93%	4.28%	3.63%	5.26%	4.33%	3.92%
						+35%
						+85%

Top 10 Keyword Ad Groups

	Impressions	Clicks	Impression Share	Click Thru Rate
Dynamic Ads	36,463	6,123	87%	16.79%
Electronics Disposal	29,721	4,261	71%	14.34%
Recycling at Home	50,415	3,067	65%	6.08%
Native Plants	54,192	2,268	35%	4.19%
Lawn Care	41,207	1,761	66%	4.27%
Battery Disposal	10,374	1,256	80%	12.11%
Medication Disposal	7,452	1,201	84%	16.12%
askHrGreen General	1,978	463	71%	23.41%
Tap Water	13,920	387	64%	2.78%
Soil Testing	4,167	206	60%	4.94%

Community Outreach

Events

Events are an important part of public outreach and engagement for askHGreen.org. The brand has become a sought-after addition to many community events and a recognizable participant for many event guests. These events are a primary source of signups for the Bay Star Homes program and the askHGreen.org newsletter. In FY22, there was an increase in the number of events held as COVID-19 restrictions continued to ease. Only six events were held in FY21 while we ended FY22 with attendance at a total of 21 events. In total, 119,072 people had the opportunity to see askHGreen.org at an event in their community. Just over half of these events utilized the askHGreen.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 straws, sink strainers, shower timers, dog waste bag holders, and more.



2021-2022 Community Events			Scheduled Attendance
Bay Star Homes Program Sign-up	1/15/22	Chesapeake	100
Bay Star Homes Program Sign-up	1/15/22	Hampton	100
Bay Star Homes Program Sign-up	1/15/22	Isle of Wight	100
Bay Star Homes Program Sign-up	1/15/22	James City	100
Bay Star Homes Program Sign-up	1/15/22	Newport News	100
Bay Star Homes Program Sign-up	1/15/22	Norfolk	100
Bay Star Homes Program Sign-up	1/15/22	Poquoson	100
Bay Star Homes Program Sign-up	1/15/22	Portsmouth	100
Bay Star Homes Program Sign-up	1/15/22	Smithfield	100
Bay Star Homes Program Sign-up	1/15/22	Southampton	100
Bay Star Homes Program Sign-up	1/15/22	Suffolk	100
Bay Star Homes Program Sign-up	1/15/22	Surry	100
Bay Star Homes Program Sign-up	1/15/22	Virginia Beach	100
Bay Star Homes Program Sign-up	1/15/22	Williamsburg	100
Bay Star Homes Program Sign-up	1/15/22	York	100
Bay Star Homes Program Sign-up	1/15/22	Total	119,072



Bay Star Homes

The Bay Star Homes program grew by 153 participants in FY22 bringing the total number of participants to 3,688. Residents participating in the Bay Star Homes program pledge to use at least eight environmentally-friendly practices in their homes. This includes changing environmentally-harmful behaviors and proactively implementing stormwater management practices such as rain barrels, rain gardens, and downspout disconnects on their private property. Other pledges address issues like waste reduction, water conservation, and conserving energy. Participants in the program get early access to special askHGreen.org programs (including the very popular rain barrel workshops) and targeted seasonal communications. There was one special Bay Star Homes newsletter distributed in fall 2021 to encourage lawn care practices, tree planting, proper FOG disposal, and America Recycles Day.

FY22 Bay Star Homes Registrants		Number
Chesapeake		10
Hampton		7
Isle of Wight		1
James City		1
Newport News		46
Norfolk		55
Portsmouth		2
Suffolk		6
Virginia Beach		20
Williamsburg		2
York		3
Total		153



Total Bay Star Homes Registrants		Number
Chesapeake		165
Franklin		13
Gloucester		18
Hampton		129
Isle of Wight		12
James City		17
Newport News		282
Norfolk		2478
Poquoson		17
Portsmouth		43
Smithfield		12
Southampton		4
Suffolk		150
Surry		3
Virginia Beach		258
Williamsburg		5
York		82
Total		3,688



Be a part of our
Bay Star Home program!
Pledge to make greener choices at home,
in the yard and in our community.

Great American Cleanup

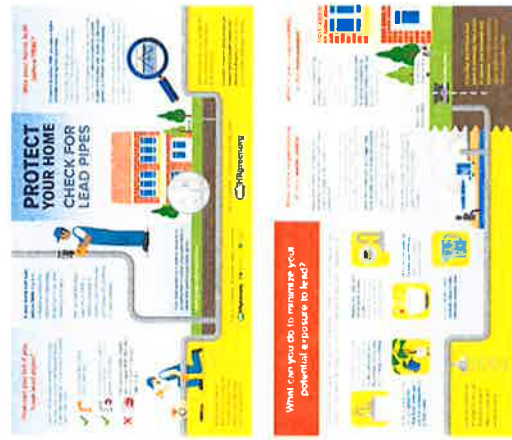
The askHrGreen.org Recycling & Beautification Committee once again collaborated to clean up and beautify Hampton Roads through the national Great American Cleanup (GAC) program. A part of the committee's "Team Up 2 Clean Up" initiative, GAC engages the public and business community to get involved in litter cleanup and beautification projects throughout the region. Held March 25-26, 2022, these community cleanups resulted in the removal of 63,600 pounds of litter from the Hampton Roads landscape. That's about 32 tons of litter no longer causing a nuisance in the community and prevented from becoming marine debris. There were also 264 trees or shrubs planted as part of GAC in addition to plenty of mulching, weeding, and general TLC in local parks and shared spaces. These successful results would not have been possible without the partnership of over 1,418 volunteers across Hampton Roads. Volunteers included small groups of family and friends, youth groups, civic leagues, municipal departments, community groups, small businesses, and large corporations.



Drinking Water Regulations

In December 2021, the Environmental Protection Agency (EPA) announced plans to take additional steps to address the potential for lead to enter drinking water through household plumbing. Drinking water that leaves the water treatment plant is free of lead; however, lead is sometimes present in the pipes of homes built prior to 1988 and can introduce lead into a home's water supply. While the EPA had not yet released new guidelines during FY22, the Water Awareness Committee was proactive in creating a new brochure to help residents understand their home's potential for lead plumbing, how to check for lead pipes, and strategies for minimizing potential exposure to lead.

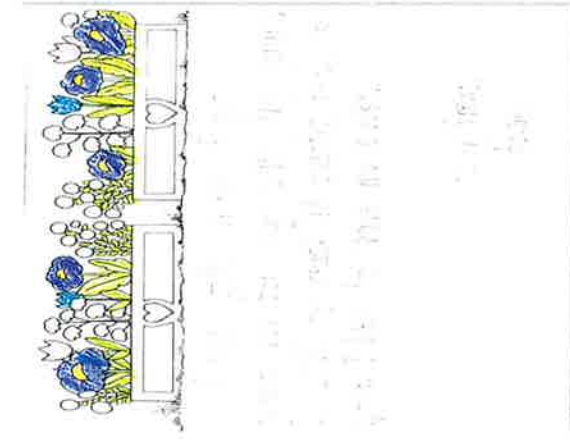
As additional guidelines are released, the committee hopes to develop additional resources including an informational video and dedicated webpage to help citizens understand and address the potential for lead in drinking water.



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 of up to \$500 to fund environmentally-themed projects.

In FY 2021-2022, askHrGreen.org was able to fund 20 mini grant projects for a total of \$9,378.34. Through these initiatives, young learners started recycling programs, established a little free library for reusing and sharing books, cultivated community gardens, built compost bins for food waste recycling, learned about native plants and habitat creation, captured rain water for reuse, and beautified spaces. These meaningful experiences are sure to foster a sense of connection between our environment and tomorrow's leaders.



FY22 Environmental Education Mini Grant Projects

Project	Students	School/Organization	City/County	Grant
Northampton Little League Recycles	106	Northampton Little League	Hampton	500.00
Saving Trees – One Book at a Time	529	Pembroke Elementary School	Virginia Beach	440.11
The Fourth Element: Adding Sustainable Water Sources to Complete	600	York County Beautification Committee	York County	500.00
St. Helena Recycling Project	315	St. Helena Elementary School	Norfolk	482.72
Food for the Tummy, Food for the Soul: The Sequel	200	Newtown Elementary School	Virginia Beach	500.00
Native Garden for Pollinators	60	Crittenden Middle School	Newport News	500.00
Growing the Best SPS	6,000	Suffolk Public Schools	Suffolk	500.00
Machen Mustangs Community Mural Project	350	Machen Elementary School	Hampton	500.00
Compost Recycling Project	16	Salem High School	Virginia Beach	500.00
Recycling in the Classroom	90	Phoebe High School	Hampton	500.00
Classroom Paper Recycling Program	500	Mary Peake Elementary School	Hampton	241.71
Gardening Across the Curriculum	170	Norfolk Academy	Norfolk	500.00
Recycling in the Classroom	420	Catholic High School	Virginia Beach	500.00
Paper and Plastic Recycling	487	Alfred S. Forrest Elementary School	Hampton	213.80
Bin Brigade	15	Kecoughtan High School Ecology Club	Hampton	500.00
Meditation Garden	93	Hampton High School, IB Academy	Hampton	500.00
Rain Garden and Bee Hives	40	The Hague School	Norfolk	500.00
Caterpillars in Classrooms	720	Hoffler Creek Wildlife Foundation, Inc	Portsmouth	500.00
How Single Use Plastics are Ruining Our Beaches and Oceans	420	Hermiage Elementary School Ecology Club	Virginia Beach	500.00
Sweets for Students	30	Williamsburg Community Growers	Lightfoot	500.00
	11,161			48,578.34

Bay Star Business Program

Launched in 2018 by the Stormwater Education Committee, the Bay Star Business program engages the Hampton Roads business community in protecting local water quality and other environmental stewardship activities. Businesses can sign up online by pledging to implement environmental practices such as conserving water, recycling, cleaning up and preventing litter, properly maintaining company vehicles, and more. There is no cost to join and most program pledges are no- or low-cost changes that make businesses more efficient. Participating businesses receive a welcome packet filled with relevant environmental information and Bay Star Business window clings to display in their business or on company vehicles. Participating businesses are also recognized through the askHGreen.org website and social media accounts. This community recognition is an incentive for local businesses and an easy way for consumers in the region to identify eco-friendly businesses.

In FY22, the Bay Star Business program added 12 new partners for a total of 74 participants. The program attracts a large variety of businesses including multi-family housing communities, contractors, retail establishments, restaurants, and salons.

Bay Star Business Partners	
City/County	Number
Chesapeake	6
Gloucester	1
Hampton	8
James City County	2
Newport News	13
Norfolk	18
Portsmouth	1
Suffolk	2
Virginia Beach	19
Williamsburg	1
York	3
Total	74



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, but the free training and certification programs are available to the public at HRFog.com.



After spending much of FY21 modernizing regional guidance documents to reflect current research, the FOG Education Committee turned its eye toward modernizing a vital asset – the HRFog.com website. The website serves as a hub for food service employees and grease haulers to review training documents and complete certification exams to comply with local FOG ordinances. It also hosts helpful educational resources like signs and brochures and additional guidance documents for local FOG ordinances. The website was developed in 2012 as a custom build but more robust and user-friendly testing platforms now exist as “out of the box” products. The committee worked much of the year to document the technical requirements for the website and testing process as well as administrative functions. These technical requirements were used to rank several possible new testing systems which the committee will continue to explore in FY23.

The committee also reached out to the Virginia Building Code Officials Association (VBCOA) to engage municipal professionals who participate in the building inspection process. These professionals are critical in ensuring

proper sizing and installation of grease control devices, especially for new construction. The FOG Committee was able to submit an article for the VBCOA quarterly members newsletter. The article stressed the importance of FOG programs in protecting sanitary sewer infrastructure and encouraged partnerships between inspections professionals and local FOG programs.

VIRGINIA BUILDING AND CODE OFFICIALS

Working Together to Fight the Fat

Sanitary sewer infrastructure systems are critical to the health and safety of our communities. However, the improper disposal of fats, oils, and grease (FOG) can cause significant problems for these systems. The Virginia Building and Code Officials Association (VBCOA) is a group of professionals from across the state who work together to ensure that building codes are properly enforced and that the public is educated on the importance of proper FOG disposal. The VBCOA has been instrumental in the development and implementation of the FOG program, which is a collaborative effort between the state and local governments. The program aims to reduce the amount of FOG entering the sanitary sewer system, thereby preventing costly and disruptive sewer backups and overflows. The VBCOA has been successful in its efforts to educate the public and professionals on the importance of proper FOG disposal, and the program has been a significant success for the state and its communities.



Cigarette Waste Receptacle Grant Program

The Cigarette Waste Receptacle Grant Program was launched in May 2021 as a partnership between the Recycling & Beautification Committee and the Stormwater Education Committee. This new community grant program offers free cigarette waste receptacles to businesses and other public facilities experiencing a cigarette litter problem. Based on research from Keep America Beautiful, the proper placement of a cigarette waste receptacle at transition points in the community (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 often make the right choice to dispose of their cigarette butts properly.

Administration of the Cigarette Waste Receptacle Grant was modeled after the existing Pet Waste Station Grant and requires the awardee to install and maintain the cigarette waste receptacle. In just over one year of operation, the program has successfully distributed 62 cigarette waste receptacles to the community. Of those, 36 were awarded in FY22.

Cigarette Waste Receptacles Awarded		
City/County	Number	
Chesapeake	4	
Gloucester	4	
Hampton	7	
James City	3	
Newport News	25	
Norfolk	1	
Portsmouth	5	
Southampton County	1	
Suffolk	6	
Virginia Beach	2	
Williamsburg	2	
York	2	
Total	62	



CIGARETTES ARE...
- the most littered item in America.
- made of plastics that do not biodegrade
- responsible for 32% of litter in storm drains.

#NoButtsAboutIt

**HELP US FIGHT CIGARETTE LITTER.
APPLY FOR A FREE CIGARETTE WASTE RECEPTACLE TO
INSTALL AT YOUR BUSINESS.**

When smokers feel responsible for their actions, they are more likely to take the right action. The grant is open to any business, regardless of size, that is open to the public. The grant is open to any business, regardless of size, that is open to the public. The grant is open to any business, regardless of size, that is open to the public.

One leading cause of cigarette litter is the lack of receptacles to responsibly dispose of cigarette waste. Receptacles are available for free to businesses, and the grant is open to any business, regardless of size, that is open to the public. The grant is open to any business, regardless of size, that is open to the public.

Supplies are limited, so apply today!
Submit your grant application online at
www.askHRgreen.org/CigaretteWaste

askHRgreen.org

Apply now at www.askHRgreen.org/CigaretteWaste

Waste reduction and improving the quality of the recycling stream continue to be top priorities for the Recycling & Beautification Committee. "Start Smart, Recycle Right" is a campaign that captures both of these important priorities by encouraging consumers to "start smart" with their consumer choices and recycle only the items accepted by their local recycling program. The campaign includes a dedicated webpage, online recycling and disposal lookup tool, a series of four videos, and an interactive recycling quiz. While the campaign was launched in January 2021, the first full media campaign occurred in August 2021.

Waste Reduction & Recycling

Waste reduction and improving the quality of the recycling stream continue to be top priorities for the Recycling & Beautification Committee. "Start Smart, Recycle Right" is a campaign that captures both of these important priorities by encouraging consumers to "start smart" with their consumer choices and recycle only the items accepted by their local recycling program. The campaign includes a dedicated webpage, online recycling and disposal lookup tool, a series of four videos, and an interactive recycling quiz. While the campaign was launched in January 2021, the first full med a campaign occurred in August 2021.

Paid Media. The committee had a six-week paid media campaign for the Start Smart, Recycle Right campaign from August 2 to September 12. The campaign included radio, traditional television, digital display ads with retargeting, an appearance on the Hampton Roads Show, video pre-roll, native content ads, and social media. Throughout the year, specific messages about recycling and waste reduction were included in the Google SEM campaign, driving traffic to the askHgreen.org website from relevant keyword searches.

Outreach Materials. New for FY22, the committee developed two retractable banners. One banner features the back to basics recycling message of paper, bottles, cans, while the other highlights common contaminants that should never be in the recycling cart. The committee also took action to make resources more accessible by having the Start Smart, Recycle Right rack card translated into Spanish and printed for use in local outreach.

Public Relations. Public relations efforts supported recycling and waste reduction through news releases for American Recycles Day and Christmas tree recycling, and articles in Coastal Virginia Magazine and the e2kHRgreen.org e-newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach included sharing



Through the Team Up 2 Clean Up program, the Recycling & Beautification Committee engages residents, businesses, and community organizations in neighborhood cleanups to address community beautification and litter prevention. Team Up 2 Clean Up matches interested volunteers with the resources needed to lead a community cleanup including lendable litter kits available at libraries or recreation centers in most localities across Hampton Roads. The largest volunteer drive of the year occurs

the last weekend in March for the annual Hampton Great American Cleanup. Held March 25-26, 2022, 4,418 volunteers removed 63,600 pounds of litter from Hampton Roads during this year's event. Volunteers helped tend to public spaces including planting 264 trees or shrubs. These results would not have been possible without the partnership of the committee with volunteers across the region. New in FY22, the committee held a formal partnership meeting for the Great American Cleanup in January 2022. More than 85 community partners were invited to learn more about the initiative and encouraged to get involved.

Paid Media. A five-week paid social media campaign was used to recruit volunteers to sign up for the Great American Cleanup. Throughout the year, specific messages about litter prevention were included in the Google SEM campaign, driving traffic to the askHgreen.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. The kits include trash bags, gloves, litter grabbers, safety vests, and buckets.

Public Relations. Public relations outreach about litter prevention and cleanups was conducted via news releases and articles in the ask4Hgreen.org newsletter. An op-ed celebrating the successes of the Great American Cleanup was featured in The Virginian-Pilot and Daily Press. In total there were more than 13 press references to the Hampton Roads Great American Cleanup including a feature on the "Reck on the Road" segment of the Hampton Roads Show.

Social Media. We engaged with the community via Facebook and Instagram. Organic and branded outreach topics included volunteer recruitment for Clean the Days Day/International Coastal Cleanup, cleanup results, securing truck loads, and harmfulness of marine debris.

Cigarette Litter Prevention

Cigarette butts are the most commonly littered item worldwide. As a coastal community, cigarette litter prevention is a priority since cigarette butts are easily carried out to local waterways in stormwater runoff. To shed light on this little form of litter causing big environmental impacts, the Recycling & Beautification Committee continued to use the #NoButtsAboutIt campaign. The #NoButtsAboutIt campaign includes more-than-life model cigarette butts displayed at local public spaces and attractions in Hampton Roads. At about two-feet in length, the displays are powerful conversation starters and are requested for use by other community organizations.



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 partnered with the Stormwater Education Committee to launch the cigarette waste receptacle grant program, offering free receptacles for local businesses and community organizations. Pocket ashtrays are also available for distribution at local events.

Social Media. We engaged with the community via Facebook and Instagram to communicate the harm of cigarette litter and encourage proper disposal.

Cigarette Waste Receptacle Grant Program. In partnership with the Stormwater Education Committee, 62 free cigarette waste receptacles have been distributed to regional businesses in an attempt to combat cigarette litter. Of those, 36 receptacles were awarded in FY22.

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 to prevent sewer blockages and backups from FOG. While this message is relevant year-round, FOG prevention is heavily promoted during the holiday season from November to December. This focal area was addressed with the following strategies:

Paid Media. There was a one-week "Grease Grinch" campaign from November 20 to November 28 to coincide with the Thanksgiving holiday. The campaign included traditional television, radio, digital display ads with retargeting, an appearance on the Hampton Roads Show,



and social media. 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 committee continued to distribute relevant promotional items including sink strainers, grease can lids, and brochures.

Public Relations. Public relations supported FOG education topics through a news release, Coastal Virginia Magazine, and the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included organic and branded posts on the negative impacts of improper grease disposal, canning the grease, ditching garbage disposals, and the importance of maintaining infrastructure.



What Not to Flush

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

Paid Media. There were two "What Not To Flush" media campaigns in FY22. The Beneath the Streets campaign ran for one-week, October 25 to October 31. The campaign draws from classic horror movies to warn against what comes up from beneath the streets during a sanitary sewer overflow. The campaign included traditional television, radio, digital display ads and retargeting, social media, and native content ads. A second campaign featuring a chalkboard-style animation ran January 31 to February 6 on traditional and digital television, radio, digital display ads with retargeting, and social media.

Throughout the year, specific what not to flush messages were included in the Google SEM campaign, driving traffic to the askHrGreen.org website from relevant keyword searches.

Outreach Materials. The committee continued to distribute toilet stress squeezers, "what not to flush" stickers, and brochures in support of this message.

Public Relations. Public relations supported the what not to flush topic with news releases, an appearance on Coast Live, and the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included organic and branded posts on the damaging side effects of flushing trash, the Super Bowl flush, National Drug Takeback Day, water quality impacts of sanitary sewer overflows, and the myth of flushable wipes.

Communicating the Value of Water

It's not "just" water. It's business, healthcare, fire protection, sanitation, and quality of life. Water is a hot shower, clean clothes, and dinner on the table. Without water, our quality of life in Hampton Roads would suffer. The Water Awareness Committee communicates this value of water by helping residents connect their vital daily activities with the water that makes it all possible. The committee communicated the importance of water in the following ways:

Paid Media. The committee ran a one-week media campaign from October 18 to October 24 to coincide

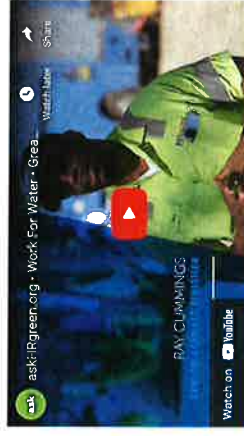


with the national Imagine a Day Without Water campaign on October 21. The ad creative uses a catchy poem and vibrant graphics to describe everything we'd miss on a "waterless" day. The campaign ran on traditional television, radio, digital display ads with retargeting, native content ads, an appearance on the Hampton Roads Show, and social 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.

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

Public Relations. Public relations supported the value of water message through news releases, Coastal Virginia Magazine, and the askHrGreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Outreach topics included organic and branded posts about gratitude for water, drinking tap over bottled water, and the importance of investing in water infrastructure.



Careers in the Water Industry

Public water utilities in the era of COVID-19 have dealt with chronic hiring difficulties amid a nationwide staffing shortage. Vacancies for essential roles were difficult to fill in fields such as customer service, administrative support, construction, and equipment operators. The committee collaborated to develop a "Work for Water"

outreach campaign to encourage prospective job seekers in Hampton Roads to consider a career with a local water utility. The campaign included real-life interviews with current utility employees discussing why they love working for water. Employees shared the benefits of working in the water industry: having a rewarding career that makes a difference in the community, job security, great benefits, career growth opportunities, and diverse responsibilities. The final product was one long form video and six shorter videos, each highlighting the perks of working for water. Local water utilities can use and share these assets as recruitment tools.

Paid Media. The committee ran a one-week media campaign from May 1 to May 7 as part of the national Drinking Water Week promotion. The campaign utilized the Work for Water videos and drove people to a landing page featuring links to open positions with local water utilities. The campaign included traditional and digital television, radio, digital display ads with retargeting, and social media.

Public Relations. Public relations support included articles in the askHGreen.org e-newsletter.

Social Media. Relevant messages were shared via Facebook and Instagram both organically and through the askHGreen branding campaign. Posts included thanking essential employees and highlighting the benefits of working for water.

Water Conservation

The Water Awareness Committee continues to encourage residents to conserve water. According to the EPA, household leaks can account for nearly 10,000 gallons of water wasted every year. One common culprit for water waste is silent toilet leaks which are generally simple DIY fixes. Correcting leaks is not only an important environmental issue but an economic concern for the region's ratepayers. Other simple indoor and outdoor water conservation measures are also key messages for the committee.

Paid Media. The committee ran a one-week media campaign from March 14 to March 20 as part of the national



Fix-a-Leak Week promotion from EPA. The campaign highlights how wasteful and expensive household leaks – especially toilet leaks – can be for residents. The campaign included traditional television, radio, digital display ads with retargeting, an appearance on the Hampton Roads Show, and social media. Throughout the year, specific messages about water conservation were included in our Google SEM campaign, driving traffic to the askHGreen.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 tablets, seed bookmarks, and hose nozzles.

Public Relations. Public relations support for this topic with news releases and articles in the askHGreen.org newsletter.

Social Media. We engaged with the community via Facebook and Instagram. Water conservation messages included checking for leaks, smart outdoor watering tips including use of rain barrels, indoor water conservation tips, and promotion of drought tolerant landscaping practices.

Storm Drains & Illicit Discharges

The Stormwater Education Committee continues to educate the public about the negative water quality impacts of illicit discharges. The popular “only rain down the drain” message was incorporated in multiple ways and is a foundational message for the committee. There were a variety of outreach efforts for this message during FY22 including storm drain marking, the cigarette



receptacle grant program, a new household hazardous waste (HHW) media campaign, and the creation of “Thank You for Washing Wisely” fundraiser car wash kits.

Paid Media. The committee developed a new illicit discharge campaign in FY22 to address proper storage and disposal of HHW for residents. The campaign encourages residents to keep chemicals out of the environment by returning old and unwanted chemicals to a HHW facility. The one-week campaign ran February 28 to March 6 and included digital television, digital display ads with retargeting, and social media. Throughout the year, storm drain topics were included in our Google SEM campaign, driving traffic to the askHGreen.org website from relevant keyword searches. Though launched in late spring 2021, the “Every Day We Love the Bay” sidewalk decals have proven highly durable and are still in place at select locations throughout the region.

Outreach Materials. The committee maintains a comprehensive library of brochures and rack cards addressing best management practices for preventing both commercial and residential illicit discharges. The committee also continues to promote the storm drain marking program and received three applications in FY22. Many more storm drain medallion projects were completed through individual locality efforts.

Public Relations. Public relations supported this focal area through news releases and features in the askHGreen.org newsletter.

Social Media. 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. Organic and branded outreach topics included awareness of local water quality, marine debris, car wash tips, HHW storage, litter prevention, and multiple only rain down the drain messages.



Chesapeake Bay Restoration Fund (CBRF) Grant. The committee received a \$15,000 grant from the CBRF program. The funds went towards purchasing 68 pet waste stations to provide inventory to the pet waste station grant program, hosting eight low-cost rain barrel workshops resulting in 120 rain barrels distributed to Hampton Roads residents, and the creation of 13 fundraiser car wash kits. The new car wash kits divert dirty wash water generated during fundraiser car washes to grassy areas to prevent soap, oil, and dirt from entering the storm drain. Branded as part of the “Thank You for Washing Wisely” car wash campaign, the kits include drain seals, spill berms, submersible pump, extension cord, and garden hose. The committee also produced a helpful tutorial video to accompany the kits and ensure proper usage. Localities are partnering with groups and car wash hosts to implement the new program.

FUNDRAISER CAR WASH KIT USER GUIDE

Using a fundraiser car wash kit is an easy way to prevent water pollution.

Getting started

1. Inside the donor's kit is a pump, a hose, and a nozzle. The pump is used to pump water from the car wash kit into the car wash kit. The hose is used to connect the pump to the car wash kit. The nozzle is used to spray water onto the car.
2. Fill the car wash kit with water. The car wash kit is designed to hold up to 10 gallons of water. The car wash kit is designed to be used in a car wash.
3. Place the subjectable pump (C) inside the car wash kit and connect the garden hose (D) to the pump.
4. Turn the hose to a green area where all water will be used to wash the car.
5. Connect the pump to the extension cord (E) and the extension cord to the car wash kit.
6. Turn the extension cord on. The car wash kit is designed to be used in a car wash.
7. Plug the GFI2 adapter into the power source.
8. Water will be pumped out of the car wash kit. The car wash kit is designed to be used in a car wash.
9. The car wash kit is designed to be used in a car wash.

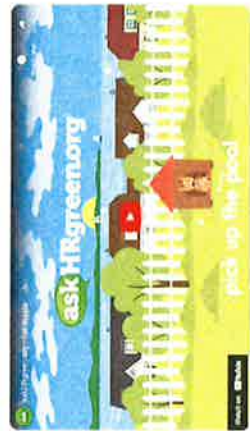


Cigarette Waste Receptacle Grant Program. In partnership with the Recycling & Beautification Committee, 62 free cigarette waste receptacles have been distributed to regional businesses in an attempt to combat cigarette litter. Of those, 36 receptacles were awarded in FY22.

Pet Waste

Pet waste continued to be a top message priority for the Stormwater Education Committee in FY22. The committee raises awareness about scooping the poop to prevent harmful bacteria-laden waste from entering local waterways through stormwater runoff. The committee addressed this message through a new media campaign focused on pet waste cleanup in private yards and continuing to support the pet waste station grant program.

Paid Media. The committee ran a one-week media campaign from April 25 to May 1. The new campaign creative featured



a jingle about scooping the poop even at home in our own yards. This campaign specifically addresses pet owners who are likely to scoop the poop in public out of courtesy for others but do not have the same habit in their private yards. The campaign was featured on traditional and digital television, digital display ads with retargeting, and social media. Throughout the year, pet waste 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 dog waste bag holders, message pens, and two sizes of scoop the poop stickers to support the pet waste message.

Public Relations. Public relations supported this focal area through news releases and features in the askHrGreen.org e-newsletter.

Social Media. Pet waste messages were also featured in the Facebook and Instagram branding campaign. Branded and organic social media posts were targeted towards pet owners and specifically promoted scooping the poop in your own yard.

Pet Waste Station Grant Program. Launched in 2013, the askHrGreen.org Pet Waste Station Grant Program is geared towards providing neighborhood associations, community groups, and property management companies an opportunity to receive a free pet waste station. In return, the hosting neighborhood or group will agree to maintain the station. Maintenance includes emptying the trash regularly and replacing the dog waste bags and trash bags as needed. The neighborhood is also tasked with spreading the word about the new stations, the negative impact of pet waste on local water quality, and

encouraging its use among dog-walking neighbors. Since the launch of the program, 449 pet waste stations have been installed in Hampton Roads. Of those, 57 were awarded during FY22.

New Pet Waste Stations in FY22	
Chesapeake	4
Hampton	9
Isle of Wight	2
James City County	2
Newsport News	10
Norfolk	3
Portsmouth	6
Suffolk	9
Virginia Beach	9
York County	1
	57

Lawn Care & Fertilizer

Proper lawn care practices remain an important message for the Stormwater Education Committee. Educating the public about proper lawn care, and fertilizing practices in particular, can positively impact local water quality. The practices promoted through the committee include keeping yard debris out of storm drains, soil testing prior to fertilizing, mulch mowing grass and leaves, planting more trees or native plants, among many others.

Paid Media. The committee picked up an existing chalkboard art inspired media campaign for a two-week campaign from September 27 to October 10. The campaign included traditional and digital television, radio, digital display ads with retargeting, video pre-roll, an appearance on the Hampton Roads Show, and social media.



The campaign explains the negative water quality impacts of blowing leaves and grass clippings into storm drains while promoting mulch mowing and soil testing. 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.

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. Southeastern Virginia Native Plant Guides are also available for distribution.

Public Relations. Soil testing and other lawn care best management practices are commonly included in various public relations strategies throughout the year including news releases and the askHrGreen.org e-newsletter. The Bay Star Homes program is another important tool for encouraging residents to use waterway-friendly lawn care practices. One newsletter was distributed to Bay Star Homes participants in the fall of FY22.

Social Media. 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. Facebook and Instagram were utilized for sharing a variety of best management practices including soil testing, keeping yard waste out of storm drains, replacing turf grass with native plants, mulch mowing, and installing rain barrels. The lawn care quiz on the askHrGreen.org website was also promoted on social media.

10-for-10 Tree Giveaway. To promote tree planting and native plants, the committee hosted a 10-for-10 tree giveaway. The contest was part of the askHrGreen.org 10th anniversary celebration. Individuals who signed up to receive the askHrGreen.org newsletter were entered to win one of 10 free eastern redbud trees. Winners were split between the peninsula and southside. In total, 124 new newsletter subscribers were gained through the promotion.

Media Campaign Summaries

AUGUST 2 - SEPTEMBER 12 "Start Smart, Recycle Right"

Radio, TV, digital display, native content, social media, video pre-roll

Impressions: 3,779,537
Video Views: 51,470
Clicks/Actions/Engagements: 2,489

BUDGET: \$36,000 | VALUE: \$46,659 | CPM: \$9.52
ROI: 1.30:1

OCTOBER 18-24 "Imagine a Day Without Water"

Radio, TV, digital display, native content, social media, video pre-roll

Impressions: 1,246,597
Clicks/Actions/Engagements: 639

BUDGET: \$10,645 | VALUE: \$14,662 | CPM: \$7.91
ROI: 1.38:1

NOVEMBER 20-28 "Grease Grinch"

Radio, TV, digital display, social media

Impressions: 1,389,650
Clicks/Actions/Engagements: 805

BUDGET: \$10,620 | VALUE: \$14,460 | CPM: \$7.64
ROI: 1.36:1

FEBRUARY 7 - MARCH 17 "Team Up 2 Clean Up"

Social media, public relations

Impressions: 350,543
Clicks/Actions/Engagements: 633

BUDGET: \$4,947 | VALUE: \$4,947 | CPM: \$16.19
ROI: 1:1

MARCH 14-20 "Fix-a-Leak"

Radio, TV, digital display, social media

Impressions: 1,734,143
Clicks/Actions/Engagements: 4,760

BUDGET: \$10,645 | VALUE: \$27,848 | CPM: \$6.14
ROI: 2.62:1

MAY 1-7 "Water Workers Appreciation"

Radio, TV, digital display, social media

Impressions: 1,627,047
Video Views: 34,579
Clicks/Actions/Engagements: 1,209

BUDGET: \$10,645 | VALUE: \$15,362 | CPM: \$6.54
ROI: 1.44:1

SEPTEMBER 27 - OCTOBER 10 "Lawn Care"

Radio, TV, digital display, social media, video pre-roll

Impressions: 801,311
Video Views: 41,059
Clicks/Actions/Engagements: 1,741

BUDGET: \$9,920 | VALUE: \$14,715 | CPM: \$12.38
ROI: 1.48:1

OCTOBER 25-31 "It Came From Beneath the Streets"

Radio, TV, digital display, native content, social media, video pre-roll

Impressions: 1,216,850
Clicks/Actions/Engagements: 272

BUDGET: \$9,770 | VALUE: \$14,220 | CPM: \$8.03
ROI: 1.46:1

JANUARY 31 - FEBRUARY 6 "What Not to Flush"

Radio, TV, digital display, social media

Impressions: 2,027,680
Video Views: 23,438
Clicks/Actions/Engagements: 936

BUDGET: \$11,450 | VALUE: \$14,358 | CPM: \$5.65
ROI: 1.25:1

FEBRUARY 28 - MARCH 6 "Household Hazardous Waste"

TV, digital display, social media

Impressions: 707,859
Video Views: 46,958
Clicks/Actions/Engagements: 7,563

BUDGET: \$10,000 | VALUE: \$15,400 | CPM: \$14.13
ROI: 1.54:1

APRIL 25 - MAY 1 "Pet Waste"

TV, digital display, social media

Impressions: 311,099
Video Views: 47,269
Clicks/Actions/Engagements: 2,928

BUDGET: \$9,920 | VALUE: \$13,103 | CPM: \$31.89
ROI: 1.32:1

A Glimpse at Social Media



Combined Media + Web Results

PAID ADVERTISING WEEKS	52 consecutive
TOTAL IMPRESSIONS	20,766,656
TOTAL VIDEO VIEWS	244,773
TOTAL CLICKS/ACTIONS/ENGAGEMENTS	187,653
TOTAL PROMOTIONAL CAMPAIGN BUDGET	\$213,817
TOTAL MEDIA ADDED VALUE	\$61,172
TOTAL EXPOSURE VALUE	\$351,256
RETURN ON INVESTMENT (ROI)	1.64:1

Terms

added value

Earned but unpaid advertising value.

ad group

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

average position

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

bounce rate

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

click through rate (CTR)

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

cost-per-click (CPC)

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

exposure value

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

frequency

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

impressions

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

public relations value

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

reach

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

search engine marketing (SEM)

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

search engine marketing (SEO)

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

unique visitors (users)

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

Appendix A

Search Engine Marketing Results
July 2021 - June 2022



July 1, 2021 - June 30, 2022	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Annual Campaign Totals	274,428	21,771	62%	7.93%
July 1, 2020 - June 30, 2021	376,459	16,103	50%	4.28%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	36,463	6,123	87%	16.79%
Electronics Disposal	29,721	4,261	71%	14.34%
Recycling At Home	50,415	3,067	65%	6.08%
Native Plants	54,192	2,268	35%	4.19%
Lawn Care	41,207	1,761	66%	4.27%
Battery Disposal	10,374	1,256	80%	12.11%
Medication Disposal	7,452	1,201	84%	16.12%
askHRgreen General	1,978	463	71%	23.41%
Tap Water	13,920	387	64%	2.78%
Soil Testing	4,167	206	60%	4.94%

July 1, 2021 - July 31, 2021	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	22,719	1,628	57%	7.16%

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

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	3,414	592	89%	17.34%
Electronics Disposal	2,399	317	65%	13.21%
Native Plants	4,267	166	23%	3.89%
Lawn Care	4,089	132	63%	3.23%
Battery Disposal	942	106	76%	11.25%
Medication Disposal	530	105	76%	19.81%
Recycling At Home	2,239	77	41%	3.44%
Tap Water	1,515	27	51%	1.78%
Soil Testing	426	21	56%	4.93%
Plastic Bag Recycling	226	19	43%	8.41%

August 1, 2021 - August 31, 2021	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Total Monthly Campaign	22,227	1,692	59%	7.61%

Aug 1, 2020 - Aug 31, 2020	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	50,011	1,449	46%	2.90%

Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	3,587	658	90%	18.34%
Electronics Disposal	2,217	306	65%	13.80%
Native Plants	3,667	160	29%	4.36%
Lawn Care	4,123	155	60%	3.76%
Battery Disposal	876	96	73%	10.96%
Recycling At Home	2,510	75	48%	2.99%
askHRgreen General	211	67	81%	31.75%
Tap Water	1,855	54	50%	2.91%
Medication Disposal	361	49	74%	13.57%
Plastic Bag Recycling	262	23	48%	8.78%

September 1, 2021 - September 30, 2021			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	27,387	1,832	6.69%

Sept 1, 2020 - Sept 30, 2020	42,713	1,484	3.47%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	3,551	659	85%	18.56%
Lawn Care	6,214	271	55%	4.36%
Electronics Disposal	2,083	257	63%	12.34%
Native Plants	6,366	236	28%	3.71%
Recycling At Home	3,373	110	43%	3.26%
Battery Disposal	896	89	73%	9.93%
Medication Disposal	366	59	67%	16.12%
Tap Water	1,441	37	50%	2.57%
Soil Testing	445	18	64%	4.04%
TMDL	530	9	45%	1.70%

October 1, 2021 - October 31, 2021			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	28,121	1,732	6.16%

Oct 1, 2020 - Oct 31, 2020	37,250	1,582	4.25%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	2,641	426	83%	16.13%
Electronics Disposal	2,335	289	69%	12.38%
Lawn Care	5,827	251	64%	4.31%
Native Plants	5,773	193	35%	3.34%
Recycling At Home	4,663	182	58%	3.90%
Medication Disposal	1,092	139	85%	12.73%
Battery Disposal	893	87	75%	9.74%
Tap Water	1,448	42	63%	2.90%
askHRgreen General	198	37	69%	18.69%
Soil Testing	422	24	59%	5.69%

November 1, 2021 - November 30, 2021			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	21,928	1,670	7.62%

Nov 1, 2020 - Nov 30, 2020	28,857	1,482	5.14%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	3,236	520	86%	16.07%
Electronics Disposal	2,530	343	75%	13.56%
Recycling At Home	5,055	257	68%	5.08%
Battery Disposal	1,045	123	83%	11.77%
Lawn Care	2,882	114	71%	3.96%
Medication Disposal	608	96	91%	15.79%
Native Plants	2,775	92	50%	3.32%
Tap Water	1,214	33	75%	2.72%
askHRgreen General	167	29	69%	17.37%
Soil Testing	297	15	67%	5.05%

December 1, 2021 - December 31, 2021			
Total Monthly Campaign	PPC Impressions	PPC Clicks	Click Thru Rate
	17,887	1,516	8.48%

Dec 1, 2020 - Dec 31, 2020	28,113	1,567	5.57%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	2,880	445	90%	15.45%
Electronics Disposal	2,395	345	77%	14.41%
Recycling At Home	4,077	247	72%	6.06%
Battery Disposal	1,126	136	84%	12.08%
Medication Disposal	590	86	90%	14.58%
Lawn Care	1,636	72	79%	4.40%
Native Plants	1,718	58	47%	3.38%
Tap Water	1,166	41	83%	3.52%
Soil Testing	216	17	75%	7.87%
askHRgreen General	140	15	66%	10.71%

January 1, 2022 - January 31, 2022			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	18,401	1,686	9.16%

Jan 1, 2021 - Jan 31, 2021			
	33,011	1,524	4.62%

Top 10 Keyword Groups			
Search - dynamic ad group	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Search - dynamic ad group	3,208	491	15.31%
Electronics Disposal	2,629	394	14.99%
Recycling At Home	4,071	262	6.44%
Battery Disposal	1,001	133	13.29%
Medication Diposal	673	123	18.28%
Native Plants	2,242	90	4.01%
Lawn Care	1,182	48	4.06%
Tap Water	1,333	47	3.53%
askHRgreen General	132	32	24.24%
Great American Cleanup	133	14	10.53%

February 1, 2022 - February 28, 2022			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	19,899	1,697	8.53%

Feb 1, 2021 - Feb 29, 2021			
	23,123	1,269	5.49%

Top 10 Keyword Groups			
Search - dynamic ad group	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Search - dynamic ad group	2,467	412	16.70%
Electronics Disposal	2,485	352	14.16%
Recycling At Home	3,672	226	6.15%
Lawn Care	2,941	171	5.81%
Native Plants	3,328	149	4.48%
Medication Diposal	664	107	16.11%
Battery Disposal	818	105	12.84%
askHRgreen General	139	36	25.90%
Tap Water	1,077	31	2.88%
Soil Testing	383	30	7.83%

March 1, 2022 - March 31, 2022			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	23,430	2,001	8.57%

March 1, 2021 - March 31, 2021			
	7,806	180	2.31%

Top 10 Keyword Groups			
Search - dynamic ad group	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Search - dynamic ad group	2,815	487	17.30%
Electronics Disposal	2,554	373	14.60%
Recycling At Home	3,939	288	7.31%
Native Plants	4,818	216	4.48%
Lawn Care	4,373	207	4.73%
Medication Diposal	644	108	16.77%
Battery Disposal	721	104	14.42%
askHRgreen General	247	71	28.74%
Great American Cleanup	302	61	20.20%
Soil Testing	469	25	5.33%

April 1, 2022 - April 30, 2022			
Total Monthly Campaign	PPC		Click Thru Rate
	Impressions	PPC Clicks	
	25,414	2,224	8.75%

April 1, 2021 -April 30, 2021			
	30,164	1,668	5.53%

Top 10 Keyword Groups			
Search - dynamic ad group	PPC		Click Thru Rate
	Impressions	PPC Clicks	
Search - dynamic ad group	2,807	515	18.35%
Electronics Disposal	2,716	446	16.42%
Recycling At Home	5,196	410	7.89%
Native Plants	7,049	313	4.44%
Lawn Care	3,241	152	4.69%
Medication Diposal	811	140	17.26%
Battery Disposal	678	91	13.42%
askHRgreen General	187	40	21.39%
Rain Barrels	335	21	6.27%
Great American Cleanup	225	16	7.11%

May 1, 2022 - May 31, 2022				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	25,569	2,169	62%	8.48%

May 1, 2021 - May 31, 2021	26,286	1,693	53%	6.44%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Search - dynamic ad group	3,288	498	85%	15.15%
Electronics Disposal	2,875	461	75%	16.03%
Recycling At Home	5,779	456	70%	7.89%
Native Plants	7,193	312	37%	4.34%
Lawn Care	2,628	115	69%	4.38%
Battery Disposal	727	106	83%	14.58%
Medication Diposal	548	95	86%	17.34%
askHRgreen General	157	42	74%	26.75%
Tap Water	630	20	50%	3.17%
Rain Barrels	345	18	49%	5.22%

June 1, 2022 - June 30, 2022				
Total Monthly Campaign	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
	21,536	1,924	70%	8.93%

June 1, 2021 - June 30, 2021	22,807	1,263	64%	5.54%
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Top 10 Keyword Groups	PPC Impressions	PPC Clicks	Impression Share	Click Thru Rate
Recycling At Home	5,841	477	76%	8.17%
Search - dynamic ad group	2,569	420	90%	16.35%
Electronics Disposal	2,503	378	78%	15.10%
Native Plants	4,996	283	49%	5.66%
Medication Diposal	565	94	87%	16.64%
Battery Disposal	651	80	83%	12.29%
Lawn Care	2,071	73	77%	3.52%
askHRgreen General	133	39	72%	29.32%
Tap Water	794	24	70%	3.02%
Rain Barrels	285	14	62%	4.91%

**City of Poquoson
Public Participation and Education Events**

	A	B	F	G	H	I
	EVENT	DATE	ATTENDEES	TOPIC: DETAILS:	ADVERTISEMENT	PURPOSE
1						
2	Poquoson Seafood Festival	Oct-21	Cancelled due to Covid	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
23						
24	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
25	Adopt a Spot Program	ONGOING	18 organizations have adopted spots. Numerous events were held this year with 140 volunteers and a total of 1460 pounds 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 members speaks about the event at meeting held yearly between City officials, civic groups and Homeowner's Association. In addition, the program is advertised in the Island Tide, a newsletter distributed to every household in the City 3-4 times a year.	Public participation and Restoration
30	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=wt&utm_medium=PPC	Public participation
35	Clean the Bay Day Cleanup	6/4/2022	Upwards of 70 volunteers participated, with over 500 pounds of trash collected.	In conjunction with The Chesapeake Bay Foundation, the City of Poquoson organizes an annual cleanup on Clean the Bay Day. Volunteers meet at Messick Point and travel around the eastern portion of the City picking up any trash they find.	It is advertised on the City's website; in social media; on the Chesapeake Bay Foundations website	Public participation and Restoration
36	Household Chemical Collections/Computer Recycling Event	1-Oct-21	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 2021 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

City of Poquoson
Public Participation and Education Events

	A	B	F	G	H	I
37	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
38	Planting for Pollinators Class	27-Sep-21	4 attendees	The library held a class to promoting turning your yard or gardend into a home for pollinators.	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
39	Starting from Seed	28-Feb-22	17 attendees	The library held a class where Master Gardeners came to give citizens their tips and knowledge on how to grow their favorite plants.	Clean up events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
40	Poquoson Library Seed Library	Year Round	Library gave away 1,549 free seed packets in FY22	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
41	Beekeeping Basics	7-Mar-22	7 attendees	The library held a class on the basics of beekeeping	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
42	Lifelong Gardening	14-Mar-22	7 attendees	The library held a class on techniques for gardening that reduce physical stress.	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
43	Grow Your Veggies	21-Mar-22	4 attendees	The library held a class on growing vegetables in your garden.	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
44	Mosquito Woes	11-Apr-22	7 attendees	The library held a class on natural remedies for mosquito repellant	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
45	Upcycled Indoor Garden	26-Apr-22	11 attendees	The library held an event where the participants created an indoor garden inside of cans.	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Public participation
46	Shells by the Seashore	28-Jun-22	Not tracked	In conjunction with the Virginia Living Museum, the library held an event exploring the seashells , animals, and other objects found along the seashore,	Events are advertised via the library newsletter. https://ppill.ent.sirsi.net/client/en_US/default/	Participation and Education

Giveaways July 1, 2021 thru June 30, 2022

Doggie Poop containers w/bags	50
Pencils	225
pens	100
kitchen sink strainers	50
sponges	50
reusable straws	100
hand sanitizer	75
reusable utensils	100

Agreements with Other Entities for Implementing Minimum Control Measures:

Memorandum of Agreement Establishing the Hampton Roads Regional
Stormwater Management Program

The Hampton Roads Water Quality Credit Agreement for Chesapeake
Bay Restoration

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

BASIC PREMISES

All local governments in Hampton Roads operate stormwater management programs.

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

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

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

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

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

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

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

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

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

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

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

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

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

HRPDC RESPONSIBILITIES

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

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

governments.

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

LOCAL GOVERNMENT RESPONSIBILITIES

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

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

METHOD OF FINANCING

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

AVAILABILITY OF FUNDS

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

MODIFICATIONS

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

DURATION AND TERMINATION

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

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

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

OWNERSHIP OF PROPERTY

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

INDEMNITY

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

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

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

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

CITY OF POQUOSON

By: _____



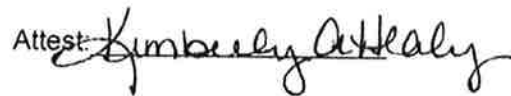
Date: _____

1/17/2018

Date: _____

1-17-18

Attest: _____



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

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

BACKGROUND

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

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

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

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

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

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

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

AGREEMENT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

7. Force Majeure. The obligations of HRSD, including its annual or permanent transfer obligations, shall be suspended while and as long as performance is prevented or impeded by strikes, disturbances, riots, fire, severe weather, acts of war, acts of terrorism, acts of God, government action (other than by HRSD), major technical, engineering or construction related delays, or any other cause similar or dissimilar to the foregoing that is beyond the reasonable control of and not due to the gross negligence of HRSD.

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

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

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

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

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

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

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

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

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

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

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

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

[SIGNATURES BEGIN ON NEXT PAGE]

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

**HAMPTON ROADS SANITATION
DISTRICT**

By: _____

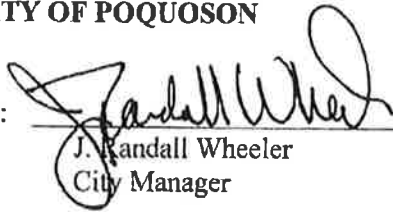


Edward G. Henifin
General Manager

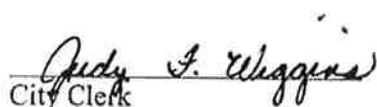
**SIGNATURE PAGE OF HAMPTON ROADS WATER QUALITY CREDIT
AGREEMENT FOR CHESAPEAKE BAY RESTORATION BY AND BETWEEN
HRSD AND CITY OF POQUOSON**

CITY OF POQUOSON

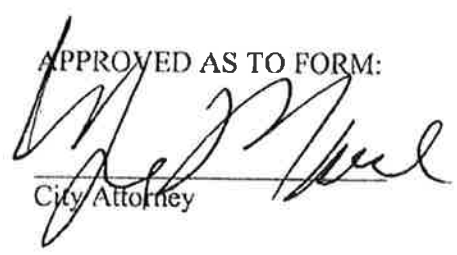
By: _____


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 2022

A STATUS REPORT

**This report was included in the HRPDC Work Program for FY 2022, approved by the
Commission at its Executive Committee Meeting on May 20, 2021**

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

September 2022

REPORT DOCUMENTATION

TITLE

**Regional Cooperation in Stormwater
Management Fiscal Year 2022:
A Status Report**

REPORT DATE

September 2022

**GRANT/SPONSORING AGENCY
LOCAL FUNDS**

AUTHORS

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Jillian C. Sunderland

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ABSTRACT

This document describes cooperative activities related to stormwater management undertaken by Hampton Roads local governments during Fiscal Year 2022. 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 2022, approved by the Commission at its Executive Committee Meeting of May 20, 2021.

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 2022. 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 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.

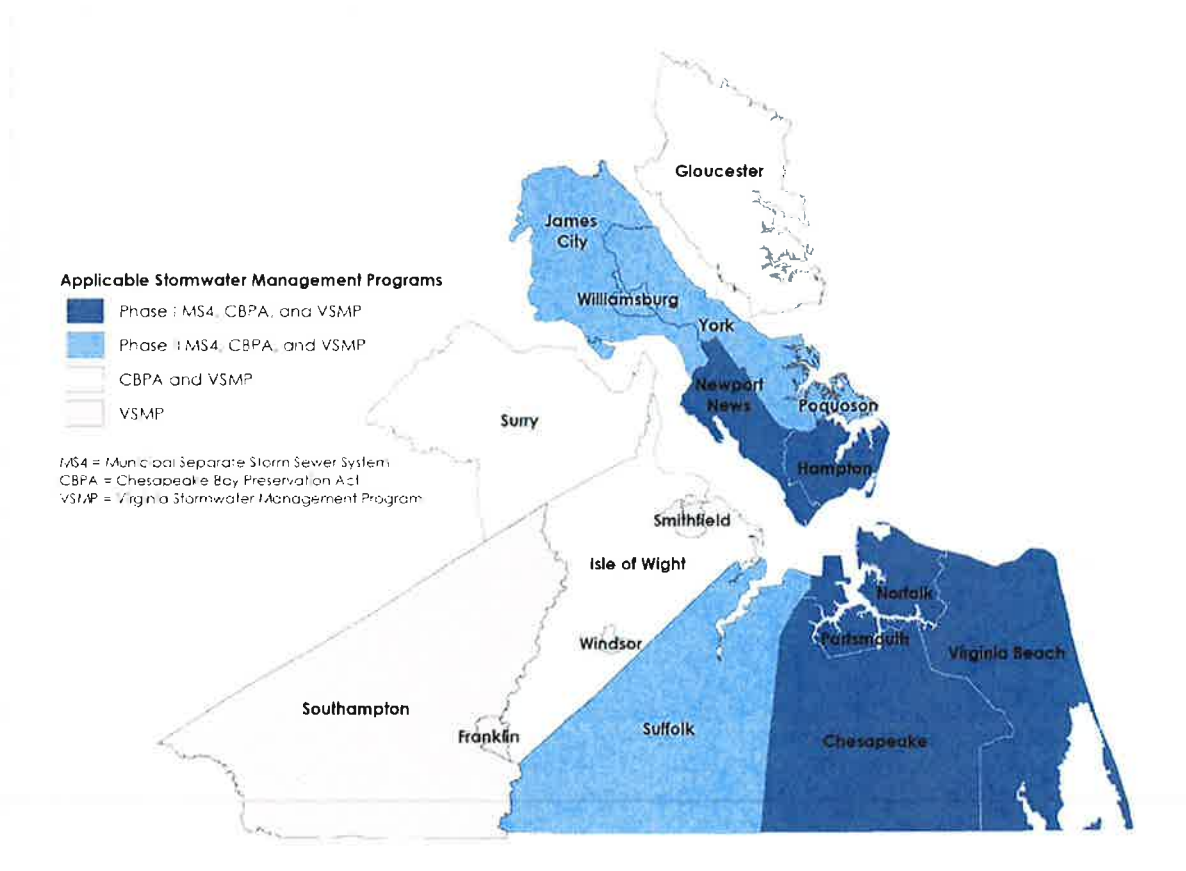


Figure 1

REGIONAL STORMWATER MANAGEMENT PROGRAM GOALS

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

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

THE REGIONAL PROGRAM

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

Phase I MS4 Permittees

The current Phase I MS4 permits became effective on July 1, 2016, were scheduled to expire on June 30, 2021, and were administratively continued. FY 2022 represented the sixth year in the

permit cycle. The annual regional coordination meeting with the Virginia Department of Transportation (VDOT) was held virtually on May 5, 2022.

Phase II MS4 Permittees

The Phase II General Permit was reissued on November 1, 2018. FY 2022 represents the fourth year in the permit cycle.

Both the Phase I and Phase II MS4 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 initiative, askHRgreen.org, conducted stormwater outreach campaigns for pet waste pickup, environmentally friendly lawn care, and proper disposal of household hazardous waste.

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 October 2021, the Committee was briefed by Ms. Bettina Bergoo and Mr. Allan Berryhill of the Virginia Department of Energy on clean energy financing options. Additionally, representatives from the DEQ, including Director Mike Rolband, Ms. Erin Belt, Ms. Laura McKay, and Mr. Jeff Flood, shared updates on DEQ's initiatives, including solar field plan review and programs to manage abandoned and derelict vessels.

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.

During FY 2022, the Workgroup focused on topics such as funding sources like the Community Flood Preparedness Fund and the Stormwater Local Assistance Fund, the draft 2024 MS4 Phase II General Permit, and the new land use data from the Chesapeake Bay Program. More information on these initiatives is included in the Regional Studies section of the report.

Regional Chesapeake Bay Preservation Area 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 Regional CBPA Workgroup met several times during FY 2022, including in October, January, April, and a special meeting with DEQ Central Office staff in June. The Workgroup focused on the proposed guidance to implement the climate change amendments to the CBPA Designation and Management Regulations and the regional CBPA outreach campaign that is expected to launch in FY 2023. 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.

In FY 2022, the first meeting was held in December and featured Dr. Raul Gonzalez and Mr. David Keeling from HRSD presenting an overview of the microbial source tracking program. In March, representatives from the Northern Virginia Regional Commission, Contech Engineered Solutions, and the DEQ joined us to discuss the 2021 guidance for the use of stormwater proprietary best management practices (BMPs). And finally, in May, Dr. Jon Hathaway from the University of Tennessee presented his research on smart stormwater controls.

HRPDC staff in conjunction with the regional Stormwater Managers decided to change the format of this Workgroup moving forward. Rather than have regularly scheduled meetings, HRPDC staff will instead host seminars and discussions of water quality technical topics as warranted and adjust the schedule based on speaker availability.

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. FY 2022 marked the 10th anniversary of askHRgreen.org.

The stormwater education subcommittee of askHRgreen.org continues to meet monthly 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 2022, the committee updated the materials for scoop-the-poop messaging, developed new campaign materials for the proper disposal of household hazardous waste, created car wash kits, and hosted rain barrel workshops. More information is provided 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.

Center for Watershed Protection Group Membership

Over the last several years, the Stormwater Managers have found the annual Center for Watershed Protection (CWP) webcast series to be useful and informative. The Regional Stormwater Workgroup purchased a group membership that made over 100 local government staff across the region 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 take advantage of a discounted membership rate.

The CWP webcasts during FY 2022 covered the following topics of interest: 1) Public Involvement and Education Programs, 2) Post-Construction Stormwater Management, 3) Climate Resilience Strategies, 4) Tools and Technologies to Evaluate Watersheds, 5) Fertilizer Education, and 6) Using Drone Mapping for Water Quality Improvement Projects.

Training Resources

Due to concerns associated with COVID-19, several organizations shifted their training delivery methods from in-person workshops to webinars. In FY 2021, HRPDC staff began compiling information about these resources in one place to help Regional Stormwater Workgroup members take advantage of the opportunities. In FY 2022, some training continued to be offered virtually, while some events transitioned back to in-person formats. Each week throughout FY 2022, HRPDC staff distributed a combined list of online and in-person training events that include the provider, the schedule, the cost, and the registration links.

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 2022, HRPDC staff has participated in the following state regulatory actions and guidance development: 1) 2023 Phase II MS4 General Permit negotiations, 2) Erosion and

Stormwater Management Program regulations, 3) Local Water Quality Protection guidance memo for nutrient trading, 4) the guidance to implement the climate change provisions of the CBPA regulations, 5) the regulatory update for changes to stormwater fees, 6) the revisions to the SLAF guidelines, 7) the guidance for proprietary BMP approval, 8) tree preservation and planting initiatives 9) the numeric turbidity criteria, and 10) revisions to the post-construction water quality criteria. HRPDC staff provided updates to the Regional Stormwater Workgroup and/or the Regional Environmental Committee, collected input from local practitioners, and when appropriate, submitted comments on behalf of the region.

2023 Phase II MS4 General Permit

The Phase II MS4 General Permit expires on October 31, 2023. The DEQ convened a Technical Advisory Committee (TAC), which includes representatives from the City of Suffolk and the HRPDC. The TAC met five times during FY 2022 and is continuing to meet into FY 2023. The DEQ has provided a few rounds of draft permit language for the TAC's review. Some of the changes proposed include: 1) using the e-reporting system for annual reporting, 2) adding clarification language that is specific to non-traditional permittees, 3) requiring more specific evaluation of stormwater outfalls, and 4) adding new requirements for pollution prevention standard operating procedures. The DEQ intends to submit a final draft to the USEPA in September 2022 and to the State Water Control Board (SWCB) in December 2022. Once approved, the DEQ will initiate the formal public comment period. After considering recommended changes, the DEQ will finalize the permit and seek SWCB approval. The new permit is expected to be effective on November 1, 2023.

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 (ESC) and Stormwater Management (VSMP) regulations. HRPDC staff and representatives from the Cities of Chesapeake and Suffolk serve on the RAP, which met five times between June and December in 2019. Due to staffing challenges and delays due to COVID-19, there was no activity for two-and-a-half years.

Then on June 22, 2022, for the first time in the process, the DEQ provided a comprehensive draft of the consolidated regulation for RAP members to review. The sixth meeting was held on July 15, 2022. The regulation is limited in scope and can only include the administrative updates that are part of the 2016 consolidated law. The proposed draft includes three sections: 1) definitions, 2) program administration, and 3) technical requirements.

Localities who are currently Virginia Stormwater Management Program (VSMP) Authorities will transition to Virginia Erosion and Stormwater Management Program (VESMP) Authorities, though the DEQ has indicated that they do not expect local programs to change the way they

administer their ESC and VSMP programs once the consolidated regulations are finalized. HRPDC staff will continue to provide regular updates.

Virginia Nutrient Trading Regulations

In 2012, the Virginia General Assembly passed legislation requiring the SWCB to adopt regulations for the certification of nonpoint source nutrient credits. 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 and included a few rounds of public comment. From FY 2013 to FY 2020, HRPDC staff served on the RAP established to assist the DEQ in developing the certification regulations. The new regulations 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 SWCB 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. The stakeholder group met six times during FY 2021. The guidance memo includes examples of credit use and instructions for using the DEQ's Nutrient Credit Viewer.

The deferred section became effective on January 1, 2021; however, the Local Water Quality Protections guidance memo was not approved until a year later. Once the guidance memo was published on the Virginia Register, the HRPDC submitted a regional comment letter reminding the DEQ of our continued interest in having a template or a checklist made available to localities for developing Comprehensive Stormwater Management Plans. By implementing these plans, Hampton Roads localities could provide nutrient credits and further protect the quality of their local waterways by providing internal banking opportunities.

Virginia CBPA Designation and Management Regulation

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 CBPAs. 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 SWCB approved the revised regulation on June 29, 2021. The language was 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 final regulatory amendments became effective on September 29, 2021 and localities have three years to implement the changes to their programs.

The DEQ has a grant to work with the Virginia Institute of Marine Science (VIMS) and the Virginia Coastal Policy Center (VCPC) to develop guidance to assist local governments in implementing the climate change provisions of the CBPA Designation and Management Regulations. The stakeholder group, including HRPDC staff and representatives from the Cities of Hampton and Virginia Beach, met twice during FY 2022. The first meeting, held October 7, 2021, was intended to provide input on what should be included in the guidance. The first draft of the proposed guidance was provided to the stakeholder group in early April ahead of the second meeting, which was held on April 20, 2022.

In conjunction with the Regional CBPA Workgroup, HRPDC staff submitted extensive comments on the draft, which featured the following priority concerns: 1) the lack of instructions for local government implementation, 2) overstepping the requirements included in the regulation, and 3) the need for examples and instructions for the resilience assessment. The DEQ Central Office staff requested a meeting with the Regional CBPA Workgroup to discuss the draft guidance. HRPDC staff arranged the meeting, which was held on June 16, 2022. It is anticipated that the DEQ will provide a revised final draft of the guidance for the stakeholder group to review prior to publishing it in the Virginia Register. HRPDC staff will continue to closely follow the development of the guidance.

After this guidance is finalized, the DEQ's next step will be to develop guidance for the implementation of the other aspect of the CBPA regulatory amendments, the mature tree provisions. It is anticipated that the effort to update the *Riparian Buffers Modification and Mitigation Manual* will begin in FY 2023.

Permitting and Application Fees for the Virginia Stormwater Management Program

During the 2021 Acts of Assembly, Special Session I, a budget amendment was approved that required DEQ to set VSMP and MS4 permit fees to "an amount representing no less than 60 percent, not to exceed 62 percent, of the direct costs for the administration, compliance, and enforcement..." The DEQ convened a RAP to review their administrative, compliance, and enforcement costs, the projected fee deficit, and the subsequent proposed increases to permit fees. HRPDC staff serve on the RAP, which met in February and April of FY 2022. Based on the cost data provided by the DEQ, fees could increase significantly, as much as 119% for MS4 annual permit maintenance and 86% for Construction General Permit fees. The DEQ has paused this effort for the time being. A third RAP meeting was scheduled for June, but it has been postponed

indefinitely. HRPDC staff will continue to monitor this initiative.

Stormwater Local Assistance Fund Guidelines

As required by the amendments to the Code of Virginia (§ 62.1-44.15:29.1) during the 2021 Special Session I Acts of Assembly, the DEQ is updating the Stormwater Local Assistance Fund Guidelines to allow for the award of grants for eligible projects in localities with high or above average fiscal stress to account for more than 50 percent of the costs of a project and to incorporate total nitrogen (TN) reductions in the scoring criteria. In FY 2022, the DEQ convened a stakeholder group, including representatives from the Cities of Norfolk and Suffolk, VAMSA, and the HRPDC. The group met four times in February and March of 2022. At first, the DEQ staff proposed using either TP or TN removal to determine the cost-effectiveness of a project; however, there was significant support to combine the pollutant removals by converting TN reductions to TP and then calculating the cost-effectiveness to make it easier to compare applications to one another.

In conjunction with the Regional Stormwater Workgroup, the HRPDC submitted a regional comment letter that suggested a sliding scale that would allow projects with cost effectiveness greater than \$50,000 per pound of nutrients to qualify for a smaller award, say 30% of the cost of the project, and conversely, allow particularly cost-effective projects that achieve lower than \$50,000 per pound of nutrients to receive more than 50% of the project cost. The letter also included a suggestion to award points for co-benefits so that water quality improvement projects that also help to address flooding would be more competitive.

The DEQ initiated a formal public comment period on the revised guidelines that closed on August 17, 2022. The solicitation for the 2022 SLAF grants is currently open and closes on October 3, 2022.

Proprietary BMPs for Stormwater Compliance

The post-construction water quality requirements require approval from the DEQ for use of proprietary BMPs in Virginia. The Stormwater BMP Clearinghouse Committee was established to provide guidance to the DEQ on BMP listing criteria, Clearinghouse website content, and database design.

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 provided more consistent requirements for approval and prevented DEQ from having to take the time to review performance data. The DEQ presented a revised guidance during the meeting and asked for feedback.

The DEQ finalized the guidance in September 2021. Then the 2022 General Assembly passed

House Bill 1224, which now allows for the DEQ to certify manufactured treatment devices (MTDs). HRPDC staff hosted a webinar with Contech Engineered Solutions, Northern Virginia Regional Commission, and DEQ staff on March 24, 2022 to discuss the status of the MTD approval process, during which DEQ staff indicated that the 2021 guidance is inconsistent with state law and will be revised. The original guidance document (GM21-2008) has been rescinded with no replacement to date. Proprietary BMPs are a focus of the 2023 Virginia Stormwater Handbook, which is currently in development.

Tree Policy

Senate Bill 1393 of the 2021 General Assembly session 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 included representatives from the Cities of Chesapeake, Hampton, and Norfolk, as well as the HRPDC, and the meetings were held on June 28, 2021 and August 25, 2021.

The report, *A Study of Tree Conservation and Preservation in Development*, was submitted to the Secretaries in November of 2021. The recommendations included: 1) grant all localities the authority to enact a tree canopy ordinance that requires preservation of trees during the development process, and 2) enable localities to increase the minimum tree canopy required beyond what is specified in the code.

Both recommendations were proposed in the 2022 General Assembly session. Senate Bill 537 passed and allows any locality to adopt an ordinance for the planting and replacement of trees during development. However, the proposal to remove the limit on the tree canopy provisions did not pass. Instead, the proposal is required to be reevaluated by another stakeholder group and will have to be reenacted by the 2023 General Assembly to become effective.

Trees as BMPs Stakeholder Advisory Group

The General Assembly passed House Bill 520 in 2020, which required the DEQ to convene a stakeholder group to study the planting or preservation of trees as: 1) an urban land cover type, and 2) a stormwater BMP. The SAG met twice, in September 2021 and October 2021, and HRPDC staff participated in both meetings.

Currently, there are three land cover types included in the Runoff Reduction Method spreadsheet, and the SAG discussed whether it would be appropriate to include urban tree canopy over impervious and/or urban tree canopy over pervious as new categories. The conclusion was that adding urban tree canopy over pervious should be considered but determining the runoff coefficient will require more study. The SAG also supported adding newly planted trees as BMPs on the Clearinghouse, recognizing that the pollutant load reductions are very small and likely only useful in ultra-urban environments. It was suggested that a subset of the SAG work together to develop the appropriate standards for the new BMP. HRPDC staff will continue to monitor this process.

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 various definitions for turbidity and available sources of data. The group also reviewed 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 SWCB directed the DEQ to pursue regulatory action and create a RAP to amend existing water quality standards with numeric turbidity criteria. HRPDC is serving on the RAP, and the first meeting was held on August 10, 2021. The DEQ typically relies on federal guidelines for developing criteria, and the USEPA has not established numeric criteria for turbidity. Additionally, while most states have numeric turbidity criteria, few incorporate them into their stormwater construction permits so they are not often enforced. Several RAP members were reluctant to move forward, and there was interest in developing alternative approaches. No additional meetings have been scheduled for this RAP at this time.

Revisions to Post-construction Water Quality Criteria

New development projects must be designed to meet post-construction stormwater criteria not to exceed 0.41 lbs TP/acre/year, as required by the VSMP regulation (9VAC25-870-63). Within the regulation, this value, considered “nutrient neutral”, was to be reviewed following completion of the 2017 Chesapeake Bay Phase III Watershed Implementation Plan. The original standard was developed based on assumptions for land use and loading rates when the regulations were developed. Since new land use data was being developed by the Chesapeake Bay Program, the DEQ began discussions with a small stakeholder group to determine next steps.

Several discussions were held in the Summer and Fall of 2021 between the DEQ, representatives from the Chesapeake Bay Program, HRPDC, and the Northern Virginia Regional Commission. Once the land use data became available, a re-evaluation of the standard could be conducted. An alternative calculation was being developed by modelers with the Chesapeake Bay Program, using the Chesapeake Assessment and Scenario Tool (CAST) which represents the watershed model used by the Bay Program.

High-resolution land cover, land use, and land use change data between 2013/14 and 2017/18 was available in the Spring of 2022 and a meeting was held to work through calculations. HRPDC staff briefed stormwater managers of these developments. However, there has not been any additional meetings of the small stakeholder group, and it is unclear what the next steps will be for evaluation of the criteria. HRPDC staff will continue to follow up on the review of the criteria.

REGIONAL STUDIES

Regional Water Quality Monitoring Program

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 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 MS4 permittee) 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 and baseflow 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). The data for FY 2022 continue to show similar trends as previous years, as detailed in the Annual Report.

The Science and Technical Advisory Committee (STAC) of the Chesapeake Bay Program regularly holds workshops designed to formulate recommendations from the scientific and technical community. In 2023, there will be a STAC workshop to identify how the data from the RWQMP, coupled with data from other urban networks, will be included in the next iteration of the Bay watershed model.

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) concentrations to support the development of the Lower James and Elizabeth River PCB TMDL. Stations in the Cities of 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 permittees in Hampton Roads funded the data collection, and the DEQ paid for the analysis.

The DEQ was moving forward with the development of the Tidal James River, Elizabeth River, and Tidal Tributaries PCB TMDL in FY 2021. They released a public notice to solicit initial comments and requests to serve on the technical advisory committee (TAC). Several comments were 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 regional Stormwater Managers to discuss: 1) how the development of the PCB TMDL will impact MS4 permits, 2) source identification, and 3) 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.

The schedule for developing the TMDL has stalled, as the Upper James River TMDL needs to be determined before the TMDL for the Tidal James River can move forward.

Comparison of Stormwater Local Assistance Fund Awards

The Stormwater Local Assistance Fund (SLAF) has provided nearly \$140M 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 2022, HRPDC staff conducted several analyses looking at trends in the program over the years. Staff compared the numbers of projects and dollars awarded to Hampton Roads, Northern Virginia, and Richmond-area localities, evaluated the most popular BMP types, and presented the results to the Regional Stormwater Workgroup.

Comparison of Community Flood Preparedness Fund Awards

In FY 2022, the Virginia Community Flood Preparedness Fund (CFPF) awarded over \$32M to regions and localities across Virginia to reduce the impacts of flooding. Several localities in Hampton Roads were awarded funding for resilience plans, stormwater upgrades, shoreline restoration, etc. HRPDC staff analyzed the numbers and types of projects awarded to Hampton Roads compared to other parts of the state for the first and second rounds of the program. The comparison was shared with the Regional Environmental Committee.

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 Microbial Source Tracking

HRSD began a pathogen program to conduct microbial 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. Dr. Raul Gonzalez and Mr. David Keeling (HRSD) presented an update on the program in December 2021 to the Water Quality Technical Workgroup.

Updates to SSORS

The Hampton Roads localities and HRSD use the Sanitary Sewer Overflow Reporting System (SSORS) to report sanitary sewer overflows to the DEQ, the VDH, and local staff. The database automatically notifies those who are included on the list of spills within their locality. HRPDC staff reviewed the notifications list and identified several outdated or missing points-of-contact. The Directors of Utilities and Stormwater Managers had agreed that it was important for stormwater staff to be notified of sanitary sewer spills. Some localities have another internal communication system for making these notifications while others prefer to have stormwater staff on the SSORS notification list. HRPDC staff coordinated with each locality to update their individual list according to their preferences.

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 2022, technical assistance to localities was focused on disseminating information related to implementation of and compliance with the Chesapeake Bay TMDL, providing training resources for local stormwater staff, and evaluating state regulatory activities for impacts to local government 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 marked 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.

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 Chesapeake Bay Program (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, 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 ad-hoc Verification Committee, and the Climate Resilience Workgroup. Staff serves as co-chair of the Land Use Workgroup and at-large member of the Water Quality Goal Implementation Team. During FY 2022, staff focused on: 1) building resiliency into urban stormwater BMPs, particularly with the RAND Corporation study to develop local intensity, duration, and frequency (IDF) curves for precipitation, 2) the new land use/land cover data, and 3) Phase 7 of the Bay model.

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 was 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 presented several talks on the new land use data to Bay Program workgroups, regional committees, and the American Planning Association (APA) Virginia.

HRPDC staff also attends meetings of the Principal Staff Committee (PSC), Management Board, Local Government Advisory Committee (LGAC), Modeling Team Workgroup (MTWG), and Watershed Technical Workgroup (WTWG) on an as needed basis. These meetings provide a high-level overview of policy-level decisions as well as technical insights on model development. In addition, staff meets monthly with staff from the Northern Virginia Regional Commission and the DEQ staff directly involved in decision-making for the Bay Program.

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). The 2022 contract, which runs from January 1 to December 31, primarily focuses on efforts to evaluate the CBPA regulations in a changing climate and promote the program to the public. Work is primarily conducted in conjunction with the CBPA Workgroup with input from the Regional Stormwater Management Workgroup. The contract was used to fund the regional CBPA public outreach campaign, which includes partnering with Red Chalk Studios to create rack card brochures, short social-media friendly videos, targeted emails, display ads, and updates to the content on askHRgreen.org. The message is targeted to homeowners living near the water and residential contractors working in the Resource Protection Area. The campaign is expected to launch in early FY 2023.

In addition to these efforts, this contract supported the small watershed technical assistance grant through the National Fish and Wildlife Federation (NFWF) received by HRPDC, which is focused on tracking pollutant reductions from industrial property along local waterways that directly discharge to surface waters. More information on this project is provided below. Additionally, the contract helped HRPDC staff to coordinate with the Hampton Roads localities to review the new high-resolution land cover and land use data sets provided by the Chesapeake Conservancy and to identify ways to enhance diversity, equity, and inclusion as related to project implementation in the region.

Small Watershed Technical Assistance Grant

The HRPDC received a grant in September 2020 from the NFWF to conduct an evaluation of private industries willing 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 was completed in FY 2022, and staff presented the project at the 2022 Environment Virginia Symposium. The industrial partners indicated a willingness to report existing BMPs and were interested in implementing new projects especially those with multiple benefits and financial incentives. In May 2022, HRPDC staff expanded on this effort and submitted a Small Watershed Implementation proposal to implement a living shoreline and other BMPs on an industrial property. The intent of the project, if funded, is to develop a pilot for implementing and reporting BMPs and also to explore a mechanism for growing a coalition of the willing for industrial properties across the region.

Trading with HRSD

HRSD, HRPDC staff, and the MS4 permittees collaborated to develop a regional template for MOAs to establish the framework for trading pollutant reduction credits to comply with the Bay TMDL pollutant reduction requirements. 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 needs to achieve TMDL compliance.

HRSD continues to move forward with their 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 nearly all of the regional urban stormwater waste load allocations in the Chesapeake Bay TMDL. HRSD representatives have 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 cost-effective option for MS4 permittees to meet a portion of the waste load allocations of the Chesapeake Bay TMDL.

Resilient Stormwater Design Standards

In FY 2022, HRPDC staff continued to work with its member localities to develop recommendations for regional resilient design standards for stormwater and floodplain management. This includes sea level rise planning scenarios, future projected floodplains, tailwater elevations, rainfall intensity-duration-frequency values, and joint probability events. The ultimate goal of this effort is to develop regional analysis products and recommendations that can be used by localities to adopt climate-informed policies that account for future conditions. This effort builds on existing resources and tools from USACE, FEMA, the Chesapeake Bay Program, and individual localities.

Virginia Municipal Stormwater Association

Nine of the eleven MS4 permittees in Hampton Roads are members of the Virginia Municipal Stormwater Association (VAMSA). In FY 2022, those Stormwater Managers and HRPDC staff actively participated in VAMSA by presenting at member meetings, contributing to regulatory comment letters, and serving on several committees, including the Phase I MS4, Phase II MS4, Chesapeake Bay TMDL Tracking Team, and Grants committees.

Lower James River and York River Roundtables

During FY 2022, HRPDC staff have participated in meetings of the Lower James River and York River and Small Coastal Basins Roundtables. The Lower James Roundtable met three times during FY 2022. The discussions have been focused on pet waste education, VDOF's Trees for Clean Water grant program, and per- and polyfluoroalkyl substances (known as PFAS).

The York River and Small Coastal Basins Roundtable met in December 2021 and May 2022. 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 meets monthly. This group is developing a plan to identify and prioritize wetland restoration and conservation practices in the York River coastal basins.

Living Shoreline Collaborative

The Living Shoreline Collaborative (LSC) is a partnership including non-profits, state agencies, local governments, HRPDC, Master Gardeners, contractors, and consultants whose goals are to build and share knowledge of living shorelines and promote their implementation in the tidal James River watershed. There are three focus areas: 1) monitoring, 2) training, and 3) implementation and outreach. The LSC presents an annual summit, holds quarterly meetings, and offers field visits. The partnership has also implemented three demonstration living shorelines and a floodplain restoration project. HRPDC staff has been participating with the Training Team, who is focused on developing content for a workshop to train contractors, property owners, and designers.

Virginia Bay Enhancement Working Group

HRPDC staff have been involved in efforts to identify needs for the beneficial reuse of dredge materials throughout the region. Starting in 2020, a Virginia Bay Enhancement Working Group (VA BEWG) was created, on behalf of Virginia's administration, to investigate the potential reuse of dredge materials from several deep channels in the lower main-stem of the Chesapeake Bay. As part of that group, local, regional, state, and federal entities tried to identify sites for beneficial reuse throughout the region, and a final matrix prioritizing sites was developed. While some sites were selected in the region, there was not enough information for a comprehensive assessment of needs for all of Hampton Roads. Additionally, a further assessment of other dredging opportunities beyond the main channels of the Bay was needed.

HRPDC staff are pursuing the development of a desktop analysis to determine the scope and extent of dredging projects in the Hampton Roads region. This will identify opportunities for the beneficial reuse of dredged material for shoreline rehabilitation and coastal resilience. The analysis would consist of the identification of dredge channels including location, type, material, schedule, and frequency. In addition, there are needs for: 1) an assessment of appropriate beneficial uses for different types of dredge material, 2) the identification of shorelines that could be appropriate placement sites, and 3) the identification of shorelines in need of material based on erosion or locality needs. In FY 2022, HRPDC staff engaged the US Army Corps of Engineers,

Norfolk District but determined that a Planning Assistance to States (PAS) funding opportunity was not a viable option. While the PAS funding wasn't a good fit, HRPDC staff are seeking other funds to move this project forward. The goal would be to develop a mapping tool for locality use that would connect dredge material with resilience needs across the region.

Elizabeth River Project's Initiatives

HRPDC staff served on several sub-committees, including Education, Water Quality, and Resilience and Sea Level Rise, contributing to the development of the updated Elizabeth River Watershed Action Plan. Through these efforts, HRPDC staff is assisting Elizabeth River Project (ERP) staff to identify financing strategies for implementation efforts throughout the Elizabeth River watershed. Mr. Joe Rieger (ERP) presented an overview of the plan to the Regional Environmental Committee in April 2022. The actions in the plan include achieving fair and equitable restoration of the River, collaborating with regional partners to become a model for resilience, restoring clean water, and cleaning up the contaminated river bottom sediments.

External Training Committee

The Office of Training Services of the DEQ established a new Committee, the External Training Committee, to serve the training needs of Erosion and Sediment Control (ESC) 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 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, including energy balance examples, typical design site constraints, effective enforcement measures, and new ESC practices. The Committee reviewed these topics at a meeting on May 19, 2020; however, there has been no activity since then.

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.

Meeting Dates

[illegible]

[illegible]

Public Involvement & Participation

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2022

Submitted to DEQ September 30, 2022

<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

2. Public Involvement/Participation								
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 posted on the City website per permit requirements. The program plan and annual reports are available on the City website at https://www.ci.poquoson.va.us/278/Stormwater-Quality . The Engineering department tacks 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 located in the Appendix	

2. Public Involvement/Participation								
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 located in the Appendix	
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. Spreadsheet is located 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. The upcoming PY will be a return to a more normal schedule.	

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 5 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 2022; 3RD FULL WEEKEND IN OCTOBER	Attendance; number of giveaways	Educational	This will be the first Seafood Festival since 2019 due to Covid. Poquoson has reserved the AskHRgreen trailer for the event and will use the trailer for environmental education.
Clean the Bay or Keep Poquoson Beautiful Volunteer Clean Up	Spring to early summer, near Earth Day	# Volunteers; amount of waste collected	Restoration	The annual Clean the Bay Day cleanup will go forward as planned in 2023. The City is also 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.
Poquoson Adopt a Spot	Continuously	# groups participating	Restoration	Ongoing.

Developed in PY 1; expanded in PY2. The number of planned activities exceeds permit requirements. # actual PY5 activities is subject to change because of the pandemic, public safety, inclement weather and changes to regional program.

Illicit Discharge Detection and Elimination

Appendix

City of Poquoson Annual Report

VAR# 040024

Fiscal Year 2022

Submitted to DEQ September 30, 2022

<u>BMP 3</u>	<u>ILLICIT DISCHARGE DETECTION AND ELIMINATION</u>
	Status of Compliance Spreadsheets
3.1	Service area & Outfall Map
3.1	MS4 Outfall Information Table (includes City-owned Water Quality BMPs)
3.1	Illicit Discharge Prohibition Ordinance
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)

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map					
3.1a	MS4 service area map using the 2010 CUA	Maintain and update mapping	Updated Map	SW Program Administrator/ IT Dept. (GIS)	Annually	Service area map Compliant. No new outfalls this year. Outfall map provided in appendix. The City Property Information System mapping shows the approximate location of all upstream City owned storm drainage piping at https://parcelviewer.geodecisions.com/Poquoson/
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 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.

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 TMDLs or outfalls approved in PY4.
3.1e	Provide written notification to downstream MS4s	Identify and notify, in writing, any downstream adjacent MS4 of any known physical interconnection established or discovered after permit effective date.	Develop map, Regional Stormwater Workgroup Meetings, letters	SW Program Administrator	Annually	Letters; meeting attendance	Compliant. Poquoson is downstream of all other MS4s. VDOT owns the only upstream MS4. While the City has not been contacted by VDOT, we are aware of the system and have contact information for VDOT if needed.
3.1f	Prohibit illicit discharges through ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Current Ordinance	SW Program Administrator/ Fire Dept	As necessary	City Code Section 34-207, Prohibition on non-stormwater discharges	Compliant. Relevant code section is located in the appendix.
3.2	Dry Weather Screening (DWS)						

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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	Compliant. FY 2023 plan is in the Appendix.

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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 101 outfalls and over 122,675 linear outfall ditching. Inspections included prioritized areas selected in PY3
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 procedure in Appendix.
3.3b	Public IDDE Reporting	Promote & publicize IDDE reporting	Presence of contact information on website	SW Program Administrator	Continuously	Locality website	Compliant. Information available on Poquoson Stormwater Quality website: https://www.ci.poquoson.va.us/278/Stormwater-Quality

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY 4 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. Example forms from responses this year and information on how Fire Department handles illicit discharge is in appendix.
3.3d	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	SW Program Administrator/ Fire Dept	Ongoing	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 listed 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 PY4.

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

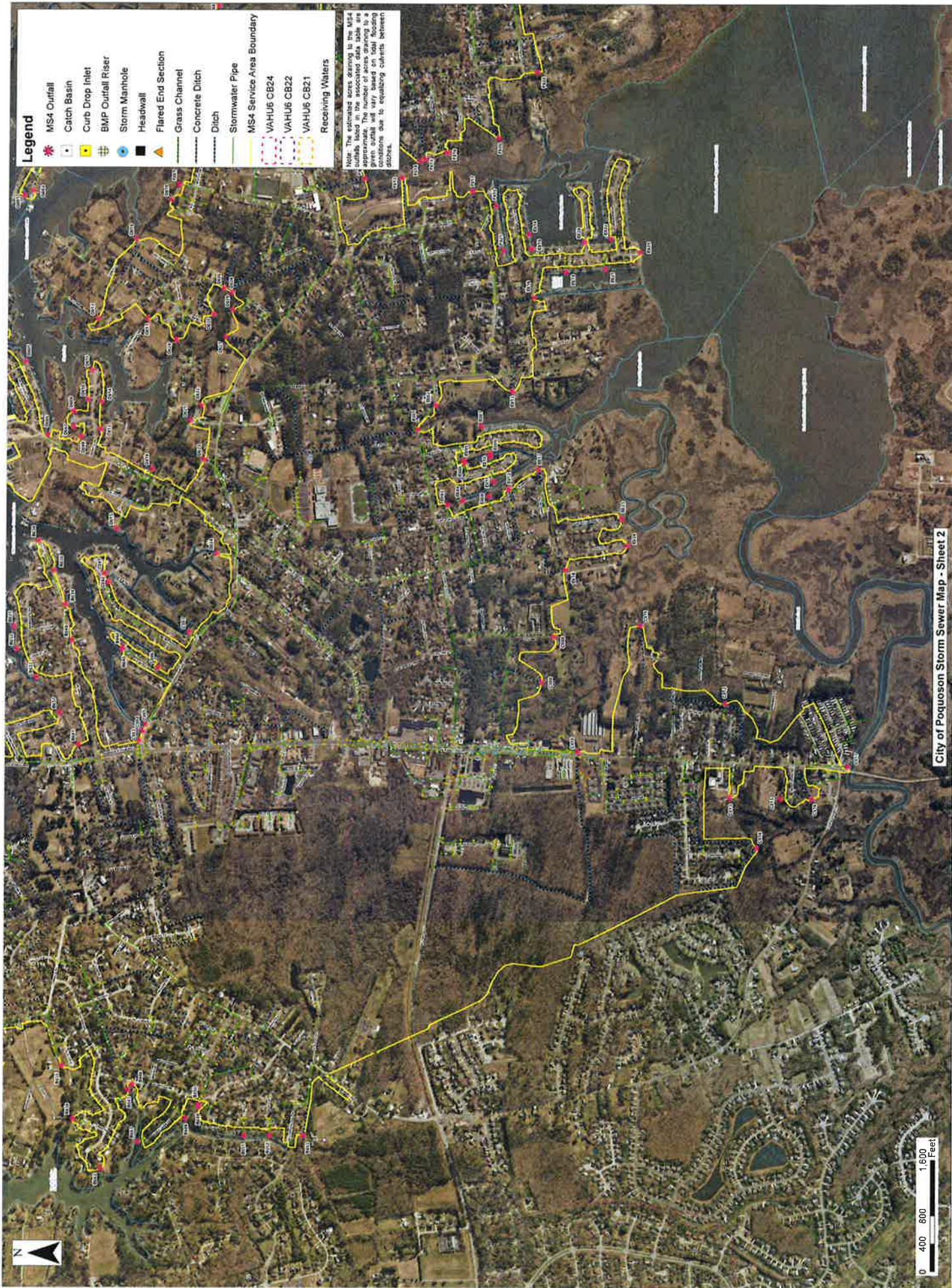


Legend

- MS4 Outfall
- Catch Basin
- Curb Drop Inlet
- BMP Outfall Riser
- Storm Manhole
- Headwall
- Flared End Section
- Grass Channel
- Concrete Ditch
- Ditch
- Stormwater Pipe
- MS4 Service Area Boundary
- VAHUS CB24
- VAHUS CB22
- VAHUS CB21
- Receiving Waters

Note: The estimated acres draining to the MS4 outfalls listed in the associated data table are approximations. The number of acres draining to a particular outfall may vary due to changing conditions due to equalizing culverts between ditches.





Legend

- MS4 Outfall
- Catch Basin
- Curb Drop Inlet
- BMP Outfall Riser
- Storm Manhole
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- Concrete Ditch
- Ditch
- Stormwater Pipe
- MS4 Service Area Boundary
- VAHU6 CB24
- VAHU6 CB22
- VAHU6 CB21
- Receiving Waters

Note: The estimated acres draining to the MS4 outfalls listed in the associated data table are approximate. The number of acres draining to a particular outfall may vary due to changing conditions due to equalizing culverts between ditches.





City of Poquoson Storm Sewer Map - Sheet 3

Outfall Type	VAHUS	HUC 12	Receiving Water	Impaired	Zone	Outfall ID	Impaired	Estimated Service Area (Ac)	Latitude	Longitude	Bay TMDL	Predominant Land Use
Ditch	CB21	20801080101	Poquoson River - Mouth	Yes	A	A001	Yes	7.60	37° 9' 33.541" N	76° 24' 3.124" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A002	Yes	1.64	37° 9' 28.286" N	76° 23' 53.346" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A003	Yes	3.53	37° 9' 27.947" N	76° 23' 51.928" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A004	Yes	3.84	37° 9' 26.055" N	76° 23' 49.998" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A005	Yes	5.64	37° 9' 24.588" N	76° 24' 5.297" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A006	Yes	8.12	37° 9' 22.803" N	76° 24' 7.024" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Lower	Yes	A	A007	Yes	2.43	37° 9' 21.321" N	76° 24' 27.077" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A008	Yes	4.58	37° 9' 21.206" N	76° 23' 57.851" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Poquoson River - Mouth	Yes	A	A009	Yes	2.78	37° 9' 20.523" N	76° 23' 8.322" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A010	Yes	2.07	37° 9' 20.029" N	76° 23' 51.188" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Unsegregated estuaries in Back River	Yes	A	A011	Yes	6.97	37° 9' 18.799" N	76° 23' 17.168" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A012	Yes	2.78	37° 9' 18.005" N	76° 23' 17.698" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A013	Yes	2.45	37° 9' 16.387" N	76° 24' 20.259" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A014	Yes	8.00	37° 9' 16.187" N	76° 24' 21.429" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A015	Yes	3.50	37° 9' 16.071" N	76° 23' 4.646" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A016	Yes	5.67	37° 9' 15.993" N	76° 23' 30.667" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A017	Yes	0.96	37° 9' 15.844" N	76° 23' 32.469" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A018	Yes	2.58	37° 9' 13.951" N	76° 23' 32.887" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Unsegregated estuaries in Back River	Yes	A	A019	Yes	0.28	37° 9' 12.784" N	76° 23' 0.339" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A020	Yes	1.58	37° 9' 12.111" N	76° 23' 17.612" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A021	Yes	3.15	37° 9' 10.372" N	76° 24' 19.517" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A022	Yes	1.45	37° 9' 10.176" N	76° 23' 15.024" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A023	Yes	4.43	37° 9' 9.952" N	76° 23' 55.545" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A024	Yes	1.21	37° 9' 7.985" N	76° 24' 14.327" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lyons Creek - Upper-Middle	Yes	A	A025	Yes	16.33	37° 9' 7.536" N	76° 23' 7.314" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A026	Yes	5.94	37° 9' 6.729" N	76° 23' 44.248" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A027	Yes	2.35	37° 9' 4.664" N	76° 23' 41.368" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Lower (DSS-OPEN)	Yes	A	A028	Yes	11.22	37° 9' 3.878" N	76° 23' 55.305" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Poquoson River - Lower (DSS-OPEN)	Yes	A	A029	Yes	1.90	37° 9' 3.529" N	76° 24' 25.446" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lyons Creek - Upper-Middle	Yes	A	A030	Yes	7.05	37° 8' 59.122" N	76° 23' 15.214" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A031	Yes	7.86	37° 8' 58.584" N	76° 23' 36.584" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lyons Creek - Upper-Middle	Yes	A	A032	Yes	9.85	37° 8' 57.332" N	76° 22' 58.305" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A033	Yes	4.97	37° 8' 57.134" N	76° 23' 47.497" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A034	Yes	35.25	37° 8' 54.054" N	76° 23' 52.238" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Roberts Creek - Upper	Yes	A	A035	Yes	1.80	37° 8' 54.024" N	76° 23' 52.197" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A036	Yes	6.47	37° 8' 53.139" N	76° 23' 35.796" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lyons Creek - Upper-Middle	Yes	A	A037	Yes	5.26	37° 8' 50.504" N	76° 23' 27.445" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A038	Yes	2.97	37° 8' 47.851" N	76° 23' 27.003" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Roberts Creek - Upper	Yes	A	A039	Yes	5.57	37° 8' 47.839" N	76° 23' 32.148" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lyons Creek - Lower	Yes	B	B001	Yes	26.21	37° 8' 46.421" N	76° 22' 33.417" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lyons Creek - Lower	Yes	B	B002	Yes	1.84	37° 8' 59.025" N	76° 24' 13.158" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B003	Yes	16.51	37° 8' 59.025" N	76° 24' 13.158" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B004	Yes	2.16	37° 8' 56.207" N	76° 24' 33.885" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B005	Yes	6.63	37° 8' 54.007" N	76° 24' 33.885" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Bennett Creek - Lower Middle	Yes	B	B006	Yes	34.27	37° 8' 53.007" N	76° 24' 14.992" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B007	Yes	8.06	37° 8' 51.136" N	76° 24' 31.678" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B008	Yes	9.32	37° 8' 48.335" N	76° 24' 30.981" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B009	Yes	0.53	37° 8' 48.300" N	76° 24' 30.981" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B010	Yes	4.31	37° 8' 48.307" N	76° 24' 33.086" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B011	Yes	1.13	37° 8' 46.937" N	76° 24' 33.086" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B012	Yes	7.31	37° 8' 46.937" N	76° 24' 33.086" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B013	Yes	1.74	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B014	Yes	6.08	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B015	Yes	20.08	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B016	Yes	1.24	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B017	Yes	2.23	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B018	Yes	3.23	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B019	Yes	2.51	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B020	Yes	4.48	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B021	Yes	1.91	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B022	Yes	8.21	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B023	Yes	5.82	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B024	Yes	7.22	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B025	Yes	11.12	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B026	Yes	3.87	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B027	Yes	2.79	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	Lamba Creek - Poquoson River	Yes	B	B028	Yes	115.50	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Ditch	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B029	Yes	48.68	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B030	Yes	3.52	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B031	Yes	3.35	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B032	Yes	3.26	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B033	Yes	0.39	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential
Pipe	CB21	20801080101	White House Cove - Bennett Cr. Area	Yes	B	B034	Yes	0.39	37° 8' 44.742" N	76° 24' 39.048" W	Yes	Urbanized; no industrial, predominantly residential