

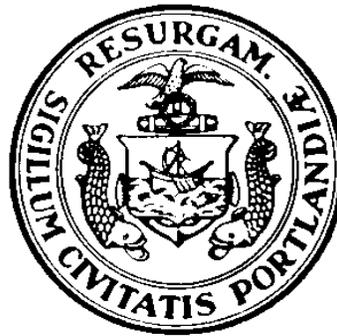
**2013 MS4 GENERAL PERMIT
STORMWATER PROGRAM
MANAGEMENT PLAN**

ANNUAL REPORT

PERMIT YEAR 2 (JULY 1, 2014 TO JUNE 30, 2015)

FOR

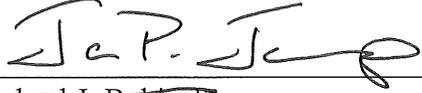
CITY OF PORTLAND, MAINE



Original Date of SWPMP: February 28, 2014
Permit Year 1 Annual Report Date: October 1, 2014
Permit Year 2 Annual Report Date: September 15, 2015

REQUIRED SIGNATURE

"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 gathered and evaluated 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."

Signature:  Date: 9/15/15
~~Michael J. Bobinsky~~

Jon P. JENNINGS

Title: ~~Director of Public Services~~
City Manager

MINIMUM CONTROL MEASURES

INTRODUCTION

Actions completed for the permit year are provided in this Annual Report for each best management practice (BMP). Actions completed or status updates for the permit year being reported on are indicated in bold italics for each applicable BMP. If no action was required during the permit year, none are listed. A general status of compliance with the permit conditions should be assumed, unless otherwise indicated in the actions completed or status update statement; any applicable changes to the identified BMPs or measurable goals are indicated in the actions completed or status update statement.

I. PUBLIC EDUCATION AND OUTREACH ON STORMWATER IMPACTS

The City of Portland will fulfill the requirements for Public Education and Outreach through participation in the Interlocal Stormwater Working Group (ISWG) and the permittee's provision of funding to the ISWG for Public Education and Outreach services, as described in this section of the plan.

Responsible Party: Portland Public Services in cooperation with ISWG Education Coordinator.

A. *Goals*

1. To raise awareness that polluted stormwater runoff is a significant source of water quality problems for Maine's waters;
2. To motivate people to use Best Management Practices (BMPs) which reduce polluted stormwater runoff; and
3. To reduce polluted stormwater runoff as a result of increased awareness and utilization of BMPs.

B. *Required Best Management Practices*

1. **Raise Awareness.**

Each permittee or stormwater group of which the permittee is a member shall have a new Awareness Plan or revise an existing Plan to raise awareness of stormwater issues for a target audience outside of municipal government. The permittee shall submit draft Stormwater Awareness Plan to the Department for review and approval by December 1, 2013. The Stormwater Awareness Plan is considered approved as of February 1, 2014, unless the permittee receives written communication from the Department indicating non-approval.

Completed

- i. In Permit Year 1, the City and ISWG will continue select awareness activities from previous permit cycle which will include; maintaining a

link to www.thinkbluemaine.org on municipal website; participation in a statewide media campaign to include 12 months of television advertisements and 12 months of online advertisements that direct to www.thinkbluemaine.org; and promote their approved public event.

Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

Actions Completed Permit Year 2: Although not reported in Permit Year 1, the Engineering Services Manager attended four Interlocal Stormwater Working Group (ISWG) meetings, the Water Resources Manager attended one, and the Stormwater Program Coordinator attended six. In Permit Year 2, the Engineering Services Manager attended two ISWG meetings, the Water Resources Manager attended five, and the Stormwater Program Coordinator attended eight ISWG meetings.

Completed

- ii. In Permit Year 1, the City and ISWG will refine and revise the Awareness Plan.

Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

- iii. In Permit Year 1-5, the City will implement Awareness Plan elements internally or through ISWG partnerships consistent with the Awareness Plan.

Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

Actions Completed Permit Year 2: The City of Portland provided education activities focused on keeping water clean at the Green Neighbor Family Fest on April 25, 2015. Refer to the Permit Year 2 Summary of Minimum Control Measures 1 & 2 in Appendix A-2.

In addition to awareness activities reported in Appendix A-2, the City also coordinated two local storm drain stenciling events as described below:

- *Girl Scout Troop 1507 stenciled 32 catch basins in the Sagamore Village neighborhood within the Capisic Brook watershed on 10/5/14. The 90-minute stenciling effort consisted of 8 Girl Scouts and 2 leaders (a Troop Leader and a teen assistant).*
- *Woodard & Curran, Inc. collaborated with the City to host a Maine Youth Leadership storm drain stenciling event where 64 catch basins were stenciled in several neighborhoods off Congress Street and Westbrook Street, including Garrison Street, Tide Mill Road, Old Mast Road, Cobb Avenue, Westbrook Street, River's Edge Drive, Stroudwater Road, Roundabout Road, Kingsmark Lane, Spar Lane and Buttonwood Lane on 5/30/15. The group consisted of 12 students and 5 adult volunteers.*

- ***Additional awareness activities were completed as part of the Greener Neighborhoods Cleaner Streams program as described in the 2014-2015 Summary Report in Appendix B.***

- iv. In Permit Year 5, the City with its ISWG partners will evaluate Awareness Plan and prepare to modify for next permit cycle.
No action required Permit Year 2.

Reporting: The permittee shall include a review of the Stormwater Awareness Plan outreach efforts in each of its Annual Reports.

2. Raise Municipal Permit Awareness.

Permittee shall develop and implement an education program aimed at municipal staff, employees or volunteers. The permittee shall begin implementation of the Permit Awareness Plan within one week of its approval. The permittee shall submit the draft Permit Awareness Plan to the Department for review and approval. The Permit Awareness Plan is considered approved as of March 1, 2014, unless the permittee receives written communication from the Department indicating non-approval.

Completed

- i. In Permit Year 1 and by January 6, 2014 the City will submit a plan to DEP through ISWG to raise permit awareness. Unless DEP responds in writing or verbally otherwise, as of March 1, 2014 the Awareness Plan is considered approved and implementation of the Permit Awareness Plan will begin.

Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

Not Applicable

- ii. In Permit Year 1, the City and ISWG will assess or utilize existing assessments of the target audience to document baseline level of action by which the implementation of the Permit Awareness Plan can be measured.

Actions Completed Permit Year 1: This measurable goal was erroneously included and is not applicable to this best management practice. Since the Municipal Permit Awareness Plan is a new Plan, a pre-survey of ISWG representatives will be conducted this fall in Permit Year 2 for the baseline measure.

- iii. In Permit Year 2-4, the City will implement Permit Awareness Plan elements internally or through ISWG partnerships.

Actions Completed Permit Year 2: An interdepartmental meeting was held on 5/20/15 (see VI.B.1.i for more information). Refer to the Permit Year 2 Summary of Minimum Control Measures 1 & 2 in Appendix A-2.

- iv. In Permit Year 5, the City with its ISWG partners will evaluate Permit Awareness Plan and prepare to modify for next permit cycle.

Reporting: The permittee shall include a review of the Permit Awareness Plan outreach efforts in each of its Annual Reports.

3. Target BMP Adoption

Each permittee or stormwater group of which the permittee is a member shall have a new or revised Adoption Plan with the goal of promoting behavior change through the implementation of BMPs. The permittee shall submit the draft BMP Adoption Plan to the Department for review and approval by November 1, 2014. The BMP Adoption Plan is considered approved as of, January 15, 2014 unless the permittee receives written communication from the Department indicating non-approval.

Completed

- i. In Permit Year 1, the City and ISWG will assess or utilize existing assessments of the target audience to document baseline level of action by which the implementation of the BMP Adoption Plan can be measured.
Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

Completed

- ii. In Permit Year 1, the ISWG will continue BMP adoption activities carried out in Permit Year 5 (2008-2013) of the previous BMP Adoption Plan. Activities include: Providing a minimum of six adult education classes throughout the ISWG region per year; Work with a minimum of 21 retail locations to provide healthy lawn care education to consumers; Maintain the YardScaping website hosted on CCSWCD's website; and Provide information to targeted neighborhoods via direct mail, neighborhood canvassing, socials or other means.
Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

Completed

- iii. In Permit Year 1 and by November 1, 2013 the City will submit a plan to DEP through ISWG to encourage the targeted audience to adopt or practice specific BMPs that will reduce stormwater pollution.
Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

- iv. In Permit Year 2-4, the City will implement BMP Adoption Plan elements internally or through ISWG partnerships.
Actions Completed Permit Year 2: Refer to the Permit Year 2 Summary of Minimum Control Measures 1 & 2 in Appendix A-2.

- v. In Permit Year 5, the City with its ISWG partners will evaluate BMP Adoption Plan and prepare to modify for next permit cycle.

Reporting: The permittee shall include a review of the BMP Adoption Plan in each of its Annual Reports.

4. Enhanced Education and Outreach

Permittees will enhance their education and outreach effort in their impaired or priority watershed or work to address a stormwater pollutant issue of regional or statewide significance. Permittees with an impaired waterbody may either target a specific activity that if successfully addressed will improve and/or protect water quality in the priority or impaired watershed(s) or the permittee may choose instead to work singly or collaboratively on a common regional or statewide stormwater pollutant issue. The goal of the effort should be to reduce or eliminate the pollutant(s) of concern.

Completed

- i. In Permit Year 1 and by July 1, 2014, the City shall develop a draft plan on how it plans to meet either permit requirement as stated above.

Actions Completed Permit Year 1: Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1.

- ii. In Permit Year 2-4, in conjunction with the ISWG the City will implement the Priority Watershed Plan.

Actions Completed Permit Year 2: Refer to the Permit Year 2 Summary of Minimum Control Measures 1 & 2 in Appendix A-2.

- iii. In Permit Year 5, the City with its Salt Manager partners will evaluate program and prepare to modify for next permit cycle.

Reporting: Review of Targeted Outreach in Priority Watershed Plan will be included in Annual Reports starting in permit year two. The review will include process and impact indicators as outlined in the Targeted Outreach in Priority Watershed Plan. In permit year five an analysis of the process and impact indicators of the Targeted Outreach in Priority Watershed Plan will be provided.

C. Additional Best Management Practices

1. School Outreach

Completed

- i. In Permit Year 1, continue the incorporation and implementation of “It’s all connected” school curriculum in elementary and/or middle schools.

Actions Completed Permit Year 1: School outreach was conducted by Deb Debiegun, District Educator, Cumberland County Soil & Water Conservation District, ddebiegun@cumberlandswcd.org, 207-892-4700 x 101 and Sarah Plummer, Environmental Education Coordinator, Portland Water District, splummer@pwd.org, 207-774-5961 x 3324. The following is a summary of youth education activities completed in Portland during the 2013-2014 school year:

Total students: 464

Total contact hours: 675 (CCSWCD: 300, PWD: 375)

Lesson topics: Watersheds, water cycle and distribution, watershed delineation, nonpoint source pollution, stormwater, stewardship, water quality testing, geology and erosion, soil as water pollution, Forestry Day: forest's ability to filter water, ocean's currents and earth's rotation.

Schools: Lincoln Middle School, State Street Preschool, Presumpscot Elementary School, Catherine McAuley High School, Learning Works program participants at Presumpscot, Ocean Avenue and Reiche Elementary Schools

Educator: PWD, CCSWCD

In addition, the Stormwater Program Coordinator met with students at the following three schools to talk about stormwater and water pollution prevention: King Middle School on 3/7/14, Lyseth Elementary School on 5/8/14, and Reiche Community Elementary School on 7/17/14. The City also participated in storm drain stenciling events with students from the Lyseth Elementary School on 5/12/14 and King Middle School on 5/20/14 (50 catch basins stenciled on 5/20/14).

- ii. In Permit Years 2-5, as funding permits, continue the incorporation and implementation of "It's all connected" school curriculum in elementary and/or middle schools.

Actions Completed Permit Year 2: A total of 752 students from eight schools received 1,857 contact hours on various water quality and stormwater related lesson topics. Refer to the summary of ISWG Youth Education Activities for Portland in the Permit Year 2 Summary of Minimum Control Measures 1 & 2 in Appendix A-2.

Reporting: Annual reports will include the total number of students reached, which schools were involved and the lesson topics that were covered.

II. PUBLIC INVOLVEMENT AND PARTICIPATION

The City will fulfill the requirements for Public Involvement and Participation through participation in and partial funding of the Interlocal Stormwater Working Group (ISWG) for Public Involvement and Participation services, or through directly fulfilling the requirements, as described in this section of the plan. The City will involve the

public in both the planning and implementation process of improving water quality and reducing quantity via the stormwater program.

Responsible Party: Portland Public Services in cooperation with ISWG Education Coordinator.

A. Goal

Involve the public in both the planning and implementation process of improving water quality via the stormwater program.

B. Required Best Management Practices

1. Public Notice Requirement

The permittee shall comply with applicable state and local Public Notice requirements using effective mechanisms for reaching the public, and comply with the public notice requirements of the Maine Freedom of Access Act, 1 M.R.S.A. §§ 401 et seq. (“FOAA”) when the permittee involves stakeholders in the implementation of this General Permit. The permittee shall document the meetings and attendance through the annual report as a way of measuring this goal.

Completed

- i. The City and ISWG will follow state and local Public Notice requirements for both ISWG and individual Stormwater Program Management Plan elements.

Actions Completed Permit Year 1: The Plan was approved by City Council on December 16, 2013 after the second reading (following the usual City notification process). The final version dated February 28, 2014 incorporated minor changes requested by the DEP and did not require further public notice. The final Plan was posted on the Maine DEP’s website.

- ii. The City and ISWG will follow state and local Public Notice requirements when involving stakeholders in the implementation of the Small MS4 General Permit.

Actions Completed Permit Year 1: No public notice requirements were invoked.

Actions Completed Permit Year 2: No public notice requirements were invoked; however, several meetings with the Finance Committee and City Council were held between August 2014 and January 2015 to discuss the costs associated with the stormwater management programs, including the MS4 program and Combined Sewer Overflow Abatement program and how a stormwater service charge could be used to fund these costs. In addition, at least seven other public and neighborhood meetings were held around the City to explain the challenges and present the stormwater service

charge program to City Councilors and the residents and businesses in their districts. City staff and representatives from Cumberland County Soil and Water Conservation District (CCSWCD) helped present at these public and neighborhood meetings.

All public meetings associated with the stormwater service charge were posted on the City's webpage and shared with the local news and social media outlets. A flier, describing the stormwater service charge and seven public meeting dates, was sent to all residents and businesses in Portland on 10/20/14.

Reporting: The annual report will describe compliance with public notice requirements including documentation of meetings and attendance, where applicable.

2. Host Public Event

The permittee or regional stormwater group of which the permittee is a member shall annually host/conduct or participate in a public event. The event must include a pollution prevention and/or water quality theme. The target audience does not need to be the entire urbanized area but should be aimed at a segment of the population that the permittee wishes to reach. The permittee shall include a report of the public event in each of its Annual Reports.

- i. The City and/or City with ISWG will support/host/conduct an annual public event.

Actions Completed Permit Year 1: The City hosted the third annual Green Neighbor Family Fest, which was held in conjunction with the ISWG-sponsored Urban Runoff 5K race and walk on April 26, 2014. Refer to the Permit Year 1 Summary of Minimum Control Measures 1 & 2 in Appendix A-1 for a summary of this event. The Green Neighbor Family Fest is part of the City's overall Greener Neighborhoods Cleaner Streams Program. A summary of the Greener Neighborhoods Cleaner Streams program for 2013-2014 as well as the Green Neighbor Guide (artistic watershed map) and educational sign that were created as part of the program are also included in Appendix A-1.

Actions Completed Permit Year 2: The City hosted the fourth annual Green Neighbor Family Fest, which was held in conjunction with the ISWG sponsored Urban Runoff 5K race and walk on 4/25/2015. The City also formed an Urban Runoff sponsoring team with one municipal member who participated in the race. Additionally, 194 race participants and 15 volunteers provided Portland addresses. The City was provided with 50 posters for distribution (most of which were hung up at City Hall, Public Services, the Cummings Center, public schools, community centers, local grocery stores, coffee shops, and other high-traffic venues). The City Council unanimously passed a City Council Order (140-14/15)

recognizing the festival on 2/19/15, waived permit fees for the event, promoted the event on the City website and various social media venues, and provided a display at the festival. Refer to the Permit Year 2 Summary of Minimum Control Measures 1 & 2 in Appendix A-2 for a summary of this event. The Green Neighbor Family Fest is part of the City's overall Greener Neighborhoods Cleaner Streams Program. A summary of the Greener Neighborhoods Cleaner Streams program for 2014-2015 is included in Appendix B.

The City, with the assistance of the CCSWCD, held a stormwater open house on 6/16/15 to provide landowners with information about the stormwater service charge, to give them a chance to meet a variety of participating stormwater management consultants, and to let them know that staff are available to answer questions about the credit program and for site visits. Approximately 30 landowners and 10-15 consultants attended this open house held at Deering High School.

Refer to Appendix B for a public event held by the City that was associated with its Greener Businesses Cleaner Streams program.

Reporting: The annual report will include description of the event. The report will include process indicators which assess the permittee's planning and execution, as well as impact indicators which assess the effectiveness of the event. The permittee shall also include a comprehensive review of the public events in its fifth year Annual Report that must include an analysis of the process indicators and impact indicators. The Permit Year 5 report will include a comprehensive review of the public event, including an analysis of the process and impact indicators.

C. Additional Best Management Practices

1. Household Hazardous Waste Collection

The City will continue to offer weekly collection of Household Hazardous Waste between April and November via drop-off at the Riverside Recycling facility. This service is also made available to other communities. Additionally, we accept Universal Waste six days a week year round. This includes fluorescent tubes, compact fluorescents, CRTS & TVs, mercury added items, batteries, and electronics.

Actions Completed Permit Year 1: The Household Hazardous Waste (HHW) collection program runs from April through November. HHW quantities are reported based on the size of the container used to collect the material (whether or not the containers were filled or partially filled). The total volume of HHW containers paid for during the permit year was 11,613 gallons. The quantity of universal waste that was collected during the permit year includes a total of 5,841 TVs and monitors, 6,383 computers and peripherals, 95,377 feet of fluorescent lamps, 1,911 units of U&O lamps, 6,158 units of other fluorescent lamps, 28,293 pounds of batteries, 4,624

pounds of PCB ballasts, 2,597 pounds of other ballasts, 1,070 pounds of capacitors, and 133 pounds of other mercury containing devices.

Actions Completed Permit Year 2: The Household Hazardous Waste (HHW) collection program runs from April through November. HHW quantities are reported based on the size of the container used to collect the material (whether or not the containers were filled or partially filled). The total volume of HHW containers paid for during the permit year was 10,680 gallons. Types of HHW collected include paint, aerosols, pesticides, oxidizers, acids, bases, mercury compounds, solvents, and organics.

The quantity of universal waste that was collected during the permit year includes universal waste from both Portland and non-Portland Residents. A total of 6,518 TVs and monitors, 4,619 computers and peripherals, 142,521 feet of fluorescent lamps, 2,225 units of U&O lamps, 7,376 units of other fluorescent lamps, 20,307 pounds of batteries, 1,894 pounds of PCB ballasts, 4,179 pounds of other ballasts, 1,144 pounds of capacitors, and 329 pounds of other mercury containing devices were collected.

III. ILLICIT DISCHARGE DETECTION AND ELIMINATION

The City of Portland shall develop, implement and enforce a program to detect and eliminate illicit discharges and non-stormwater discharges within the non-combined sewer MS4 area.

Responsible Party: Portland Department of Public Services.

A. Goal

Develop, implement and enforce a program to detect and eliminate illicit discharges and non-stormwater discharges.

B. Required Best Management Practices

1. Revise and Refine a Storm Sewer System Infrastructure Map.

Permittees subject to the 2008 MS4 General Permit shall continue to keep their map(s) current and ensure that maps are reviewed for any updates at least annually.

- i. By the end of Permit Year 1, the City will review its respective storm sewer infrastructure maps in order to identify key storm sewer attributes and identify targeted geographic or data attributes for revision. Attributing will likely focus on identifying and clarifying MS4 outfalls and state, City or private ownership.

Actions Completed Permit Year 1: Mapping of both the storm drain and sewer systems is ongoing. The City is in the process of reviewing its storm sewer infrastructure maps. During Permit Year 1, the City hired Woodard &

Curran to assist in the development of a comprehensive stormwater/drainage CMOM plan that includes a GIS data gap analysis (e.g. missing data, attributes, need for database improvements, etc.), system condition assessment (based on sample investigations), drainage system CIP, O&M program, and staffing/work flow analysis, etc. This process has continued into Permit Year 2.

Actions Completed Permit Year 2: The City began an overhaul of its asset management systems including the GIS, which houses the sewer and storm drain data. This process included the hiring of new asset management staff and conversion of the GIS dataset to the industry standard Esri Local Government Information Model (LGIM), which was completed in April 2015. In addition, the City is developing new data QA/QC protocols and has adopted the National Association of Sewer Service Companies' (NASSCO) standards for sewer and storm drain evaluation and data collection.

The GIS stormwater data gap analysis and system condition assessment were put on hold while the aforementioned improvements were being made to the GIS. In Permit Year 3, the City is converting a significant amount of sewer and storm drain CCTV assessment data to the new LGIM GIS format and NASSCO condition rating format. This will greatly improve the City's ability to complete the stormwater data gap analysis and system condition assessment.

The last large-scale revision date occurred in April 2015, but the City is actively updating its sewer and storm drain data when as-built plans for municipal projects become available or when deficiencies are identified during desktop or field investigation. The addition of dedicated asset management personnel will greatly improve Portland's ability to update and maintain the sewer and storm drain GIS.

- ii. In Permit Years 2-5, the City will continue to update both geographic and data attributes of its MS4 storm sewer system GIS geodatabase (as necessary).

Actions Completed Permit Year 2: See III.B.1.i.

Reporting: Annual update of mapping efforts undertaken in the Permit Year.

2. Maintain Non-Stormwater Discharge Ordinance.

Permittees subject to the 2008 MS4 General Permit shall to the extent allowable under State or local law, continue to implement, and provide annual reporting of the permittee's non-stormwater discharge ordinance that effectively prohibits, unauthorized non- stormwater discharges into the permittee's storm sewer system. This BMP will also include coordination with the Portland Water District regarding

water line and hydrant flushing to determine if either is a significant contributor of pollutants to the MS4.

Completed

- i. In Permit Year 1, coordinate with the Portland Water via mail or in person to evaluate whether or not water line or hydrant flushing from potable water sources is a significant contributor of pollutants to the MS4. Evaluation will include the following action:

- o Provide the Portland Water District with a location map showing the extent of the municipal urbanized area, and the highest priority watershed(s).
- o Gather information from the Portland Water District, specific to the urbanized area and priority watershed(s), including the number and location of hydrants and details on water line or hydrant flushing that outlines procedures, including how often flushing occurs, typical flow rates and duration, where the water is conveyed, what the target or actual chlorine concentrations are, and what best practices are employed to prevent erosion and address potential pollutants.

Actions Completed Permit Year 1: A meeting with the Portland Water District (PWD) to begin developing an ISWG-wide hydrant flushing policy was held at the PWD on January 17, 2014 (Doug Roncarati attended). The PWD was provided with a map showing the urbanized area for all the ISWG communities. The meeting included introductions and overview, PWD practices, and a discussion regarding procedures to determine hydrant significance. As a result of the meeting, PWD was planning to meet with each community, starting with the 2014 target communities and to develop GIS maps with their specific hydrants, infrastructure, and stream locations.

PWD contacted the City to request the latest data, including storm drains, catch basins, and priority/sensitive surface waters. Using the available PWD data and its own GIS data, the City identified 123 hydrants that are located within the Capisic Brook watershed with an additional 57 hydrants located within 250 feet of that boundary. It should be noted that not all of these hydrants are likely to discharge to the separated storm drain system that discharges to Capisic Brook. The City's GIS Steering Committee is working on a means to more formally and regularly share GIS data between City departments and PWD; this will help keep available data current so any required analysis can be done more effectively and efficiently by both parties. The City and PWD have an on-going working relationship and will ensure that PWD has

the necessary information to move toward formalizing a process for hydrant flushing in a manner acceptable to DEP.

Actions Completed Permit Year 2: Hydrants in Portland are flushed by the Portland Water District on a rotating basis. PWD's stated goal is to flush one third of the distribution mains in its service area on an annual basis, which translates to a portion of water mains within Portland each year. Portland Water District's primary best management practice is to dechlorinate flush water using Vita-D tablets or LPD-CHLOR and a flow diffuser that aids in dissipating the residual, prior to discharge, every time they flush a hydrant. An additional best practice includes land application to further dissipate residual, where practical. The PWD uses GIS data and their online map viewer (AIM Spatial II) to identify best areas for land application.

The ISWG-MS4 Hydrant Flushing Meeting was held at the Portland Water District Nixon Training Center on January 29, 2015. Items discussed included a review of efforts to date and MS4 Permit requirements, Portland Water District efforts to date, and Maine Water Company and Maine Water Utilities Association updates/input, as well as next steps. The Stormwater Program Coordinator (Doug Roncarati) attended the meeting. A draft 2014 Summary Report of District Flushing Activities was provided to the ISWG at the January 2015 meeting, which included information as required by the Stormwater Program Management Plan language listed above.

Completed

- ii. By no later than December 30, 2014, unless otherwise approved by the Department, using available GIS or other municipal mapping information, the location of hydrants will be added to the storm sewer system infrastructure map to aid in the evaluation; the City will work with the Portland Water District to prioritize the hydrants or water lines that have the potential to cause exceedances of the ambient water quality criterion for chlorine when discharged through the MS4. The City will request a water quality progress report that documents what best management hydrants as well as the Portland Water District's testing results of the total residual chlorine for any such discharges.

Actions Completed Permit Year 2: The location of hydrants is included in the City's GIS, and the City and Portland Water District (PWD) periodically share sewer, storm drain, hydrant, and water line data. The PWD is aware that hydrant flushing activities outside of the areas served by Portland's combined sewer system (mainly on the Portland peninsula)

could directly or indirectly, via the MS4, impact surface waters. The PWD is using dechlorination measures to eliminate or minimize the impact to surface waters (refer to III.B.2.i for more information).

- iii. Permit Years 3-5, the City will request an annual water quality progress report that documents what best management practices are being implemented for flushing activity at the prioritized hydrants as well as the Portland Water District's testing results of the total residual chlorine for any such discharges.

No action required during Permit Years 1 and 2.

- iv. If it is determined by the end of Permit Year 3, that water line or hydrant flushing is a significant contributor of pollutants to the MS4, and the Portland Water District has demonstrated that it will not voluntarily implement BMPs in order to reach ambient water quality criteria for chlorine, the City will, as soon as practicable or by no later than the end of Permit Year 4, update their IDDE ordinance to allow enforcement of discharges that cause exceedances of water quality criteria.

No action required during Permit Years 1 and 2.

- v. Permit Year 1-5, continue to maintain and enforce non-stormwater discharge ordinance.

Actions Completed Permit Year 1: The City continued to implement their non-stormwater discharge ordinance. Although seven spills and complaints were received (from City staff, Dispatch, or residents), logged and investigated, no enforcement under the non-stormwater discharge ordinance was required. Most of the events that were logged occurred in combined system locations and were contained so that they had little or no impact on the system.

Actions Completed Permit Year 2: The City continued to implement Article II Prohibited Discharges (i.e. non-stormwater discharges) under their Storm Water Ordinance (Chapter 32). The City worked with several businesses to address potential illicit discharges, and the Stormwater Program Coordinator worked with City personnel to address several lapses in the use of pollution prevention/good housekeeping BMPs as described below:

- *Successfully addressed problems associated with handling, storage, and removal of grain by-products at one large and several small breweries, collaborating with Maine DEP's Industrial Stormwater Inspector, when appropriate.*
- *Investigated an anonymous report of illegal antifreeze disposal in a catch basin, but no evidence found. Circulated "no dumping" informational fliers and Capisic Brook Watershed maps around this residential neighborhood.*
- *Talked with a property manager of several large properties about the pros and cons of using snow melting equipment for snow removal including the potential stormwater and air quality impacts.*

- *Investigated a report that a resident had been dumping used motor oil into a catch basin on Florida Avenue. Evidence of oil was found in a single catch basin, which was pumped. City personnel circulated “no dumping” fliers and talked with residents on Florida Avenue about the problem of illegal dumping including the cost of cleanup.*

Formal enforcement action under the Ordinance was not necessary.

Reporting: The annual report will include a status update on the evaluation of water line and hydrant flushing as a significant contributor of pollutants to the MS4 and an update on subsequent actions.

3. Continue IDDE program for MS4.

Permittees subject to the 2008 MS4 General Permit shall continue to implement its prioritized dry weather outfall inspection plan based on drainage areas such as an urban impaired stream watershed, or based on a watershed or sub-watershed that the permittee has identified as having the greatest potential threat to the receiving water. Permittees subject to the 2008 MS4 General Permit shall revise their outfall inspection plan and continue conducting dry weather inspections in different watersheds or sub-watersheds as approved by the Department and evaluate discharges for illicit connections.

The municipality must have a defined procedure/policy or protocol in place that details the steps that must be taken when an illicit discharge is identified during these inspections to locate the source of the illicit discharge and eliminate it.

- By end of Permit Year 1, refine and revise outfall inspection plan, inspection areas and timeline.

Actions Completed Permit Year 1: The outfall inspection plan will be part of the stormwater/drainage CMOM plan that the City is developing. The City conducted dry weather outfall inspections in Capisic Brook, Fall Brook, and Dole Brook watersheds. The following is a summary of dry weather outfall inspections:

- *Thirty one stormwater outfalls were inspected in Capisic Brook, 21 stormwater outfalls were inspected in Dole Brook, and 16 stormwater outfalls were inspected in Fall Brook.*
- *No significant issues were noted. Some maintenance needs were identified, such as sediment build-up, damaged outfall pipe, need for brush removal, etc. In addition, minor foam was observed at six outfalls and minor floating scum was visible in the standing water below two outfalls. It is unclear whether the foam was residual from residential car washing or indicative of a larger issue. These outfalls will be monitored to determine if these are persistent issues.*

- *Grass clippings, brush and yard waste were sometimes observed dumped down ditches, stream embankments, or on outfalls, making inspection and maintenance difficult. Staff talked with one homeowner about the problem on their property and asked them to remove the yard waste and refrain from dumping in the outfall or in the water resource. In light of this growing maintenance problem, the Stormwater Program Coordinator plans to renew discussions with the Solid Waste Coordinator and Director about expanding the yard waste pick-up program.*
- *The City conducted follow-up investigation on an outfall to Capisic Brook based on an EPA Notice of Violation No. 2013-NOV-05. EPA thought they were investigating an inactive CSO outfall that was still showing activity (#40 Sagamore Village at the end of Pinecrest Rd), but the outfall had been entirely removed during a sewer separation project. They were actually taking samples from the new storm drain outfall located in the same vicinity as the old CSO outfall. EPA water quality testing at the storm drain outfall revealed high levels of bacteria, which they thought indicated the presence of CSO activity but that was not the case. DPS staff televised the entire separated storm drain system and nearby sewer system upstream of the outfall and no cross-connections were found. As it turns out, a family of raccoons had constructed a den inside the storm drain and a large amount of scat was present, apparently accounting for the high bacteria counts.*

Actions Completed Permit Year 2: As noted in Permit Year 1, the outfall inspection plan will be part of the stormwater/drainage capacity, management, operation, and maintenance (CMOM) plan. The stormwater/drainage CMOM plan is still under development, and will be completed in Permit Year 3. For outfall inspections conducted, see III.B.3.v.

- ii. By end of Permit Year 1, refine and revise (as needed) SOP(s) for dry weather outfall inspection program and opportunistic catch basin investigations.

Actions Completed Permit Year 1: The SOPs will be revised as needed through the development of the stormwater/drainage CMOM plan. In addition, the SOP will be revised based on the ISWG's process of reviewing/updating the SOPs in Permit Year 2.

Actions Completed Permit Year 2: As noted in Permit Year 1, the SOPs will be revised as needed through the development of the stormwater/drainage CMOM plan. The stormwater /drainage CMOM plan is still under development, and will be completed in Permit Year 3.

- iii. By end of Permit Year 1, refine and revise (as needed) forms and data collection system in place for dry weather outfall inspections.

Actions Completed Permit Year 1: See III.B.3.ii.

Actions Completed Permit Year 2: See III.B.3.ii.

- iv. By end of Permit Year 1, refine and revise (as needed) policy/procedure or protocol that identifies the steps that must be taken when an illicit discharge is encountered in order to locate the source of the illicit discharge and eliminate it.

Actions Completed Permit Year 1: See III.B.3.ii.

Actions Completed Permit Year 2: See III.B.3.ii.

- v. In Permit Years 2-5, conduct annual dry weather outfall inspections and opportunistic catch basin inspections within the areas identified in the inspection plan.

Actions Completed Permit Year 2: The City conducted 32 dry weather outfall inspections within the Capisic Brook watershed, 14 in the Fall Brook watershed, and 1 within the Smith's Creek watershed. Two Capisic Brook outfalls merit additional observation due to the presence of algae or an oily sheen. Illegal yard waste disposal was occurring at several outfalls in the Capisic Brook watershed and maintenance needs were also identified, as follows: trash (4), erosion around/below outfall (4), vegetation in front of outfall needs clearing (1), sediment removal needed (1), pipe repair needed (2), and yard waste dumping (8). No significant water quality issues were identified at the Fall Brook outfalls, but inspectors did note trash, the need to remove vegetation growing in front of several outfalls, and maintenance needs, as follows: trash present (2), vegetation needs clearing (4), sediment removal needed (1), and pipe repair needed (1). No problems were identified at the Smith's Creek outfall in Permit Year 2, unlike in Permit Year 1 when soap foam was present. Since inspections were conducted near the end of the permit year, follow up will be completed in Permit Year 3.

Reporting: Inspection results will be documented in a database management system or other recordkeeping system and a summary will be reported in annual reports submitted to the DEP.

4. Open Ditch Illicit Discharge and Septic System Assessment

Permittees subject to the 2008 MS4 General Permit shall continue to implement an illicit discharge/illicit connection detection program based upon a schedule approved by the Department. Each permittee shall develop a list of septic systems in its highest priority watershed that are 20 years old or greater and which may discharge to the MS4 if the system fails. By June 30, 2017, each permittee shall implement a drive-by evaluation and documentation program of septic systems in its highest priority watershed that are 20 years old or greater and which have the potential to discharge into the MS4. This septic system inspection and documentation program must include a mechanism for addressing any discharges to the MS4 from malfunctioning septic systems.

- i. During Permit Year 1, the City will incorporate a strategy in its overall IDDE plan, for detecting illicit discharges in their open ditch system.
Actions Completed Permit Year 1: The City is reviewing its overall IDDE plan as part of the drainage/stormwater CMOM and will revise its program to include an open ditch IDDE strategy, noting that only a relatively small portion of the MS4 uses open ditch drainage. Also, the City is engaged in a city-wide review of commercial and residential water and sewer services, which will identify properties that are on septic systems. This information will be compared with existing data for the few septic systems already identified in the priority watershed. It will also help the City to determine which septic systems in other watersheds, due to age and location, might pose a risk to the open ditch system.
Actions Completed Permit Year 2: As noted in Permit Year 1, a strategy for detecting illicit discharges in the ditch system will be incorporated into the City's overall IDDE plan, which will be completed as part of the drainage/stormwater CMOM. The stormwater/drainage CMOM is still under development and is expected to be complete in Permit Year 3.

- ii. During Permit Year 1-3, the City will document known septic system areas and include in overall watershed map.
Actions Completed Permit Year 1: The City has been studying water and sewer connections city-wide to clean up connection records and investigate where properties are on septic systems, or have switched from septic to sewer systems. This information will be used to update the list of septic systems in Capisic Brook watershed and inform follow-up inspections to ensure that any septic systems are operating properly.
Actions Completed Permit Year 2: Most of the Capisic Brook watershed is served by the sanitary or combined sewer systems, but a preliminary list of 21 potential septic systems was developed and added to the GIS. This list was reduced to 15 after determining that 6 had connected to the wastewater system. Of the 15 septic systems, 7 are known to be 20 years old or older. Unless the others were repaired in recent years, the remaining 8 will be assumed to be 20 years old or older. In Permit Year 3 staff will contact the owners of these properties to verify that they are still on septic systems and will conduct a windshield survey to assess those systems which have the potential to impact the MS4 or surface water.

- iii. During Permit Year 4, the City will conduct drive by evaluation of septic areas within it highest priority watershed.

Reporting: Annual reports to DEP will include a status report on the development and implementation of the Open Ditch Illicit Discharge and Septic System Assessment.

IV. CONSTRUCTION SITE STORMWATER RUNOFF CONTROL

Each permittee shall develop, implement, and enforce a program, or modify an existing program, to reduce pollutants in any stormwater runoff to the regulated small MS4 from construction activities that result in a land disturbance of greater than or equal to one acre. Reduction of stormwater discharges from construction activity disturbing less than one acre must be included in the program if that construction activity is part of a larger common plan of development or sale that would disturb one acre or more.

Responsible party: Portland Planning and Urban Development with support from Public Services

A. *Goals*

Reduce pollutants in any stormwater runoff to the regulated small MS4 from construction activities that result in a land disturbance of greater than or equal to one acre. Per General Permit Part IV(H)(4a.), the City will rely on either the Maine Construction General Permit or Chapter 500, Stormwater Management.

B. *Required Best Management Practices*

1. **Notification to Developers.**

The City of Portland will maintain procedures for notifying construction site developers and operators of the requirements for registration under the Maine Construction General Permit or Chapter 500, Stormwater Management for the discharge of stormwater associated with construction activities.

- i. During Permit Year 1-5, continue notification procedures currently in place using check-off box notices on building permit applications that notify applicants of the registration requirements.

Actions Completed Permit Year 1: In addition to the notification described above, the City carefully reviews all development applications as part of their delegated stormwater review authority, to determine whether or not they require stormwater permitting under the MCGP and the City's stormwater standards (based on Chapter 500).

Actions Completed Permit Year 2: It should be clarified that the notification is included in the site plan applications, including Level II and III Site Plan and Master Development Plan applications rather than the building permit applications.

Level I Site Plans, by definition, fall below the State's MCGP and Chapter 500 thresholds, therefore no notice is necessary. However, Portland has delegated review authority for stormwater and in Section V. of the Technical and Design Standards, the City does regulate stormwater management to a lower threshold to ensure that minor residential projects (single and two-family homes) meet the Basic Standard and Urban

Impaired Stream Standard, where applicable. Furthermore, Portland's stormwater service charge provides landowners and developers with additional incentive to manage stormwater on small residential properties.

Reporting: Any system modifications will be summarized in our annual reports.

2. Document every construction activity that disturbs one or more acres in the City.

Completed

- i. In Permit Year 1, refine and revise tracking system (as needed) to record every activity that disturbs one or more acres

Actions Completed Permit Year 1: No revisions to the tracking system were necessary. Tracking is built into the City's development review and inspections process.

The City documented 23 construction sites that disturbed greater than or equal to one acre. Thirteen of these projects did not require inspections because they were considered stable, idle, complete, or construction had not started yet. The remaining ten projects were inspected a total of 71 times. Erosion and sediment controls were requested at nine sites; no DEP enforcement was required.

Actions Completed Permit Year 2: There were 21 construction sites documented that disturbed greater than or equal to one acre. Twelve of these sites did not require inspections because they were considered stable, idle, or complete or construction had not started yet. The remaining nine projects were inspected a total of 61 times. Erosion and sediment control corrections were requested at 8 sites. All corrections were satisfactorily made; no DEP enforcement was required.

Reporting: The system will be used to summarize construction activity to be included in annual reports submitted to the DEP.

3. Implement a construction site inspection program.

Implement site inspections procedures to ensure projects are in compliance with the MCGP and Chapter 500, Stormwater Management. In watersheds of Urban Impaired Streams, and in the permittee's highest priority watershed, inspect the construction activity at least three times with one inspection at project completion to ensure that all post construction BMPs were properly installed, and that final stabilization of the site has been completed. All construction inspections must be properly documented. For other watersheds, inspect the construction activity a minimum of twice, with one inspection at project completion to ensure that all post construction BMPs were properly installed, and that final stabilization of the site has been completed.

Completed

- i. By the end of Permit Year 1, refine and revise procedures for construction site inspections.

The City is implementing a Construction Site Inspection Program to control site runoff. It outlines the required inspections, procedures for non-compliance, third-party reviews, and includes the City's Erosion and Sedimentation Control Handout and Sample Inspection Report. These procedures will be updated as necessary.

Completed

- ii. By the end of Permit Year 1, refine and revise (as needed) a standardized inspection form to ensure documentation of all required inspections.

Actions Completed Permit Year 1: The City formalized a standardized inspection report that is used for construction sites equal to or greater than one acre. The use of the inspection form is referenced in the Construction Site Inspections Program referenced in BMP IV.B.3.i.

Completed

- iii. By the end of Permit Year 1, refine and revise (as needed) a process for tracking.

Actions Completed Permit Year 1: No revisions were necessary. The Development Review Services Coordinator from Planning conducts and tracks inspections on private projects.

Reporting: Inspections will be documented in a database management system or other recordkeeping system and a summary will be reported in annual reports submitted to the DEP. ***No changes were made to the construction site inspection program (i.e. procedures, inspection forms, tracking system, etc.). See BMP IV.B.2 for a summary of inspections.***

V. POST-CONSTRUCTION STORMWATER MANAGEMENT

Each permittee shall develop, implement, and enforce a program to address stormwater runoff from new development and redevelopment projects that disturb greater than or equal to one acre, including projects less than one acre that are part of a larger common plan of development or sale, that discharge into the MS4. This program shall ensure that controls are in place that will prevent or minimize water quality impacts.

Responsible Party: Portland Public Services with support from Planning and Urban Development

A. Goal

Implement and enforce a program to address stormwater runoff from new development and redevelopment projects that discharge into the City's MS4.

B. Required Best Management Practices

1. Maintain stormwater management ordinance

To ensure adequate long-term operation and maintenance of post construction BMPs, each permittee subject to the 2008 MS4 General Permit shall continue to implement the latest revision of the post-construction discharge ordinance, effective September 17, 2009, or similar measure approved by the Department.

- i. Permit Year 1-5, continue to maintain and enforce Stormwater Management ordinance.

Actions Completed Permit Year 1-2: The City continues to implement the post-construction discharge ordinance.

Reporting: Annual reporting of the City's stormwater management discharge ordinance and any achievements associated with the ordinance, as applicable.

2. Manage inspection program for post construction

Each permittee shall annually inspect a percentage of post construction BMPs located in the direct watershed of a lake most at risk from new development or in watersheds of an urban impaired stream. If the owner or operator of a post construction BMP hires a qualified third party inspector, the permittee will have no inspection requirements. If the owner or operator of a post construction BMP does a "self" inspection, the permittee is required to conduct the inspection schedule as shown on schedule in H.5.a.iii.

- i. Permit Year 1-5, the City will continue to rely on third-party inspections consistent with its ordinance and will conduct annual inspections of a percentage of post construction BMPs owned by the City and within its Urban Impaired Stream watersheds, in accordance with schedule outlined in the General Permit.

Actions Completed Permit Year 1: The City uses a Stormwater Management Device Tracker in the form of an Excel spreadsheet to track projects applicable to the post-construction discharge ordinance; however, the City is in the process of developing a new approach to tracking, mapping, and communicating with BMP landowners using an iPad app that will link with the City's GIS and Cityworks. The new approach should help DPS and Planning coordinate data collection on projects that have been approved and completed and which require annual report reminders. In addition, as part of the stormwater/drainage CMOM, the City is working to map all city-owned water quality treatment structures, which will improve tracking and maintaining of this infrastructure.

In Permit Year 1, 37 sites were required to submit an annual certification, and the City received only one. The one site that submitted their annual report had documented functioning post-construction BMPs, and only

routine cleaning of their system was required. For the city-owned post-construction BMPs, staff made visual inspections during maintenance but formal inspections were not conducted. Modifications to the GIS are needed to accommodate a variety of the new green infrastructure systems, so they can be tracked and maintained through the Cityworks work-order system, which is being completed under the stormwater/drainage CMOM.

Actions Completed Permit Year 2: The Esri LGIM, see III.B.1.i, does not readily accommodate green infrastructure or specialized stormwater management structures, so the City is developing a new GIS schema that will incorporate existing GIS data and facilitate collection of new data on these systems. The City will consider any additional recommendations about green infrastructure data management in the stormwater/drainage CMOM plan, once it is completed.

In Permit Year 2, 42 sites were required to submit an annual certification. These included sites that were fully constructed, had operating private stormwater BMPs, and were approved after the post-construction ordinance was adopted in 2009). The City did not receive any annual inspection reports from the owners/operators of the above referenced sites. Reminder letters were not mailed; however, the City has been working on developing a system that will send out reminders (see V.B.2.iii). The City conducted annual inspections on a variety of city-owned BMPs as part of the stormwater/drainage CMOM plan (see VI.B.5.i).

- ii. In Permit Year 2, refine and revise notification program for third-party inspections of private post-construction BMPs.

Actions Completed Permit Year 2: See V.B.2.iii.

- iii. In Permit Year 2, refine and revise tracking system (as needed).
Actions Completed Permit Year 2: In Permit Year 2 the City adopted a stormwater service charge that provides maintenance and reporting incentives, in the form of credits, for both private and public stormwater management systems. Implementation of the credit process will result in additional tracking of private post-construction stormwater management systems. The City will be using a combination of Urban Insight (development review software) and Cityworks (asset management software that links to the GIS) to track stormwater management systems. Customization of Urban Insight will facilitate the process of notifying landowners that their annual inspections reports are due and help the City track these reports as they are received.

Reporting: Documentation of all inspections will be maintained by the City. Information to be collected includes:

- The cumulative number of sites that have post construction BMPs discharging into the City's MS4;

- A summary of the number of sites that have post construction BMPs discharging into the City’s MS4 that were reported to the municipality;
- The number of sites with documented functioning post construction BMPs; and
- The number of sites that required routine maintenance or remedial action to ensure that the post construction BMP is functioning as intended.

3. Develop and Implement LID notification procedure.

Each permittee shall develop and implement a procedure for notifying site developers to consider incorporating low impact development techniques.

Completed

- i. Permit Year 1, the City will outline a procedure to notify developers on about LID.

Actions Completed Permit Year 1: Both Planning and DPS encourage the use of LID practices and green infrastructure at multiple phases of the development review/site planning process. This generally includes one or more pre-application meetings and often one meeting specific to stormwater management, impaired streams, wetlands, and other water quality issues. Although no formal procedure was outlined to date, the intent of this BMP has been completed.

Actions Completed Permit Year 2: See V.B.3.ii.

- ii. In Permit Year 2-5, the City will implement relevant changes to notify developers of LID.

Actions Completed Permit Year 2: The City continues to encourage developers to use LID practices/green infrastructure during development review/site planning process; however, it should be noted that Section 4 of the City of Portland Technical Manual, specifically subsections 4.5.9 and 4.5.10 (Low Impact Development (LID) Practices), encourages the use of LID methods to manage stormwater on a development site. It also references Portland’s Stormwater Standards (Section 5 of the Manual), which includes Maine DEP’s Chapter 500 General Standards note regarding the use of LID. In addition, the City’s stormwater service charge program provides a strong incentive for developers and property owners to use LID techniques as part of their stormwater management strategy for new and redevelopment projects and for retrofits of existing sites.

Reporting: The City will provide updates on implementation and any changes to procedure in its Annual Report.

Additional Best Management Practices

1. Stormwater Control Ordinance

The City currently utilizes a more stringent version of Chapter 500 that applies post-construction stormwater management BMPs to a broader category of projects (i.e., not limited to activities that result in a land disturbance of greater than or equal to one acre) and applies them city-wide.

Actions Completed Permit Year 1-2: No specific actions were required under this BMP; however the City continues to utilize this Ordinance.

VI. POLLUTION PREVENTION/GOOD HOUSEKEEPING FOR MUNICIPAL OPERATIONS

Responsible Parties: Portland Department of Public Services

A. Goal

Prevent or reduce pollutant runoff from municipal operations and facilities.

B. Required Best Management Practices

1. Operations at municipally owned grounds and facilities.

Permittees subject to the 2008 MS4 General Permit shall continue to maintain their inventory of properties, facilities and activities, and continue implementation of their operation and maintenance plans. Copies of the operation and maintenance plans, including vehicle washing BMPs, shall be kept on-site at each facility.

Completed

- i. By the end of Permit Year 1, the City will refine and revise its list of and SOPs for municipal facilities, buildings, golf courses, cemeteries, parks and open space owned or operated by the City that have the potential to cause or contribute to stormwater or surface water pollution.

Actions Completed Permit Year 1: The SOPs were not refined or revised; however, this has been identified as a need in the stormwater/drainage CMOM. Additionally, the ISWG has also recognized the need to update the Pollution Prevention/Good Housekeeping SOPs, and the City will be working with them to do so, after which the City will adapt them to meet their needs.

Actions Completed Permit Year 2: The City contracted with the CCSWCD to review the existing operation and maintenance (O&M) plans, assess the needs of a variety of municipal facilities, provide coordinated stormwater pollution prevention outreach to department heads across City departments, and to update the O&M plans. City and CCSWCD staff met

on 5/12/15 to prepare for an interdepartmental meeting, which was subsequently held on 5/20/15. The interdepartmental meeting included a review of MS4 requirements with a focus on MCM 6, a discussion of the roles and responsibilities of each department with regard to MS4 compliance, and preparation for municipal site visits. City and CCSWCD staff conducted site visits at a variety of municipal properties and operations between 5/26/15 and 6/12/15 to develop a revised approach for O&M plans that would meet the City's compliance needs.

- ii. Permit Years 1-5. Update list of facilities and SOPs as needed.
Actions Completed Permit Year 2: The City and CCSWCD developed a revised approach for updating its O&M plans for municipal facilities and operations. It is anticipated that these revisions will be completed in Permit Year 3.

Reporting: Annual reports to DEP each year of the permit will include a status report on the facilities and operations and maintenance procedures.

2. Municipal employee training.

The permittee shall report annually on the types of stormwater-related trainings presented, the number of municipal and contract staff that received training, the length of the training, and training effectiveness.

- i. By end of Permit Year 1, revise and refine training needs and materials (as needed).
Actions Completed Permit Year 1: The determination of what types of training and materials are needed is a focus of the stormwater/drainage CMOM effort that is currently underway.
Actions Completed Permit Year 2: As noted in Permit Year 1, the stormwater/drainage CMOM plan will include training recommendations. The stormwater/drainage CMOM plan is still under development and is expected to be complete in Permit Year 3.
- ii. In Permit Years 1-5 implement municipal employee training program to reduce stormwater pollution potential from municipal operations.
Actions Completed Permit Year 1: The following municipal training was attended:
 - *Eight City staff attended portions of the Maine Stormwater Conference held at the Marriott at Sable Oaks in South Portland on November 21 and/or 22, 2013.*
 - *Twenty one staff attended the training opportunity given by the Cumberland County Soil and Water Conservation District (on behalf of ISWG) at the APWA Highway Congress held in Skowhegan on June 5, 2014. The training was related to preventing pollution from public*

works activities/facilities.

- *Three staff attended the Annual Public Works Stormwater Management training provided by the Cumberland County Soil and Water Conservation District (on behalf of ISWG). The training was held at the South Portland Recreation Center on June 19, 2014 and covered information about the important role Public Works play in protecting water resources.*

Actions Completed Permit Year 2: The following trainings were attended:

- *Twenty three personnel, primarily from Public Services Department attended the Interlocal Stormwater Working Group Municipal Pollution Prevention & Good Housekeeping training held at the South Portland Community Center on May 14, 2015 from 8:00 a.m. to 10:00 a.m. The training was for managers and municipal employees who work outside with petroleum products, paint, fertilizers, pesticides, and other materials that could pollute local water resources. The training was given by Alison Moody from the Maine DEP and Robyn Saunders from the Cumber County Soil and Water Conservation District.*
- *Eight Public Works personnel attended the “Time out for Training” given by the Cumberland County Soil and Water Conservation District at the APWA Highway Congress held in Skowhegan on June 4, 2015. The education display at the booth presented common sources of water pollution, focusing on Illicit Discharge Detection and Elimination.*
- *Three personnel attended the full day, New England Water Environment Association (NEWEA) Annual Conference & Exhibit on 1/26/15.*
- *The Stormwater Program Coordinator attended the full-day, Greater Boston Smart Water Technology Seminar on 9/23/14; the two-day, Boston Fostering Sustainable Behavior Workshop with Doug McKenzie-Mohr on 11/17 and 11/18/14; and attended one session on stormwater utilities as a panel member at the Maine Water Conference on 3/26/15.*

Reporting: Annual reports to DEP each year of the permit will include a status report on training programs, the types of trainings presented, number of employees and contract staff that received training, the length of the training and training effectiveness.

3. Street sweeping.

The permittee shall develop and implement a program to sweep all publicly accepted paved streets and publicly owned paved parking lots maintained by the permittee at least once a year as soon as possible after snowmelt.

- i. Each permit year the City of Portland will continue a program to sweep all publicly accepted paved streets and publicly owned paved parking lots maintained by the City at least once a year as soon as possible after snowmelt.

Actions Completed Permit Year 1: The City continued its sweeping program. All city streets were swept three times for a total of 2,160 lane miles swept. Vacuum sweeping was primarily used in Capisic Brook watershed, but was used in the Portland Downtown District as well. It is estimated that 2,688 tons of material was recovered from the streets through sweeping with a basic characterization of sand, leaves, litter, and cigarette butts.

“Hot spot” areas in Capisic Brook watershed, such as Warren Ave, Brighton Ave, Bishop St, Forest Ave, and Riverside St were swept more frequently (with a vacuum sweeper).

Actions Completed Permit Year 2: The City continued its sweeping program. All city streets were swept four times for a total of 2,160 lane miles swept. Vacuum sweeping was primarily used in Capisic Brook watershed, but was also used in other areas as well (mostly the Portland Downtown District). It is estimated that 2,698 tons of material was recovered from the streets through sweeping, with a basic characterization of sand, leaves, litter, and cigarette butts. Street sweepings are taken to Riverside Recycling Center to be evaluated for beneficial reuse.

“Hot spot” areas in Capisic Brook watershed, such as Warren Avenue, Brighton Avenue, Bishop Street, Forest Avenue, and Riverside Street were swept more frequently (with a vacuum sweeper).

Reporting: Annual reports to DEP each year of the permit will include a status report on street and parking lot sweeping.

4. Cleaning of stormwater structures including catch basins.

The permittee shall develop and implement a program to evaluate and, if necessary, clean catch basins and other stormwater structures that accumulate sediment at least once every other year and dispose of the removed sediments in accordance with current state law. The permittee shall clean catch basins more frequently if inspections indicate excessive accumulation of sediment. Excessive accumulation is greater than or equal to 50 percent filled.

- i. Each permit year the City will continue a program to evaluate and, if necessary, clean catch basins and other stormwater structures within MS4 that accumulate sediment at least once every other year and dispose of the removed sediments in accordance with current state law. The City will clean catch basins more frequently if inspections indicate excessive accumulation

of sediment. Excessive accumulation is greater than or equal to 50 percent filled.

Actions Completed Permit Year 1: The City continued its catch basin cleaning program with 3,658 catch basins cleaned city-wide. It is estimated that 1,033 cubic yards of material was removed during catch basin cleaning. A basic characterization of materials removed includes leaves, sediment, sand, cigarette butts, hypodermic needles, pet waste bags, and lawn clippings.

Actions Completed Permit Year 2: The City continued its catch basin cleaning program with 968 catch basins cleaned city-wide, with 658 of these catch basins located in Capisic Brook watershed. Catch basin cleaning was less than the previous year because one of the catch basin cleaning trucks was down for part of the year, but the focus remained on Capisic Brook watershed. It is estimated that 292 tons of materials were removed during catch basin cleaning; 124 tons of which was from Capisic Brook watershed. A basic characterization of materials removed includes leaves, sediment, sand, cigarette butts, hypodermic needles, pet waste bags, and lawn clippings. Catch basin residuals are taken to Riverside Recycling Center where they are evaluated for beneficial reuse or proper disposal.

Reporting: Annual reports to DEP each year of the permit will include a status report on cleaning of catch basins and other stormwater structures.

5. Maintenance and upgrading of stormwater conveyances and outfalls.

The permittee shall evaluate and implement a prioritized schedule, as necessary, for repairing or upgrading the conveyances, structures and outfalls of the regulated small MS4.

- i. Permit Years 1-5, the City will continue to develop and manage its storm sewer system through a Capital Improvement Planning process.
Actions Completed Permit Year 1: The City continued to develop and manage its sewer systems through a Capital Improvement Planning process. The majority of the current storm sewer-related work is installation of the new storm drain during sewer separation projects. Maintenance specific to the storm drain system included 12 catch basin repairs. In addition, the City has been using a combination of staff and contracted services to maintain its green infrastructure. The City is using the stormwater/drainage CMOM development efforts to improve both its grey and green infrastructure tracking and maintenance capabilities, and will be developing a capital improvement plan specific to the storm drain system.

As alluded to earlier, the City completed several sewer separation projects within the Capisic brook watershed, which resulted in the installation of new storm drain infrastructure and a variety of structural BMPs designed to

treat stormwater. The Broadway-Lexington project included 5,000 linear feet of new storm drain, 38 catch basins, 29 drain manholes, a Hydro International Vorsentry (Model HS72), and a Suntree Systems Nutrient Separating Baffle Box (Model NSBB-5-1-114). The Belfort-Commonwealth project included 5,848 linear feet of new storm drain, 39 catch basins, 33 drain manholes, and three Hydro International Vorsentry units (Model HS48 and Model HS72). These two projects resulted in the separation of 54.6 acres of the Capisic Brook watershed. It was noted that initial observations of the Suntree Systems Nutrient Separating Baffle Box indicate that it will be very effective at removing sediment, organic debris, and trash (including pet waste bags).

Actions Completed Permit Year 2: The City continued to develop and manage its sewer systems through a capital improvement planning process. The majority of the current storm sewer-related work is installation of the new storm drain during sewer separation projects. Maintenance specific to the storm drain system included repair of 23 catch basins. The following basic maintenance of City-owned green infrastructure was conducted by the City:

- ***Back Cove rain garden (x2)***
- ***Rain gardens on Hersey Street, Codman Street, Chenery Street, and George Street***
- ***Filtterra units on Mackworth Street and Austin Street***
- ***Gravel wetland at Lyman Moore Middle School (fall mowing)***
- ***Ocean Avenue School rain gardens, green roof, porous pavers, and porous asphalt***
- ***Bioretention cells at Victor Road and Vera Street***

The City continues to work toward developing a capital improvement plan specific to the storm drain system. Work on the stormwater/drainage CMOM plan continued during Permit Year 2, and will be completed in Permit Year 3. In addition, as mentioned previously, the City switched its GIS database to the Esri LGIM and has been converting a large amount of CCTV data to the NASSCO standard. Both steps will facilitate the process of evaluating the City's storm drain system and developing a more effective capital improvement plan during Permit Year 3.

Reporting: Annual reports to DEP each year of the permit will include a status report on the City's Storm Sewer CIP effort for the previous year (as applicable).

6. Stormwater Pollution Prevention Plans (SWPPPs)

Permittees subject to the 2008 MS4 General Permit shall continue to implement and update their SWPPP(s) to ensure it meets Maine's April 26, 2011 MSGP requirements including visual monitoring.

- i. Permit Year 1-5, the City will continue to implement and revise SWPPPs for each applicable facility (as needed).

Actions Completed Permit Year 1: The SWPPP is being implemented at the Riverside Recycling facility. Additional coordination and training is needed to fully implement the Fleet Services SWPPP. Both SWPPPs were prepared in accordance with the Maine DEP July 1, 2013 MEPDES General Permit for Small MS4s.

Actions Completed Permit Year 2: The City continues to implement its SWPPP at the Fleet Services, and oversees implementation of the SWPPP at Riverside Recycling facility by CPRC, the contractor managing the facility.

APPENDIX A-1
Permit Year 1 Summary of
Minimum Control Measures 1 & 2



APPENDIX A-1: Permit Year 1 Summary of Minimum Control Measures 1 & 2

MCM1: Public Education and Outreach on Stormwater Impacts

(I.B.1) Stormwater Public Awareness Plan

Task	Status	Details ¹				
Develop or revise plan to raise awareness	complete	The Cumberland County Soil & Water Conservation District (CCSWCD) worked with representatives from each of the four MS4 clusters and Maine DEP to revise the Statewide Awareness Plan developed under the 2008 permit. The Plan was submitted to Maine DEP on December 16, 2013. The revised Plan was submitted on January 10, 2014, and notice of plan approval was received on January 15, 2014.				
Summarize plan implementation to date	complete					
Conduct awareness media campaign utilizing television and online advertising	complete	CCSWCD coordinated a television and online media campaign through Time Warner Cable on behalf of ISWG. The original ducky and devil ducky ads ran two weeks per month from March through June 2014. The ads were shown on cable television stations most likely to reach the target audience (e.g. HGTV, The Weather Channel, ESPN, Fox News, DIY).				
		The following television campaign data were provided by Time Warner Cable:				
		Television Airplay (# of times played)				
		Ducky I	Ducky II	Total	Est. Reach ²	Est. Frequency ³
		824	1240	2064	35.9%	3.8
		CCSWCD developed online ads with a clean water message that directed to www.ThinkBlueMaine.org . Time Warner Cable placed the ads on websites most likely to reach the target audience (e.g. local and national news websites, outdoor-themed sites). The online ad campaign ran continuously from March through June 2014.				
The following online campaign data were provided by Time Warner Cable:						
Impressions	701,137					
Click thru rate	0.04% (on par with national average)					
Based on analytical software installed on the Think Blue Maine website, hits during the online media campaign increased 72% over the previous four month period. Between March and June 2014, there were 1,365 visits to www.ThinkBlueMaine.org . Between November 2013 and February 2014, there were 794 visits.						
Promote and participate in local public event	complete	<i>Promotion</i> ISWG promoted its public event, the Urban Runoff 5K and Green Neighbor Family Fest, via social media, paid online ads, and direct email communication to participants. In addition, more than 300 posters were distributed throughout the 14 ISWG communities; two press releases were submitted to local publications; radio ads and an on-air interview aired on 98.9 WCLZ during the month of April; and News Channel 8 WMTW attended and ran a story after the events.				

¹ CCSWCD has a notebook that includes copies of all submissions, DEP responses, final plans, promotional materials (posters, print ads, online ads, email communications, press releases, and postcards), and data regarding website hits, timing of online ads, and results of the media campaign.

² Reach is the percentage of the viewing audience that saw the ads.

³ Frequency is the number of times the target audience saw the ads.



		<p><i>Participation</i> Representatives from the ISWG municipalities volunteered at the events. Many representatives provided logistical support for the race. In addition, the City of Portland, CCSWCD, and other organizations provided educational activities focused on keeping water clean. Please see the MCM2 summary for more details about the events.</p>
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(I.B.3) Targeted Best Management Practices Adoption Plan

Task	Status	Details
Develop or revise BMP Adoption Plan	complete	CCSWCD revised ISWG's Targeted Best Management Practices Adoption Plan developed under the 2008 permit. The Plan was submitted to Maine DEP on October 31, 2013. The revised Plan was submitted on December 20, 2013 and notice of plan approval was received on January 15, 2014.
Summarize plan implementation to date	complete	

Point of Sale

Retain 21 Point of Sale locations in the ISWG communities.	complete	Two additional Point of Sale locations joined the program in 2014 (Broadway Gardens in Westbrook and Home Depot in Windham), one store decided to not participate in the program (Radley's Hometown Hardware in Old Orchard Beach) bringing the total number of stores participating in the program to 22. The distribution of the stores is as follows:
		Biddeford: 0
		Cape Elizabeth: 0
		Cumberland: 1
		Falmouth: 2
		Freeport: 1
		Gorham: 2
		Old Orchard Beach: 0
		Portland: 2
		Saco: 1
		Scarborough: 2
		South Portland: 3
		Westbrook: 2
Windham: 3		
Yarmouth: 3		
Establish Point of Sale program in Home Depot stores	ongoing	ISWG began piloting the Point of Sale program in the Windham Home Depot store in the spring of 2014. Program components are being tracked and evaluated to determine an effective program for Home Depot stores. It is anticipated that all Home Depot stores in the ISWG communities will be included in the Point of Sale program in 2015.



Adult Education

Offer a minimum of seven adult education classes per year	complete	Cumberland: 9/21/2013, 5 participants
		Scarborough: 9/25/2013, 7 participants
		Gorham: 9/29/2013, 11 participants
		Falmouth: 3/26/2014, 8 participants (Youth YardScaping teacher training)
		Scarborough: 4/9/2014, 14 participants
		Falmouth: 6/2/2014, 32 participants (Falmouth Middle School Youth YardScaping ⁴ presentation)
		Falmouth: 6/3/2014, 28 participants (Falmouth Middle School Youth YardScaping presentation)
		Falmouth: 6/4/2014, 38 participants (Falmouth Middle School Youth YardScaping presentation)
		Falmouth: 6/5/2014, 35 participants (Falmouth Middle School Youth YardScaping presentation)
Promote adult education classes	complete	Press releases publicizing the available classes were submitted to local publications, additional information was published in local adult education brochures, via direct mail, using social media, and through host locations.
Track behavior change	complete	CCSWCD staff documented class evaluations and contacted past adult education class participants to determine which YardScaping practices were implemented. Please see summary of behavior change reported by participants of PY5 classes, as well as those practices participants of PY1 classes intend to implement below.

Adult Education Behavior Change Tracking

During the fall of 2013, CCSWCD staff made follow up phone calls with participants of YardScaping adult education classes held in the fall of 2012 and spring of 2013 (PY5 who provided their contact information on class evaluations in order to determine the level of follow through of the YardScaping practices class participants intended to use). As expected, it was difficult to reach people, but the information gleaned from those who were reached provided an anticipated rate of compliance for the YardScaping practices that class participants intended to implement.

Projected Behavior Change from 2008 PY5 classes			
Lawn Care Practice	Plan to implement	Implemented Practice	Projected behavior change based on follow up
Set Mower to a height of 3"	17	17	100.00%
Leave grass clippings	9	9	100.00%
Sharpen mower blades	17	4	23.53%
Aerate	37	20	54.05%
Topdress	37	19	51.35%
Overseed	38	25	65.79%
Use low maintenance seed	39	25	64.10%
Get a soil test	38	5	13.16%
Use nitrogen-only fertilizer	34	9	26.47%
Use compost tea	26	9	34.62%

Follow up phone calls are made six months to one year after the class to allow participants a growing season to

⁴ Please see description of Youth YardScaping program on page 7 of Appendix A.



implement the recommended practices. Below are the results of the Permit Year 1 post-class evaluations completed by the YardScaping class participants.

2013 PY1 Post-Class Evaluations			
Lawn Care Practice	Plan to implement	Currently do not implement	% planning to implement
Set Mower to a height of 3"	4	4	100.00%
Leave grass clippings	5	5	100.00%
Sharpen mower blades	10	10	100.00%
Aerate	22	23	95.65%
Topdress	21	22	95.45%
Overseed	16	16	100.00%
Use low maintenance seed	15	16	93.75%
Get a soil test	19	20	95.00%
Use nitrogen-only fertilizer	16	20	80.00%
Use compost tea	20	22	90.91%

CCSWCD staff will contact the class participants from the Permit Year 1 classes in the fall of 2014 to determine which behaviors have been adopted.

Targeted Information Distribution

One neighborhood per ISWG community distributed targeted lawn care outreach materials	complete	YardScaping information was distributed throughout priority neighborhoods in each ISWG community. The following number of households received information:
		Biddeford: 122
		Cape Elizabeth: 79
		Cumberland: 112
		Falmouth: 95
		Freeport: 40
		Gorham: 68
		Old Orchard Beach: 77
		Portland: 203
		Saco: 107
		Scarborough: 110
		South Portland: 86
		Westbrook: 205
		Windham: 92
Yarmouth: 61		



Websites & Free Media

Maintain and monitor CCSWCD YardScaping website	complete	YardScaping classes, socials and point of sale stores were updated on CCSWCD's YardScaping website and social media was used to provide healthy lawn care information to followers and the public. Increased hits were seen after targeted neighborhood outreach efforts, public events, and adult education presentations.
Newspaper coverage of YardScaping activities and healthy lawn care	complete	<i>Portland Press Herald</i> : Create a thriving backyard community (May 31, 2014)
		<i>Portland Press Herald</i> : Maine Voices: Clean water can't be taken for granted (April 13, 2014)
		<i>Portland Press Herald</i> : Conventional and organic approaches (April 6, 2014)
		<i>Portland Press Herald</i> : Maine Gardener: Feeling fallish? Your lawn is, too (October 6, 2013)

Additional Activities not Identified in the Plan

Neighborhood Socials	One neighborhood social was held in Portland on 9/20/2013. 10 people participated.
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(I.B.2) Municipal Permit Awareness Plan

Task	Status	Details
Develop municipal permit awareness plan	complete	CCSWCD developed ISWG's Municipal Permit Awareness Plan and submitted it to Maine DEP on February 7, 2014. The revised Plan was submitted on March 28, 2014 and notice of plan approval was received on April 24, 2014.
Summarize plan implementation to date	complete	

Materials Development

Develop permit awareness materials	ongoing	CCSWCD developed draft municipal fact sheets that are tailored to the appropriate municipal audience. CCSCWD has also created a draft template PowerPoint presentation following the topics and audiences of the fact sheets. Talking points for newly elected municipal officials will be finalized upon completion of the municipal fact sheets.
Develop survey to gauge municipal awareness	ongoing	CCSWCD is in the process of developing a survey for ISWG representatives to determine their municipal councils' awareness of their stormwater program. The survey will be finalized and administered to ISWG representatives in PY2.

Annual Pollution Prevention Training

Provide pollution prevention training for municipal staff	complete	CCSWCD provided a good housekeeping/pollution prevention training for municipal staff on June 19, 2014. The training covered general SWPPP implementation and was made available to staff of public works, parks & rec, facilities, and other relevant departments.
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Cooperative Outreach

Reach out to partner organizations	complete	CCSWCD worked with the Maine Chapter of the American Public Works Association (APWA) to coordinate participation in their Highway Congress.
Provide display at APWA's Highway Congress	complete	CCSWCD provided an educational display about proper vehicle washing at APWA's annual Highway Congress, held on June 6, 2014.

(I.B.4) MS4 Enhanced Outreach Plan

Task	Status	Details
Develop MS4 enhanced outreach plan	complete	ISWG worked with the York County MS4s to develop a regional MS4 Enhanced Outreach Plan. The draft plan was submitted to Maine DEP on June 25, 2014.
Summarize plan implementation to date	complete	



Summary of the Youth YardScaping Program

This year marked the fifth year of Falmouth Middle School's participation in the Youth YardScaping program. This year the program was expanded to include all sixth grade science classes (4 teachers and 8 classes). The program has proven effective at increasing science topic understanding in students, awareness of local stormwater issues, and changing lawn care behaviors.

Through the Youth YardScaping program, clean water lessons with a local focus are interwoven throughout the year-long sixth grade science curriculum. Lessons begin with the basics: the water cycle, water movement, and watershed characteristics. Students then receive reinforcement of these concepts and begin learning about runoff and nonpoint source pollution and its impact on water resources. All classes also participate in long-term experiments to test the effects of different lawn care products on an aquatic ecosystem and use the experiment as part of their research.

In the early spring, the program intensifies to focus on one of the largest threats to local water quality: conventional lawn care methods that use large amounts of pesticides and fertilizer. Students from each teacher's two science classes form a lawn care company and split into groups that are each assigned a lawn care practice to research. As experts on their practice, the students' goal is to fully understand their practice so they are able to make recommendations about the best methods to have a healthy lawn and protect water resources. The practices assigned to students include mowing, aerating, topdressing, overseeding, watering, soil testing, fertilizing, brewing and applying compost tea, and controlling weeds and bugs. Other groups are dedicated to background topics like the soil food web, watersheds, and nonpoint source pollution.

Each group is responsible for researching their practice/topic and answering guiding questions that help direct their research. After researching they implement and experiment with their practice on the school grounds. This step allows students to understand their practice and determine their recommendations from a hands on experience. After implementing their practice, students prepare a public presentation about their topic and make their recommendations. This preparation includes developing visuals and a demonstration.

At the end of the program students present their research and demonstrate their practices at a public presentation. This year, approximately 30 to 50 parents and community members attended each class' presentation. These presentations foster intergenerational learning and provide anecdotal evidence of this transfer of information. After the program most teachers wrap up by asking the audience if they have learned about a new practice they will now incorporate into their own lawn care. A majority of audience members commented that they will try to implement at least one of the recommended practices. One parent of a student from Mrs. Tammen's 2014 class said that their son would not allow them to use the chemicals they had used in the past on their lawn because of what he had learned during this program.

All four teachers who participated in the program are excited to include this program into their curriculum again for the 2014/2015 school year. They are also feeling more confident about taking on a larger role in the implementation portion of this project.



MCM2: Public Involvement and Participation

Urban Runoff & Green Neighbor Family Fest

The third annual *Urban Runoff* 5K race and walk and the *Green Neighbor Family Fest* were held on April 26, 2014. The goal of these events was to raise awareness of polluted runoff and support ISWG's school education program. With approval from Maine DEP, the race and festival served as the Public Involvement and Participation event for all ISWG communities.

By all accounts, the event was a huge success. Approximately 600 runners and walkers registered for the race, and many local businesses supported the race through sponsorships, in-kind donations, and employee participation as race participants and volunteers. Local media outlets advertised the events, including the donation of radio advertisement and an on-air interview during the month of April by 98.9 WCLZ and news coverage by News Chanel 8 WMTW. Social media, paid online advertising, posters, and direct mail and email were also used to promote the race and cause. Stormwater awareness messages were included on the event website, social media, eblasts, and other marketing tools that were sent to all registered participants, sponsors, and partners.

Anecdotes as well as a post-race survey completed by race participants demonstrate the success of the race's planning and implementation. Many participants particularly enjoyed the course, which changed this year to end in front of Deering High School. Many survey respondents indicated the cause of the race, clean water education, was a major reason why they chose to participate.

The *Green Neighbor Family Fest* was held after the race in Deering High School gymnasium due to weather. The event ran for three hours and was attended by approximately 700 people. Scheduled events included the awards ceremony and a live music. A total of 21 exhibits were set up by local nonprofit and governmental organizations, universities, and businesses to provide hands-on, educational activities for children. These activities included a marine touch tank, making "seed bombs" (seeds rolled in compost), water quality experiments, "poo bag" toss (about proper disposal of pet waste), and many more. Children also took part in face painting and water related prize giveaways.

The festival was also a great success. Children were engaged, and parents provided feedback that the activities were not only fun, but also educational for both parents and children.

Plans are underway to host the fourth annual *Urban Runoff* 5K and *Green Neighbor Family Fest* on Saturday, April 25, 2015.

Greener Neighborhoods Cleaner Streams

2013-2014 Summary Report
Prepared for the City of Portland
July 2014

The Cumberland County Soil & Water Conservation District (CCSWCD) continued to coordinate and implement the Greener Neighborhoods Cleaner Streams (GNCS) program on behalf of the City of Portland in Fiscal Year 2014 (July 1, 2013 – June 30, 2014). The goal of the program is to educate Capisic Brook watershed residents about their role in cleaning up the Brook. The program's current focus is changing residents' lawn care behavior. This report summarizes the work completed during this time period.

Green Neighbor Family Festival

CCSWCD coordinated the third annual Green Neighbor Family Festival, which took place on April 26, 2014. The one day event was held at Deering High School following the Urban Runoff 5k. It served as a platform to raise awareness of GNCS, as well as educate the public about their role in clean water and a healthy environment.

At the Festival, GNCS provided an interactive display that focused on healthy lawn care. Additional activities were also provided by the following organizations:

- Casco Bay Estuary Partnership
- City of Portland
- Coast Encounters
- Flow Fold
- Friends of Casco Bay
- Garbage to Gardens
- IDEXX
- Lamey Wellehan
- Maine Energy Education Program
- Maine Wastewater Control Association
- Natural Resources Council of Maine
- Party Palooga
- Project Learning Tree
- Roots & Shoots
- Sappi Paper
- Sunrise Guide
- Spiral Tree Yoga & Wellness Studio
- Surf Camp Maine
- TREE Center
- Wells Reserve

Marketing efforts for the Green Neighbor Family Festival included a postcard mailing about the event to all watershed residents, email notifications, a press release to Portland area newspapers, posters distributed throughout local municipalities, and information posted on social media. Other media advertising included radio ads and an interview on 98.9 WCLZ and a story on WMTW Channel 8 after the event.

Approximately 700 participants attended the event on a rolling basis. A survey was sent to participating organizations and the following feedback was received:

- Marketing of the event (Question: on a scale of 1 to 4, where 1 is poor and 4 is excellent, how would you rate the marketing of this event?) - 60% of those surveyed rated the marketing done prior to the event at a 4.
- Quality of activities (Question: on a scale of 1 to 4, where 1 is poor and 4 is excellent, how would you rate quality of activities at the event?) 60% of those surveyed rated the activities at the event at a 4.

Mailings

Three mailings were sent to all households in the Capisic Brook watershed. The first focused on the Green Neighbor Family Fest, the second about the lawn care helpline, and the third about the rebate program. The mailings resulted in one request for technical assistance and three requests for trash bag rebates.

One mailing about the two YardScaping socials was sent to households in the targeted neighborhoods, Rosemont and Nason's Corner.

Targeted Outreach (in 2 neighborhoods)

CCSWCD conducted targeted outreach in Rosemont and Nason's Corner based on research about lawn care practices used, done in 2013.

Outreach programs in these targeted neighborhoods included two YardScaping healthy lawn care educational events. The first was held at Rosemont Market on June 21st. Rosemont Market is a central location and very popular with residents in the Rosemont neighborhood and surrounding community. There were many families who participated in this event, and while parents discussed YardScaping, children made muddy buddies (grass planting activity). Through the request of one resident a letter template was developed for residents who wish to do their own outreach to their neighbors to encourage the use of YardScaping practices.

The second YardScaping educational event was held at Capisic Pond Park on June 28th. This was a great location to connect participants with the goal of the program since runoff flows to Capisic Pond. A majority of participants were residents walking their dogs and using the trails. Six participants took the Green Neighbor Pledge at this event and brought Green Neighbor signs back to their yard to be displayed.

Both neighborhoods were canvassed about Greener Neighborhood Cleaner Streams and healthy lawn care. The first canvassing event on May 22nd was carried out with the help of Cheverus High School students. Door hangers about healthy lawn care were hung at each residence within these neighborhoods. The second event took place on June 24th. During this event, brochures about the GNCS program were handed directly to individuals who were outside their homes. This direct distribution of information led to one-on-one conversations about how lawns were being maintained and often resulted in technical assistance being provided.

CCSWCD coordinated with Lincoln Middle School to carry out a storm drain stenciling event in the Rosemont and Nason's Corner neighborhoods, scheduled for May 23rd. Unfortunately, the event was postponed due to inclement weather and was unable to be rescheduled.

General Outreach

CCSWCD maintained the GNCS website and social media accounts. Press releases about the program were sent to local newspapers. Topics included the Green Neighbor Family Fest, GNCS program offerings, storm drain stenciling and canvassing events, and community socials.

CCSWCD hired an artist to develop an artistic Capisic Brook watershed map. This map was used in the *Green Neighbor Guide*, which provides a brief overview of the program and simple steps residents can take to keep Capisic Brook and Casco Bay clean. The Guide will be distributed to residents at events and will be available at local establishments.



CCSWCD designed an educational sign that includes the artistic map that was developed for the *Green Neighbor Guide*, as well as steps residents can take to reduce pollution from their properties. The sign is located at Hall School, as identified in the *Capisic Brook Watershed Management Plan*.

An in-class lesson about the water cycle was provided to 45 students at Longfellow Elementary School on May 30th. The lesson emphasized how pollution is carried to local water bodies through stormwater runoff. At the request of the teacher, additional emphasis was given to the impact of lawn care activities on water, since the students are involved in a service learning project to maintain a portion of the school's lawn using healthy lawn care practices.

CAPISIC BROOK GREEN NEIGHBOR Guide

Annual

URBAN RUNOFF
 and
Green Neighbor Family Fest

- PORTLAND TRAILS**
1. EVERGREEN CEMETERY
 2. CAPISIC BROOK
 3. RIVERTON RAIL
 4. BAXTER WOODS

WESTBROOK



- SCHOOLS**
- 1 DEERING HIGH SCHOOL
 - 2 LINCOLN MIDDLE SCHOOL
 - 3 LONGFELLOW ELEM SCHOOL
 - 4 HALL SCHOOL
 - 5 BREAKWATER SCHOOL
 - 6 RIVERTON SCHOOL
 - 7 CATHERINE McAULEY H.S.
 - 8 UNIV. OF NEW ENGLAND

WATER IN THE BLUE AREA FLOWS TO THE CAPISIC BROOK

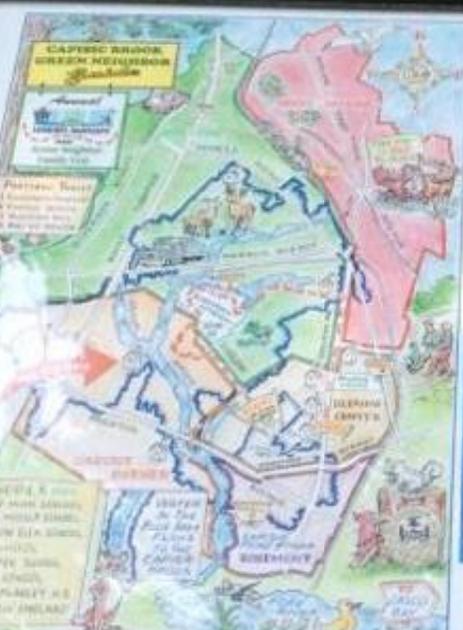


THIS MAP IS NOT TO SCALE



TO CASCO BAY





Greener Neighborhoods Cleaner Streams

Cleaning up Captive Brook and protecting Cape Bay!

Have a Healthy Lawn

Limit use of herbicides and avoid dog urine.

Herbicides and pesticides can harm the environment. They can also harm your lawn. Use them sparingly and only when necessary. Avoid dog urine on your lawn.

Use a mulch layer to help retain moisture and suppress weeds.

Water lawns only when necessary and use a watering can or hose with a nozzle.



Don't Dump Debris

Keep yard waste off streets, lawns, and out of Captive Brook.

Yard waste, such as leaves, grass clippings, and twigs, can clog storm drains and pollute the water. Keep it off the streets and out of the water.

Use a compost bin to recycle yard waste.

Use a mulch layer to help retain moisture and suppress weeds.



Wash Cars Wisely

Wash your car at a commercial car wash or on the lawn.

Washing vehicles in a driveway or on the street washes soap, oil, and other pollutants into the water. Use a commercial car wash or wash on the lawn.

Use a car wash mat to catch soap and water.

Use a hose with a nozzle to conserve water.



Scoop the Poop

Pick up after your pet and throw waste in the trash.

Pet waste can pollute the water and harm the environment. Pick up after your pet and throw the waste in the trash.

Use a pooper scooper to make it easier to pick up waste.

Use a bag to collect waste.



APPENDIX A-2
Permit Year 2 Summary of
Minimum Control Measures 1 & 2



APPENDIX A-2: Permit Year 2 (PY2) Summary of Minimum Control Measures 1 & 2

The following is a summary of work facilitated by the Cumberland County Soil & Water Conservation District (CCSWCD) on behalf of the Interlocal Stormwater Working Group (ISWG), and in some instances for all statewide municipalities.

MCM1: Public Education and Outreach on Stormwater Impacts

Stormwater Public Awareness Plan

Task	Status	Details ¹						
Summarize plan implementation to date	complete	As a result of our efforts, at the end of this permit cycle, 50% of homeowners, aged 35-55, in the 30 regulated small MS4 municipalities will understand that water does run off their property, not all is absorbed, and it will carry with it pollutants, such as lawn chemicals, pet waste, and oil drops. This polluted water will enter the storm drain system and discharge, untreated, directly to water bodies used for drinking, fishing, and swimming.						
Conduct awareness media campaign utilizing television and online advertising	complete	CCSWCD coordinated a statewide television and online media campaign through Time Warner Cable. The original ducky and devil ducky ads ran two weeks per month from August through October 2014 in PY2. The ads were shown on cable television stations most likely to reach the target audience (e.g. HGTV, The Weather Channel, ESPN, Fox News, DIY).						
		The following television campaign data were provided by Time Warner Cable:						
		<table border="1"> <thead> <tr> <th>Television Airplay</th> <th>Est. Reach²</th> <th>Est. Frequency³</th> </tr> </thead> <tbody> <tr> <td>762</td> <td>23.65%</td> <td>2.4</td> </tr> </tbody> </table>	Television Airplay	Est. Reach ²	Est. Frequency ³	762	23.65%	2.4
		Television Airplay	Est. Reach ²	Est. Frequency ³				
		762	23.65%	2.4				
		CCSWCD developed online ads with a clean water message that directed viewers to www.ThinkBlueMaine.org . Time Warner Cable placed the ads on websites most likely to reach the target audience (e.g. local and national news websites, outdoor-themed sites). The online ad campaign ran continuously from August through October 2014.						
The following online campaign data were provided by Time Warner Cable:								
<table border="1"> <tbody> <tr> <td>Impressions</td> <td>383,872</td> </tr> <tr> <td>Click thru rate⁴</td> <td>0.05% (national average is 0.04%)</td> </tr> </tbody> </table>	Impressions	383,872	Click thru rate ⁴	0.05% (national average is 0.04%)				
Impressions	383,872							
Click thru rate ⁴	0.05% (national average is 0.04%)							
Promote and participate in local public event	complete	<p><i>Promotion</i></p> <p>With the help of all ISWG representatives, CCSWCD promoted ISWG's public event, the Urban Runoff 5K and Green Neighbor Family Fest, via social media, paid online ads, and direct email communication to participants. In addition, 340 posters were distributed throughout the 14 ISWG communities by ISWG representatives; radio ads aired on 98.9 WCLZ during the months of March and April; and WMTW News Channel 8 attended the event and covered the events leading up to April 25, 2015.</p>						

¹ CCSWCD maintains a documentation notebook for all MCM 1&2 activities.

² Reach is the percentage of the viewing audience that saw the ads.

³ Frequency is the number of times the target audience saw the ads.

⁴ Click-through rate is the number of users that click on a specific link out of the total users that view a page, email, or advertisement.



		<p><i>Participation</i> Representatives from the ISWG municipalities volunteered or participated at the events, on April 25, 2015. Many representatives provided logistical support for the race (e.g. flagging, parking set up, etc.). In addition, the City of Portland and other organizations provided educational activities focused on keeping water clean. Please see the MCM2 summary for more details about the events.</p>
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Targeted Best Management Practices Adoption Plan

Task	Status	Details
Summarize plan implementation to date	complete	As a result of our efforts, at the end of this permit cycle, 15% of college-educated homeowners, aged 35-55, residing in the urbanized area and/or the priority watershed within the ISWG communities and who currently apply fertilizers and pesticides to their lawns will reduce their use of lawn chemicals.

Point of Sale

Retain 21 Point of Sale locations in the ISWG communities	complete	Three additional Point of Sale locations joined ISWG’s YardScaping program in 2015 (Home Depot in Portland, South Portland and Biddeford), one store closed (Estabrook’s in Scarborough) bringing the total number of stores participating in the program to 23. The distribution of the stores is as follows:
		Biddeford: 1
		Cape Elizabeth: 0
		Cumberland: 1
		Falmouth: 2
		Freeport: 1
		Gorham: 2
		Old Orchard Beach: 0
		Portland: 3
		Saco: 1
		Scarborough: 1
		South Portland: 4
		Westbrook: 2
		Windham: 3
Yarmouth: 3		
Establish Point of Sale program in Home Depot stores	complete	In the spring of 2015, ISWG implemented the Point of Sale program in the four Home Depot stores located in ISWG municipalities (Biddeford, Portland, South Portland, and Windham). Program components include a staff training, distribution of educational materials to the general public, and an educational event for customers at each store.

Adult Education

Offer a minimum of seven adult education events per year on YardScaping practices	complete	Gorham: 7/12/2014, Table at Farmer’s Market, 22 interactions
		Portland: 7/23/2014, Table at Farmer’s Market, 13 interactions
		Scarborough: 8/1/2014, YardScaping Social at Broadturn Farm, 12 interactions
		Windham: 8/23/2014, Home Depot Educational Table Event, 18 interactions
		Portland: 9/13/14, Portland Greenfest, 52 interactions
		Gorham: 9/27/2014, 7 participants
		Scarborough: 3/26/2015, 12 participants



		Falmouth: 4/10/2015, 6 participants (Falmouth Middle School Teacher Training) South Portland: 4/13/2015, 10 participants (Home Depot Staff Training) Biddeford: 4/14/2015, 3 participants (Home Depot Staff Training) Portland: 4/20/2015, 8 participants (Home Depot Staff Training) Windham: 5/1/2015, 3 participants (Home Depot Staff Training) Windham: 5/10/2015, Home Depot Educational Event, 16 interactions Portland: 5/16/2015, Home Depot Educational Event, 20 interactions Biddeford: 5/16/2015, Home Depot Educational Event, 19 interactions South Portland: 5/17/2015, Home Depot Educational Event 18 interactions Falmouth: 6/9/2015, 32 participants (Falmouth Middle School Youth YardScaping presentation) Falmouth: 6/9/2015, 35 participants (Falmouth Middle School Youth YardScaping presentation)
Promote adult education classes	complete	Information on YardScaping practices was published in local adult education brochures, via direct mail, using social media, and through host locations.
Track behavior change	complete	CCSWCD staff documented class evaluations and contacted past adult education class participants to determine which YardScaping practices were implemented. Please see summary of behavior change reported by participants of PY1 classes, as well as those practices participants of PY2 classes intend to implement below.

Adult Education Behavior Change Tracking

During the spring of 2015, phone calls were made to participants of YardScaping adult education classes held in the fall of 2013 and spring of 2014 in order to determine class participants' level of implementation of the YardScaping practices. Follow up phone calls are made six months to one year after the class to allow participants a growing season to implement the recommended practices. As expected, it was difficult to reach people, but the information gleaned from those who were reached provided an anticipated rate of compliance for the YardScaping practices that class participants intended to implement.

Permit Year 1 Post-Class Evaluations			
Lawn Care Practice	Plan to implement	Implemented Practice	% behavior change
Set Mower to a height of 3"	4	3	75.0%
Leave grass clippings	5	4	80.0%
Sharpen mower blades	10	6	60.0%
Aerate	22	13	59.1%
Topdress	21	12	57.1%
Overseed	16	10	62.5%
Use low maintenance seed	15	10	66.7%
Get a soil test	19	8	42.1%
Use nitrogen-only fertilizer	16	3	60.0%
Use compost tea	20	5	25.0%



Below are the results of the Permit Year 2 post-class evaluations completed by the YardScaping class participants.

Permit Year 2 Post-Class Evaluations			
Lawn Care Practice	Plan to implement	Currently do not implement	% planning to implement
Set Mower to a height of 3"	4	4	100.00%
Leave grass clippings	4	4	100.00%
Sharpen mower blades	3	3	100.00%
Aerate	7	7	100.00%
Topdress	7	7	100.00%
Overseed	7	7	100.00%
Use low maintenance seed	6	6	100.00%
Get a soil test	5	5	100.00%
Use nitrogen-only fertilizer	7	8	87.50%
Use compost tea	8	9	88.89%

CCSWCD staff will contact the class participants from the Permit Year 2 classes in the fall of 2015 and/or spring of 2016 to determine which behaviors have been adopted.

Targeted Information Distribution

Distribute lawn care information in one targeted neighborhood per ISWG community	complete	YardScaping information was distributed throughout priority neighborhoods in each ISWG community. The following number of households received information:
		Biddeford: 122
		Cape Elizabeth: 79
		Cumberland: 112
		Falmouth: 95
		Freeport: 40
		Gorham: 68
		Old Orchard Beach: 77
		Portland: 203
		Saco: 107
		Scarborough: 110
		South Portland: 86
		Westbrook: 205
		Windham: 92
Yarmouth: 61		

Websites & Free Media

Maintain and monitor CCSWCD YardScaping website	ongoing	CCSWCD is in the process of updating their website as the current format is no longer supported. YardScaping information will be updated once the website redesign is complete, which is scheduled for fall 2015.
Newspaper coverage of YardScaping activities and healthy lawn care	complete	<i>Portland Press Herald</i> : Good for you if you live by water, good for all if you don't pollute (September 7, 2014)
		<i>Portland Press Herald</i> : Chemical Lawns a Formula for Trouble (October 5, 2014)
		<i>Portland Press Herald</i> : Maine Gardener: Put lawn and garden to bed for the



	winter (November 2, 2014)
	<i>Portland Press Herald</i> : Lawn Chemicals Threaten Health of Children, Environment (December 24, 2014)
	<i>Portland Press Herald</i> : Fertilizing for a Perfect Lawn Harms Coastal Waters (January 7, 2015)
	<i>Portland Press Herald</i> : Pause to understand hazards before using pesticides (March 15, 2015)

Municipal Permit Awareness Plan

Task	Status	Details
Summarize plan implementation to date	complete	As a result of our efforts, at the end of this permit cycle, municipal councilors, managers, and directors of Planning, Public Works, and Parks & Recreation (or equivalent) departments in the ISWG communities will understand that they are subject to a Maine Pollutant Discharge Elimination System (MPDES) permit and will understand the requirements under that permit. They will also gain an understanding of stormwater pollution, how their municipal operations may contribute to stormwater pollution, and steps that can be taken to reduce stormwater pollution.

Materials Development

Develop permit awareness materials	complete	<p>Fact Sheets: CCSWCD worked with representatives from each municipality to finalize fact sheets tailored to municipal councils and staff. Fact sheets were customized for each municipality and print and electronic copies provided. The fact sheets serve as talking points for newly elected municipal officials and are included in new member packets for each community.</p> <p>PowerPoint: CCSCWD prepared a template PowerPoint presentation that was customized for the four municipalities receiving targeted outreach. The Presentation serves as a companion to the municipal fact sheet, since it is intended for a similar audience. The presentation also provides similar information about permit obligations and emphasizes the role of interdepartmental communication.</p> <p>Informational Poster: In lieu of creating a fact sheet tailored to public works crews, CCSWCD created a poster that outlines important good housekeeping and pollution prevention practices, including proper vehicle washing, chemical storage, etc. The posters, entitled “Clean Water is Everyone’s Job”, were printed in PY2 and distributed to municipalities in PY3.</p>
Develop survey to gauge municipal awareness	complete	CCSWCD coordinated with each of the 14 ISWG representatives to finalize a survey determine their municipal councils’ awareness of their stormwater program. PY2 results will be compared to future years’ data.

Targeted Outreach

Provide targeted outreach to four to five ISWG communities.	complete	CCSWCD provided targeted outreach to municipal staff and elected officials in Biddeford, Old Orchard Beach, Saco, and Scarborough. Each municipality received an initial meeting or consultation between CCSWCD staff and the MS4 Stormwater Coordinator to plan and facilitate three trainings/meeting sessions with relevant municipal staff (representative from planning & code, public safety, engineering, etc.). The goal of the meetings was to understand the needs of the municipality, provide an overview of each departments’ role in permit
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ISWG Permit Year 2 Summary of Minimum Control Measures 1 & 2

		implementation, promote interdepartmental coordination, and prepare for a presentation to the municipal council. Finally, CCSWCD provided a presentation to each municipal council about stormwater, their MS4 program, and the requirements that must be met by the municipality.		
	Biddeford	Interdepartmental meeting: 12/10/14	Depts. represented: Public Works, Engineering, Planning, Waste Water, Environmental Compliance	
		Compliance documentation support: 03/11/15		
		O&M/SWPPP/SPCC training: 04/09/15	Depts. represented: Codes, Waste Water, Environmental Compliance, School Maintenance, School Administration, Police Department, Recycling Complex, Fire Department, Public Works, City Hall, Planning, Fire Department, Community Center, Recreation, Engineering, Streets	
		City Council presentation: 02/17/15		
		Old Orchard Beach	Initial meeting: 12/15/14	
			Interdepartmental meeting: 01/23/15	Depts. represented: Public Works, Planning, Code Enforcement, Town Manager, Fire Department, Ball Park Commission, Waste Water
			Town Council presentation: 02/03/15	
			O&M/SWPPP/SPCC training: scheduled for PY3	
		Saco	Initial meeting: 11/05/14	
			Interdepartmental meeting: 11/12/14	Depts. represented: Public Works, Parks and Rec, Engineering, Code Enforcement, Planning, Water Resources Recovery Division, Police, School
	Senior staff meeting: 02/24/15		Depts. represented: Police, City Clerk, Assessing, Fire, Police, Code Enforcement,	



			Finance Department, IT, Planning, Public Works, Engineering, Water Resources Recovery District, Parks and Rec, Economic Development
			City Council presentation: 03/02/15
		Scarborough	Interdepartmental meeting: 02/11/15
			Depts. represented: Town Manager, Public Works, GIS, Beach Inspection, Community Services, Code Enforcement, Planning, Police, Fire, Finance, IT, Human Resources
			Meeting to prepare for presentation: 03/11/15
			Presentation run through: 03/24/15
			Town Council & Planning Board presentation: 03/25/15

General Outreach

Provide presentation to municipal councils about municipal stormwater program	complete	Under ISWG’s Municipal Permit Awareness Plan, each municipality not receiving targeted outreach is required to provide a presentation to their municipal council about their MS4 program during each permit year. Councils in targeted municipalities received presentations by CCSWCD, as detailed above.
		Cape Elizabeth: 01/05/2015
		Cumberland: 06/15/15
		Falmouth: 05/27/15
		Freeport: 05/19/15
		Gorham: 04/14/15
		Portland: 01/21/15
		South Portland: 05/04/15
		Westbrook: 11/17/14
		Windham: 04/21/15
Yarmouth: 05/14/15		

Cooperative Outreach

Provide outreach through a minimum of one partner organization	complete	An educational display about common sources of water pollution, focusing on Illicit Discharge Detection and Elimination, was presented at APWA’s annual Highway Congress, held on June 4, 2015. Time out for Training, a program coordinated by Maine Local Roads, ensured that 74 people visited the booth.
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Evaluation

Conduct annual survey of ISWG municipalities to gauge awareness	complete	The survey was administered to ISWG representatives in PY2. See summary of survey responses in Appendix A-2.
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Additional Activities not Identified in the Plan

Additional materials developed	complete	CCSWCD worked with targeted municipalities to revise Operation & Maintenance (O&M) Plan templates for municipal operations relating to police, fire, and buildings and grounds activities. The plan templates were distributed electronically to ISWG communities for them to customize for their municipalities' facilities as per MCM6.
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MS4 Enhanced Outreach Plan

Task	Status	Details
Develop MS4 enhanced outreach plan	complete	ISWG worked with the York County MS4s to develop a regional MS4 Enhanced Outreach Plan. The plan was approved by Maine DEP on December 30, 2014.
Summarize plan implementation to date	complete	Please see summary below.

LR22 – An Act to Promote Asphalt and Latex Pavement Sealing Products was drafted by Representative Matthea Daughtry in January 2015. The Legislative revisers office adjusted the bill and issued it in draft on 3/11/2015. Rep. Daughtry met with the revisers office on 3/17 and adjusted the language. The bill, LD 1208 was drafted and issued on 4/7/2015, with a hearing scheduled for the Environment and Natural Resources Committee on 4/23/2015.

Representatives from ISWG and the York County MS4s held several conference calls (1/6/2015, 4/16/2015 and 4/27/2015) and meetings (12/11/2014) to review and adjust the language, conduct research on the issue and how other states and municipalities have addressed bans on coal tar-based sealants.

A fact sheet was drafted and reviewed by ISWG representatives and the York County MS4s. The fact sheet was reviewed by Ms. Daughtry and revised based on all comments received. The fact sheet was provided to the Environment and Natural Resources Committee members via email and as part of their informational packet for consideration. Phone calls were also made to representatives on the committee to discuss the bill and fact sheet. A small number of committee members were reached directly, and messages were left for those that were not reached. No phone calls were returned before the Committee met to consider the bill.

ISWG and the York County MS4s reached out to the Long Creek Watershed Management District, the Falmouth Conservation Commission, Environmental Health Strategy Center, MEWEA, and the US Geologic Survey (who has done much of the research on coal-tar based sealants). In addition, ISWG and York County MS4s reached out their MMA Legislative committee members to encourage them to vote to support the bill (the MMA Legislative committee is the entity that decides what bills MMA will support).

The hearing for the bill was conducted on 4/23/2015. The Falmouth Conservation Commission, Environmental Health Strategy Center, MEWEA, and MMA all testified for the bill. The Long Creek Watershed Management District testified neither for nor against the bill. The Pavement Coatings Technology Council and Maine DEP testified against the bill. A work session was held on 4/20/2015, and the US Geologic Survey attended this work session. At the end of the session, a majority of the Environment and Natural Resources Committee voted “ought not to pass.” On May 26, 2015, the House and Senate accepted the majority committee’s recommendation to not pass the bill, by a vote of 5 to 4.

Ms. Daughtry has stated she will revise and re-issue the bill in 2016. ISWG and the York County MS4s are obtaining a full copy of all testimony, and anticipate making some revisions to our proposed plan or outreach materials for enhanced public education to provide better public education to the legislators for this issue.



Summary: ISWG Youth Education Activities

Overall:

Total students: 3,763

Total contact hours: 11,274

Biddeford

Total students: 198

Total contact hours: 198

Lesson topics: Watersheds, watershed models, water movement; transport of nonpoint source pollutants

Schools: Biddeford Middle School

Educator: CCSWCD

Cape Elizabeth

Total students: 61 (CCSWCD: 48, PWD: 13)

Total contact hours: 133 (CCSWCD: 68, PWD: 65)

Lesson topics: Macroinvertebrate sampling and identification & bioassessment; water quality and nonpoint source pollution and prevention; marine debris and ocean currents, nonpoint source pollution and prevention, treatment and laboratory analysis of drinking water and wastewater

Schools: Cape Elizabeth High School, Pond Cove Elementary School

Educator: CCSWCD, PWD

Cumberland

Total students: 404 (CCSWCD: 235, PWD: 169)

Total contact hours: 1,555 (CCSWCD: 235, PWD: 1,320)

Lesson topics: Marine debris and ocean currents; watersheds, nonpoint source pollution, and water quality parameters; in-class water quality testing; groundwater resources and pollution prevention⁵; global water distribution, conservation, and the water cycle; branching patterns, water systems/movement, watersheds; runoff, stormwater, nonpoint source pollutants, solutions; habitat requirements and life cycle of Maine's brook trout; impervious/pervious surfaces, nonpoint source pollutants, shorefront landscape design, vegetated buffers; water quality monitoring, macroinvertebrates, mock bioassessment; erosion, best management practices, landscape evaluation and redesign; trout releases at Collyer Brook: water quality testing, macroinvertebrate sampling, streamside assessment hike

Schools: Greely High School, Greely Middle School

Educator: CCSWCD, PWD

Falmouth

Total students: 160

Total contact hours: 480

Lesson topics: Runoff, nonpoint source pollutants and their impact on water quality; reducing impact on waterways by changing lawn care practices (Youth YardScaping); techniques for more environmentally-friendly lawn care: mowing, aerating, topdressing, overseeding, watering, soil testing, fertilizing, compost tea application, soil food web, weed control, pest control

Schools: Falmouth Middle School

Educator: CCSWCD

Freeport

Total students: 105

Total contact hours: 105

Lesson topics: Watersheds, define water pollution; nonpoint source pollution, stormwater, storm drains, and cumulative impact; nonpoint source pollution, impervious/pervious surfaces, runoff, and best management practices

Schools: Mast Landing School

⁵ Additional funding for groundwater lessons provided by Yarmouth Water District



Educator: CCSWCD

Gorham

Total students: 589 (CCSWCD: 75, PWD: 514)

Total contact hours: 1,829 (CCSWCD: 150, PWD: 1,679)

Lesson topics: Nonpoint source pollution, stormwater, storm drains, cumulative impact, and wastewater; sustainable development to minimize impact on river; global water distribution, conservation, and the water cycle; branching patterns, water systems/movement, watersheds; runoff, stormwater, nonpoint source pollutants, solutions; Maine's brook trout: habitat requirements, life cycle, anatomy, field trip to Casco Hatchery, classroom tank set-up and maintenance; impervious/pervious surfaces, nonpoint source pollutants, shorefront landscape design, vegetated buffers; water quality monitoring, macroinvertebrates, mock bioassessment; erosion, best management practices, landscape evaluation and redesign; trout release and water quality field trips at the Presumpscot River: water quality testing, macroinvertebrate sampling, streamside assessment hike, local history; forests' ecology and ability to filter water; Maine's frogs and vernal pools; treatment and laboratory analysis of drinking water and wastewater; benefits of tap water and tap water/bottled water taste test

Schools: Gorham Middle School, Great Falls Elementary School, Gorham High School, University of Southern Maine

Educator: CCSWCD, PWD

Old Orchard Beach

Total students: 50

Total contact hours: 150

Lesson topics: Amount of water in the world, conservation, and the water cycle; watersheds and water movement; nonpoint source pollution, stormwater, storm drains, cumulative impact, and wastewater

Schools: Loranger Middle School

Educator: CCSWCD

Portland

Total students: 752 (CCSWCD: 286, PWD: 466)

Total contact hours: 1,857 (CCSWCD: 1,430, PWD: 427)

Lesson topics: Nonpoint source pollution, stormwater, storm drains, and cumulative impact; sources of marine debris; marine debris, nonpoint source pollution, and ocean currents (additional funding was secured for these high school lessons); reducing impact on waterways by changing lawn care practices (Youth YardScaping)⁶; global water distribution, conservation, and the water cycle; branching patterns, water systems/movement, watersheds; runoff, stormwater, nonpoint source pollutants, solutions; Maine's brook trout: habitat requirements, life cycle, anatomy, field trip to Casco Hatchery, classroom tank set-up and maintenance; impervious/pervious surfaces, nonpoint source pollutants, shorefront landscape design, vegetated buffers; water quality monitoring, macroinvertebrates, mock bioassessment; erosion, best management practices, landscape evaluation and redesign; treatment and laboratory analysis of wastewater; benefits of tap water and tap water/bottled water taste test

Schools: Lincoln Middle School, McAuley High School, Deering High School, Longfellow Elementary School, Lyman Moore Middle School, Glickman Academy (Spurwink Services), Southern Maine Community College, University of New England

Educator: CCSWCD, PWD

Saco

Total students: 10

Total contact hours: 10

Lesson topics: Watersheds, water holding capacity of soil, filtering capacity of different soils

Schools: Thornton Academy

Educator: CCSWCD

⁶ Additional funding for Youth YardScaping provided by the City of Portland



Scarborough

Total students: 318 (CCSWCD: 230, PWD: 88)

Total contact hours: 741 (CCSWCD: 230, PWD: 511)

Lesson topics: Marine debris, nonpoint source pollution, and ocean currents⁷; global water distribution, conservation, and the water cycle; branching patterns, water systems/movement, watersheds; runoff, stormwater, nonpoint source pollutants, solutions; Maine's brook trout: habitat requirements, life cycle, anatomy, field trip to Casco Hatchery, classroom tank set-up and maintenance; impervious/pervious surfaces, nonpoint source pollutants, shorefront landscape design, vegetated buffers; water quality monitoring, macroinvertebrates, mock bioassessment; erosion, best management practices, landscape evaluation and redesign

Schools: Wentworth Intermediate School, Scarborough High School, Scarborough Middle School

Educator: CCSWCD, PWD

South Portland

Total students: 320 (CCSWCD: 49, PWD: 271)

Total contact hours: 1,669 (CCSWCD: 147, PWD: 1,522)

Lesson topics: Watersheds and watershed models; water cycle, water movement; bioassessment process to determine water quality; global water distribution, conservation, and the water cycle; branching patterns, water systems/movement, watersheds, runoff, stormwater, nonpoint source pollutants, solutions; Maine's brook trout: habitat requirements, life cycle, anatomy, field trip to Casco Hatchery, classroom tank set-up and maintenance; impervious/pervious surfaces, nonpoint source pollutants, shorefront landscape design, vegetated buffers; water quality monitoring, macroinvertebrates; erosion, best management practices, landscape evaluation and redesign; trout releases in Trout Brook: water quality testing, macroinvertebrate sampling, streamside assessment hike

Schools: Small Elementary School, Memorial Middle School, Mahoney Middle School, Skillin Elementary School, Dyer Elementary School

Educator: CCSWCD, PWD

Westbrook

Total students: 244 (CCSWCD: 8, CCSWCD & PWD: 160, PWD: 76)

Total contact hours: 900 (CCSWCD: 8, CCSWCD & PWD: 800, PWD: 92)

Lesson topics: Watershed ecology: Students evaluated the health of the Presumpscot River during a field trip to two sites on the River, one rural and one urban; water quality parameters and testing; bioassessment using macroinvertebrate sampling; river characteristic observations; compared data from the two sites to develop their ideas about human impact on the river ecosystem⁸; ocean currents and marine debris; chemical water quality tests, macroinvertebrate sampling, and water quality assessment on the Presumpscot River

Schools: Westbrook High School, Westbrook Community Center After-School Program

Educator: CCSWCD, PWD

Windham

Total students: 310 (CCSWCD: 53, PWD: 257)

Total contact hours: 1,405 (CCSWCD: 150, PWD: 1,255)

Lesson topics: Water cycle, water movement; water quality parameters and testing, bioassessment using macroinvertebrate sampling, river characteristic observations; sustainable development to minimize impact on river; global water distribution, conservation, and the water cycle; branching patterns, water systems/movement, watersheds; runoff, stormwater, nonpoint source pollutants, solutions; Maine's brook trout: habitat requirements, life cycle, anatomy, field trip to Casco Hatchery, classroom tank set-up and maintenance; impervious/pervious surfaces, nonpoint source pollutants, shorefront landscape design, vegetated buffers; water quality monitoring, macroinvertebrates, mock bioassessment; erosion, best management practices, landscape evaluation and redesign; trout release in the Pleasant River: water quality testing, macroinvertebrate sampling, streamside assessment hike; "Discovering Water" book project: Book about various water topics produced by WHS students for a middle school audience, finalized and printed book, hosted publication party

⁷ Additional funding for ocean currents lessons provided by Scarborough School Department

⁸ Additional funding for student field trip provided by the Westbrook Environmental Improvement Corporation



Schools: Manchester Elementary School, Windham High School, Windham Middle School
Educator: CCSWCD, PWD

Yarmouth

Total students: 242

Total contact hours: 242

Lesson topics: Water pollution, nonpoint source pollution, soil as pollutant; impervious/pervious surfaces, runoff, and best management practices; groundwater resources and pollution prevention¹

Schools: Yarmouth Elementary School, Yarmouth Middle School

Educator: CCSWCD

Educator contact information

CCSWCD: Deb Debiegun, District Educator, Cumberland County Soil & Water Conservation District, ddebiegun@cumberlandswcd.org, 207-892-4700 x 101.

PWD: Sarah Plummer, Environmental Education Coordinator, Portland Water District, splummer@pwd.org, 207-774-5961 x3324.



MCM2: Public Involvement and Participation

Urban Runoff & Green Neighbor Family Fest

2015 marked the fourth year ISWG supported, coordinated, promoted, and participated in the Urban Runoff and Green Neighbor Family Fest, a day-long community event that promotes clean water and raises awareness of water pollution. In addition to raising awareness, funds raised from the Urban Runoff and Green Neighbor Family Fest support ISWG’s in-school youth education program. With approval from Maine DEP, the race and festival, held on April 25, 2015, served as the Public Involvement and Participation event for all ISWG communities. Each community’s participants are summarized in the table below.

By all accounts, the event was a huge success. Approximately 700 runners and walkers registered for the race, and many local businesses supported the race through sponsorships, in-kind donations, and employee participation as race participants and volunteers. Local media outlets advertised the events, including the donation of radio advertisement during the months of March and April by 98.9 WCLZ. WMTW News Channel 8 promoted the events prior to April 25th, and they attended the race and festival to provide news coverage of the events. Social media, paid online advertising, posters, and direct mail and email were also used to promote the race and included a clean water message. Additional clean water messages were included on the event website, social media, eblasts, and other marketing tools that were sent to all registered participants, sponsors, and partners.

Anecdotes as well as a post-race survey completed by race participants demonstrate the success of the race’s planning and implementation. Many survey respondents indicated the race’s cause: clean water and youth education, was a major reason why they chose to participate.

The *Green Neighbor Family Fest* was held after the race at Deering High School. The event ran for three hours and was attended by approximately 700 people. Scheduled events included the awards ceremony and a live music. A total of 21 exhibits were set up by local nonprofit and governmental organizations, universities, and businesses to provide hands-on, educational activities for children. These activities included a marine touch tank, making “seed bombs” (seeds rolled in compost), water quality experiments, and many more. Children also took part in face painting and water related prize giveaways.

Plans are underway to host the fifth annual *Urban Runoff* 5K and *Green Neighbor Family Fest* on Saturday, April 23, 2016.

Summary of ISWG Municipal Involvement in the 2015 Urban Runoff & Green Neighbor Family Fest

	Race Participants	Volunteers	Municipal Team (number of members)	Posters Provided for Distribution	Additional Contribution
Biddeford	2			25	
Cape Elizabeth	10			16	
Cumberland	27			19	
Falmouth	17		5	21	
Freeport	3	1		25	
Gorham	35			19	
Old Orchard Beach	2	2		21	
Portland	194	15		50	Permit fees waived; display at festival
Saco	24	4	18	28	

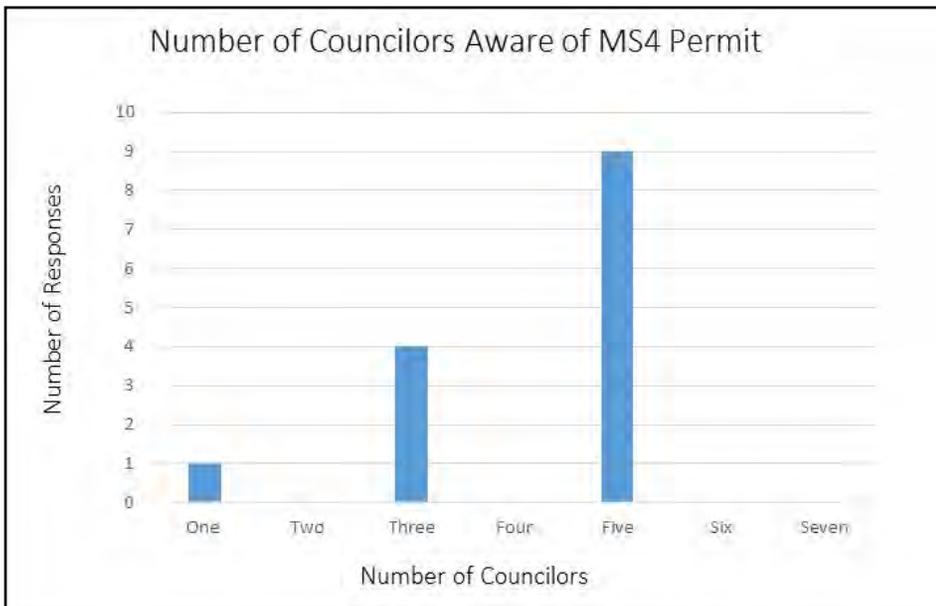
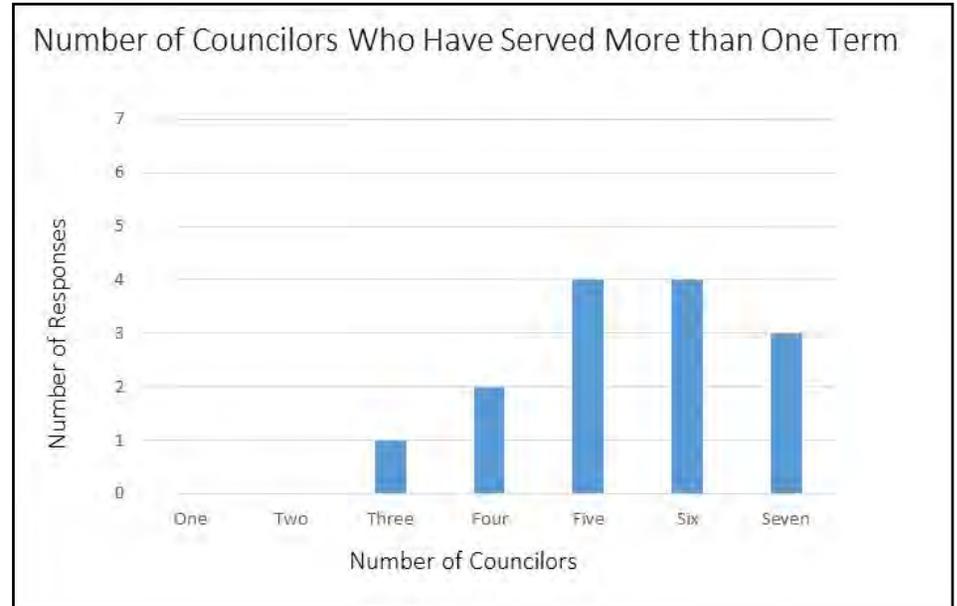
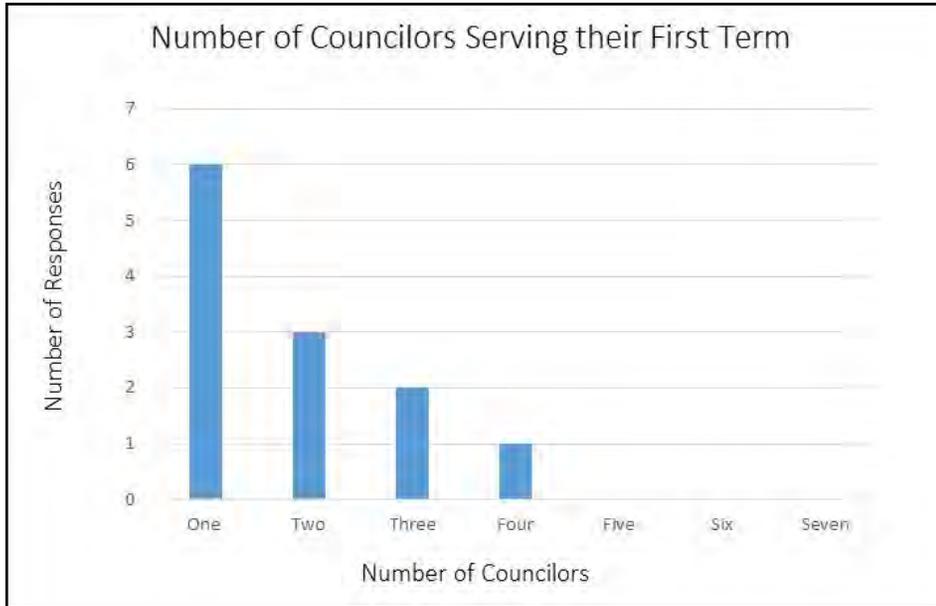


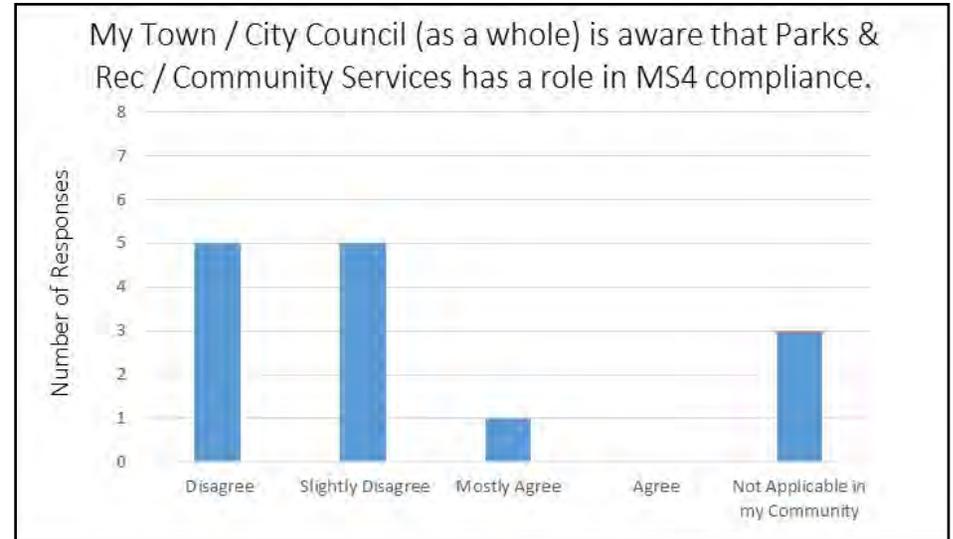
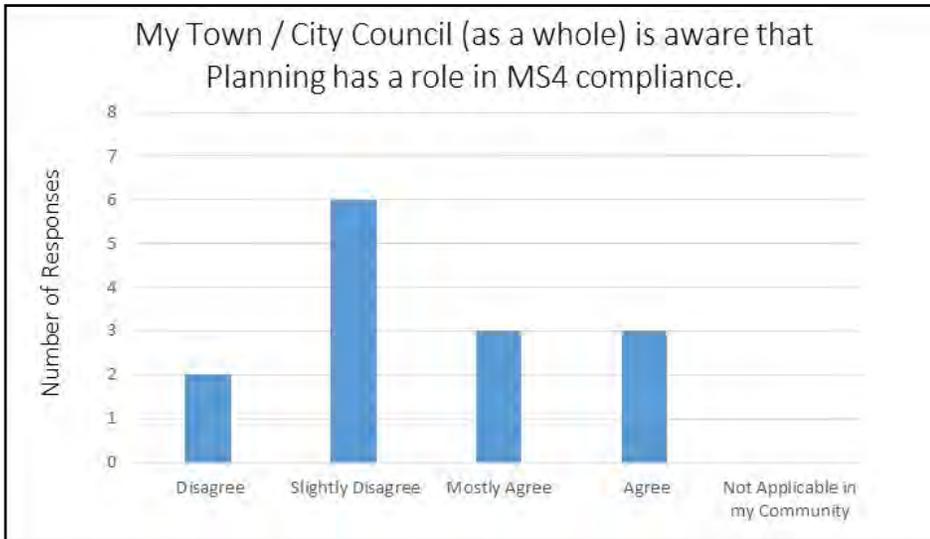
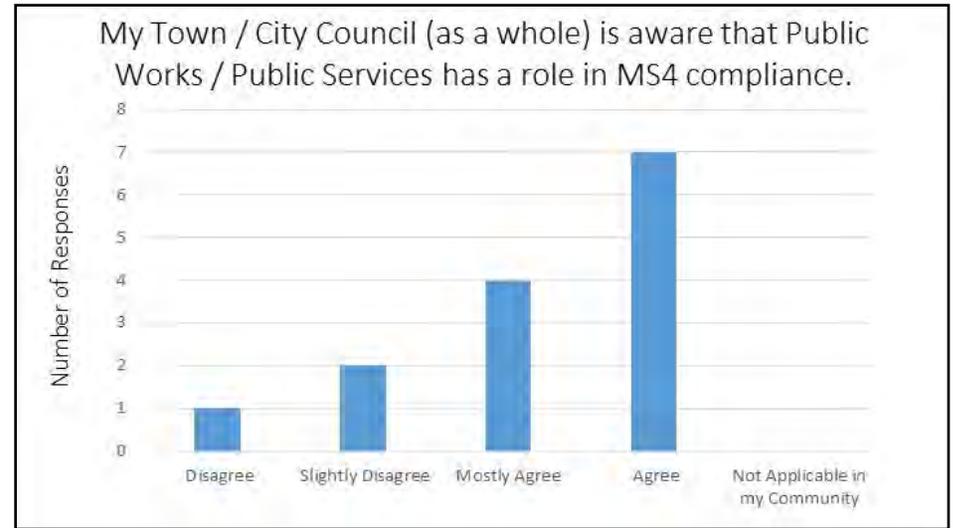
ISWG Permit Year 2 Summary of Minimum Control Measures 1 & 2

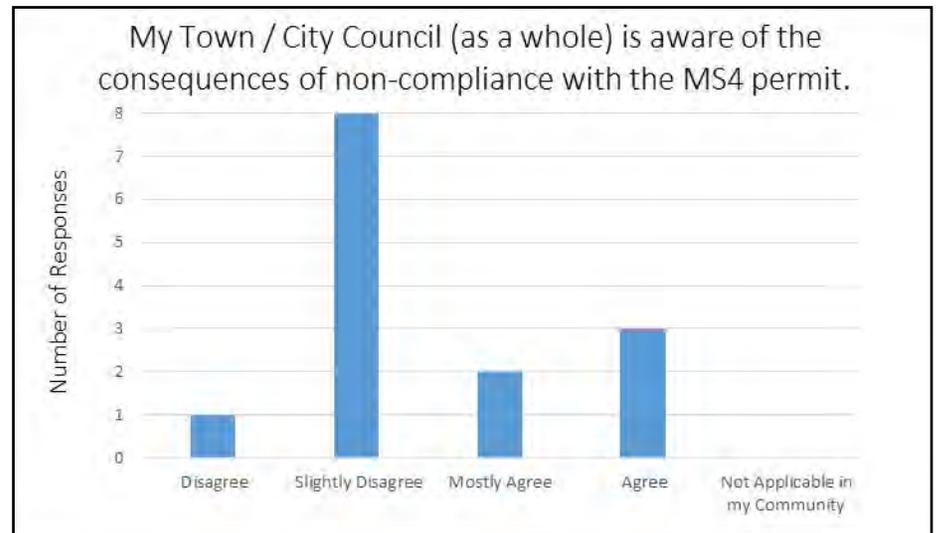
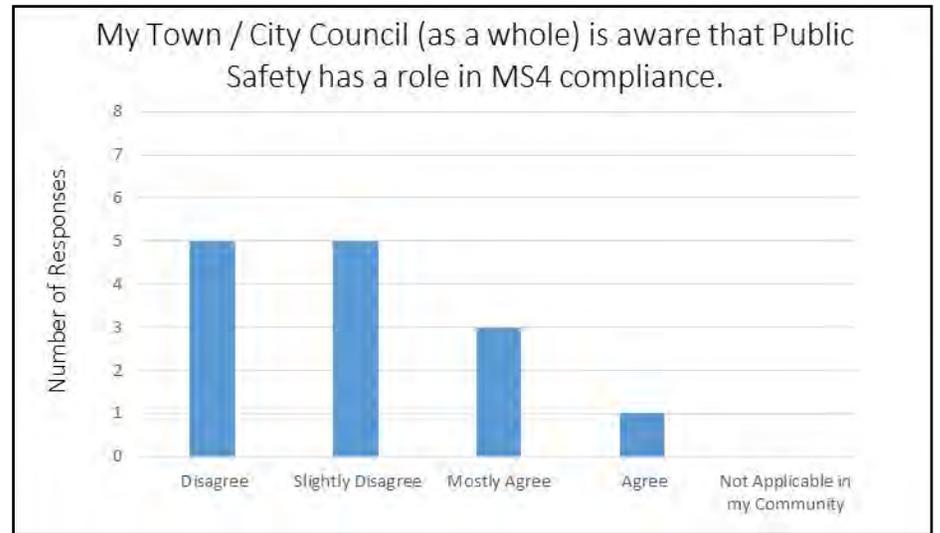
Scarborough	42	7		24	
South Portland	62	5		28	\$500
Westbrook	39	3	5	22	
Windham	19	5		23	
Yarmouth	10	3		19	



APPENDIX A-2: Permit Year 2 Summary of Municipal Survey Responses







APPENDIX B
Urban Impaired Stream Watersheds

APPENDIX B

URBAN IMPAIRED STREAM WATERSHEDS

Portland has four identified Urban Impaired Stream watersheds as defined by Appendix B of the General Permit for Small Municipal Separate Storm Sewer Systems issued in July 2013. During this permit cycle, the City of Portland will continue to focus on the Capisic Brook watershed as its priority watershed. The City has developed a Compensation Fee Utilization Plan for each of its urban impaired watersheds which will allow it to implement structural stormwater retrofits as fees are collected. Currently, the City obligates all new development (beyond single family residential) to meet state stormwater general standards and urban impaired stream standards. These requirements provide additional stormwater controls in all Portland Urban Impaired Stream watersheds.

Actions Completed Permit Year 1: The City continues to implement Appendix B as stated above. [Post Note: A summary report of public education and outreach efforts completed in the Capisic Brook watershed as part of the Greener Neighborhoods Cleaner Streams program for 2013-2014 as well as the Green Neighbor Guide (artistic watershed map) and educational sign that were created as part of the program are included in Appendix A-1].

Actions Completed Permit Year 2: The City continues to implement Appendix B as stated above. A small amount of money has been collected in each of the Urban Impaired Stream watersheds in the City's Compensation Fee Utilization Plan (CFUP) program (i.e.: Capisic Brook, Fall Brook and Nason's Brook). The City defers to the Long Creek Watershed Management District for projects constructed in the Long Creek watershed. To date, no stormwater retrofits identified in the CFUPs have been completed because the Urban Impaired Stream Standard has not generated enough revenue to implement any of the identified projects.

A summary report of public education and outreach efforts completed in the Capisic Brook watershed, as part of the Greener Neighborhoods Cleaner Streams program, is included in this appendix.

The City and the Cumberland County Soil and Water Conservation District (CCSWCD) held a Capisic Brook Watershed stakeholder meeting to talk with businesses about the new Greener Businesses Cleaner Streams program on 5/6/15. The program is a new commercial/industrial pollution prevention program being developed for the City by CCSWCD, using a State-funded Section 319 grant. This program, which was recommended in the watershed management plan, aims to raise awareness of the environmental and regulatory stormwater issues in the watershed and to promote voluntary pollution prevention by businesses. Businesses were invited via direct mailing and telephone. There were over 30 attendees at this meeting.

Greener Neighborhoods Cleaner Streams 2014-2015 Summary Report

Prepared for the City of Portland | July 2015

The Cumberland County Soil & Water Conservation District (CCSWCD) continued to coordinate and implement the Greener Neighborhoods Cleaner Streams (GNCS) program on behalf of the City of Portland in Fiscal Year 2015 (July 1, 2014 – June 30, 2015). Funding provided by the City of Portland for the GNCS program provided cash match to the Capisic Brook Implementation grant, funded by the Maine Department of Environmental Protection.

The goal of the GNCS program is to educate residents of the Capisic Brook watershed about their role in cleaning up the Brook. The program's current focus is changing residents' lawn care behavior. This report summarizes the work completed during 2014-2015.

Green Neighbor Family Fest

CCSWCD coordinated the fourth annual Green Neighbor Family Fest, which took place on April 25, 2015. The one-day event was held at Deering High School following the Urban Runoff 5k. It served as a platform to raise awareness of GNCS, as well as an opportunity educate the public about their role in clean water and a healthy environment.

At the Fest, activities related to conserving local resources were provided by the following organizations:

- Breakwater School
- City of Portland
- Coast Encounters
- Friends of Casco Bay
- Garbage to Gardens
- IDEXX Laboratories
- Kathadin Analytical Services
- Maine Energy Education Program
- Maine Green Power
- Maine Water Environment Association
- Nason's Corner Park
- Party Palooga
- Project Learning Tree
- Rosemont Neighborhood Association
- Sappi Paper
- Sunrise Guide
- Spiral Tree Yoga & Wellness Studio
- TREE Center
- Whole Foods Market

Marketing efforts for the Green Neighbor Family Fest included a postcard mailing about the event to all watershed residents, email notifications, posters distributed throughout local municipalities, and information posted on social media. Other media advertising included radio ads on 98.9 WCLZ and news coverage on WMTW Channel 8 prior to the event.

Approximately 700 participants attended the event on a rolling basis.

Residential Workshops & Events

Outreach programs included three YardScaping healthy lawn care educational events (two were required under the approved scope of work).

1. CCSWCD staff provided healthy lawn care information at Rosemont Market's Harvest on the Hood event on September 20th. CCSWCD spoke with approximately 40 Rosemont neighborhood residents and other community members about the program and healthy lawn care.

2. The second event was held at Longfellow Elementary School on May 30th. The fifth graders at Longfellow spent the spring researching healthy lawn care practices (see the Youth Education section for more information). These students then presented their research and made lawn care recommendations to their community on May 30th at the Longfellow Spring Fair. Approximately 80 individuals from the community attended this event.
3. The third YardScaping educational event was held at Brentwood Community Garden on June 13th. Members of the garden and others attended this event and received catered advice about healthy lawn care. Four individuals took the Green Neighbor Pledge and received the Green Neighbor lawn sign. Two individuals purchased compost tea kits for their lawn and gardens.

Neighborhood Canvassing & Technical Assistance

CCSWCD conducted targeted outreach in Rosemont and Nason's Corner. These neighborhoods were chosen based on previous research about lawn care practices. Households in both neighborhoods received information about GNCS and healthy lawn care.

1. The first canvassing event on May 1st was carried out with the help of Cheverus High School students. Door hangers about healthy lawn care were hung at each residence within these neighborhoods. Storm drains in each neighborhood were stenciled with clean water awareness messages during this canvassing event. Approximately 60 storm drains were stenciled.
2. The second canvassing events took place on June 17th in Rosemont and on June 24th in Nason's Corner. During these events, the Green Neighbor Guide was handed directly to individuals who were outside their homes. This direct distribution of information led to one-on-one conversations about how lawns are maintained and often resulted in technical assistance provided to residents.

Trash Bag Rebates

CCSWCD promoted the availability of trash bag rebates from the City through direct mail and social media. Zero rebates from residents were requested this year. CCSWCD recommends discontinuing this element of the program due to low interest over the past 2 years.

Youth Education

CCSWCD worked with the three fifth grade teachers at Longfellow Elementary School to implement a Youth YardScaping program. Students learned about stormwater through an in-class lesson and a walking field trip to Capisic Pond Park. After the introduction, the students were divided into groups and given YardScaping topics to research. Overall, CCSWCD provided 52 students with 23 hours of hands-on clean water education.

At the end of the Youth YardScaping program, students shared their learning with parents and community members at the Longfellow Spring Fair. More than 80 people attended the Fair and learned about YardScaping. Attendees were provided with a brief summary of YardScaping before they visited the students' displays and presentations. Feedback from the community was very positive, and many requested additional lawn care information. In future years, CCSWCD will provide complete YardScaping information packets to interested community members at the event.

"I thought the framework of the program was awesome! Very hands-on and kid friendly! Hoping to continue this program in the future."

- Richard Johnson,
5th grade teacher at Longfellow
Elementary School



The teachers that participated in Youth YardScaping were extremely happy with the program. They felt the lessons were easy to incorporate into their curriculum and did an excellent job introducing new topics and reinforcing topics the students learned earlier in the year. The teachers wish to implement Youth YardScaping again in 2016.

Mailings

Three mailings were sent to all households in the Capisic Brook watershed. Addressed were obtained from the City of Portland tax database. The first mailing focused on the Green Neighbor Family Fest, the second promoted upcoming healthy lawn care events in the watershed, and the third focused on the proper way to dispose of yard waste.

Two additional mailings were sent to households in the targeted neighborhoods of Rosemont and Nason's Corner. The Green Neighbor Guide, which was developed through the GNCS program in 2014, was mailed to all residents in these neighborhoods. The second mailing was about the incentives for participating in the GNCS program.

Storm Drain Art

CCSWCD hired a local artist to design a storm drain mural to raise awareness about the connection of stormwater and Casco Bay. The design has been printed as a decal to be installed on the sidewalk adjacent to selected storm drains. Using a decal rather than painting a design directly onto the sidewalk will allow the City and CCSWCD to easily replace damaged storm drain art, if necessary. Locations for application on Ludlow Street have been identified. CCSWCD anticipates art installation to be complete by September 1, 2015.

General Outreach

CCSWCD maintained the GNCS website and social media accounts. Press releases about the program were sent to local newspapers. Topics included the Green Neighbor Family Fest, GNCS program offerings, storm drain stenciling and canvassing events, and community socials.

Lessons Learned

Overall, momentum for GNCS has grown over the past year; however, there are some elements that CCSWCD feels should be revised or removed from the program due to lack of interest from the community. The trash bag rebate program is one example. There was no interest in this element of the GNCS program over the past year. As such, CCSWCD recommends removing this element of the program, which will result in a cost savings to the City.

While participation in the trash bag rebate program declined over the past two years, other elements have grown. New relationships formed with residents, associations, and businesses in the area have provided new opportunities to engage Capisic Brook watershed residents. For example, partnering with Rosemont Market on Harvest in the Hood expanded participation in the Green Neighbor Family Fest, by including Breakwater School, Rosemont Market, and Nason's Corner Park as exhibitors.

CCSWCD considers the Green Neighbor Family Fest to be an important event to support both the GNCS program and the City's stormwater service charge. For residents to fully understand and support a stormwater fee, they must understand that water is a valuable resource and why stormwater is an issue, which all coincide with City's goals in establishing the service charge. The Fest provides the City with a venue to reach residents to build the case for clean water and sustainability. CCSWCD would like to work toward making the Fest a more prominent component of the dual event. We welcome the opportunity to discuss ideas to grow the Fest with City staff and others to make the 5th Annual Urban Runoff and Green Neighbor Family Fest in 2016 a landmark community experience.

Establishing the Youth YardScaping program at Longfellow Elementary School also helped build momentum for the GNCS program. This program provided a multi-generational learning experience where students imparted



their healthy lawn care knowledge on their parents and community members at the Longfellow Spring Fair. The Fair drew a large, captive audience, and people were interested in learning more about GNCS and healthy lawn care. CCSWCD recommends continuing this program in the future, due to its ability to effectively reach multiple audiences and for the opportunity to provide additional information to participants at the event.

