



**VSMP General Permit for
Municipal Separate Storm Sewer Systems**

Permit # VAR040029

Permit Year Three Annual Report

July 1, 2015-June 30, 2016



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Permit Year Three Annual Report
July 1, 2015 - June 30, 2016

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Introduction and Summary

The City of Suffolk submits the following information in accordance with 9VAC25-890-40 Section II.E.3 items (a) through (e). To aid in the organization of this report, this section serves as a summary and is supported by supplemental information in the form of attached appendices where appropriate.

Permit requirements for annual reporting

Annual reports. The operator must submit an annual report for the reporting period of July 1 through June 30 to the department by the following October 1 of that year. The reports shall include:

a. Background Information.

- (1) The name and state permit number of the program submitting the annual report;
- (2) The annual report permit year;
- (3) Modifications to any operator's department's roles and responsibilities;
- (4) Number of new MS4 outfalls and associated acreage by HUC added during the permit year; and
- (5) Signed certification;

b. The status of compliance with state permit conditions, an assessment of the appropriateness of the identified best management practices and progress towards achieving the identified measurable goals for each of the minimum control measures;

c. Results of information collected and analyzed, including monitoring data, if any, during the reporting period;

d. A summary of the stormwater activities the operator plans to undertake during the next reporting cycle;

e. A change in any identified best management practices or measurable goals for any of the minimum control measures including steps to be taken to address any deficiencies;

f. Notice that the operator is relying on another government entity to satisfy some of the state permit obligations (if applicable);

g. The approval status of any programs pursuant to Section II C (if appropriate), or the progress towards achieving full approval of these programs; and

h. Information required for any applicable TMDL special condition contained in Section I.

Summary of City actions to meet reporting requirements

a. Background

- (1) VSMP General Permit for Discharges of Stormwater From Small Municipal Separate Storm Sewer Systems. General Permit No.: VAR040029
- (2) Effective July 1, 2013 Expires June 30, 2018
- (3) There have been no changes to the operator's departmental roles and responsibilities pertaining to this permit.
- (4) The 2010 Census increased the Urbanized Area in Suffolk from 13.7 square miles to 47.3 square miles. With this increase in size comes much more required stormwater conveyance system to map. The City is still working towards a complete outfall map with all associated data fields. 106 new MS4 outfalls were identified in PY3. An Outfall Information Table with newly identified

outfalls and maps with the location of these new MS4 outfalls are attached in Appendix E. Mapping efforts are not yet complete, but are scheduled for completion by the end of PY 4 in accordance with permit language.

- (5) The signed certification statement is in Appendix A of this report.
- b. The City maintains a Program Plan Matrix to assess compliance with permit conditions, assess the appropriateness of best management practices, and to track progress towards measurable goals for minimum control measures. The Program Plan Matrix with progress updates is attached in Appendix B.
 - c. Monthly sampling of the Nansemond River and its tributaries continued, with a new partnership between the City, The Virginia Department of Health Division of Shellfish Sanitation (VDH DSS) and the Nansemond River Preservation Alliance (NRPA). The City continued the partnership with HRSD monitoring bacteria levels in Shingle Creek. The focus shifted from analyzing load trends during wet weather events to seeking out acute sources present in dry weather base flows. Hoffler Creek sampling continued through permit year 3. We began sampling on Hoffler Creek to confirm the need for the TMDL and gain a better understanding of the quantity of Bacteria in the Creek, since the TMDL was developed off of very limited data. We completed about 3 years of monthly sampling throughout the creek and our results confirmed the need for the TMDL. The original goals being accomplished, the City decided to stop the Hoffler Creek sampling program for PY4. The sampling results for the Nansemond River and Hoffler Creek, and more details about the other sampling programs are attached in Appendix I.
 - d. The City plans to maintain its partnership with Hampton Roads localities through the Hampton Roads Planning District Commission to improve and coordinate education and outreach efforts. The City Plans to continue all water monitoring programs on the Nansemond River. Shingle Creek monitoring will continue according to the needs and agreement of the parties involved. The City will continue to work with Suffolk Public Schools in accordance with the Memorandum of Understanding between the City of Suffolk and Suffolk Public Schools approved July 2010. This memorandum has been provided in previous reports and has not changed since being adopted.
 - e. The updated Program Plan Matrix for PY4 is located in Appendix J. Changes to Best Management Practices or measurable goals are identified within the PY3 Program Plan Matrix located in Appendix B. The City intends to continue its partnership with the Hampton Roads Planning District Commission to seek enhancements or modifications to existing Best Management Practices throughout PY4.
 - f. The City continues a close relationship with the Hampton Roads Planning District Commission and its affiliate localities for the purpose of meeting certain permit requirements. The Hampton Roads Regional Stormwater Management Program Memorandum of Agreement executed June 2013 outlines the cooperation between the City and the Hampton Roads Planning District Commission.

Most of the functions of this partnership exist through the askHRgreen.org Stormwater Education Subcommittee, the Stormwater Workgroup, and the Regional Environmental Committee.

g. The City of Suffolk does not operate or follow any programs that are intended to replace any of the minimum control measures required under Section II B.

h. TMDL requirements

- (1) All non-Chesapeake Bay TMDLs applicable to this permit identify bacteria as the pollutant of concern. The City has elected to develop one action plan for all of these TMDLs. TMDL Action Plans that were developed in accordance with this permit and approved action plan guidance in PY3 are: Upper Nansemond River and Shingle Creek; Hoffler Creek; Elizabeth River; Chuckatuck Creek and Brewers Creek; Bleakhorn Creek, Bennett Creek, and Knotts Creek. The action plan will be submitted at the same time as this report but as a separate document.
- (2) The City of Suffolk has met the required reductions for the first permit cycle, studies are currently under way to identify and prioritize future control measures. An updated TMDL Action Plan will be submitted at the same time as this report but as a separate document, that accounts for all implementation measures that have been installed to date. The updates for this year include a corrected and complete inventory of nutrient credit overages generated from oversized BMPS. Street sweeping practices continued in Permit Year 3 as outlined in the action plan; 6,238 cubic yards of debris were collected. This equates to 9,442.77 pounds of total nitrogen, 3,777.11 pounds of total phosphorus, and 1,133,132.70 pounds of total suspended solids. These efforts exceed the City of Suffolk's level of commitment identified in the Action Plan, no additional structural practices were implemented. Street sweeping will continue in the next reporting cycle.

Appendix A

Signed Certification Statement

Certification Statement

As required by 9VAC25-870-370 B, all reports required by state permits, and other information requested by the board shall be signed by a responsible official or by a duly authorized representative of that person. A responsible official is:

- 1. For a corporation: by a responsible corporate officer. For the purpose of this section, a responsible corporate officer means: (i) a president, secretary, treasurer, or vice-president of the corporation in charge of a principal business function, or any other person who performs similar policy-making or decision-making functions for the corporation, or (ii) the manager of one or more manufacturing, production, or operating facilities, provided the manager is authorized to make management decisions that govern the operation of the regulated facility, including having the explicit or implicit duty of making major capital investment recommendations, and initiating and directing other comprehensive measures to assure long-term environmental compliance with environmental laws and regulations; the manager can ensure that the necessary systems are established or actions taken to gather complete and accurate information for state permit application requirements; and where authority to sign documents has been assigned or delegated to the manager in accordance with corporate procedures;*
- 2. For a partnership or sole proprietorship: by a general partner or the proprietor, respectively; or*
- 3. For a municipality, state, federal, or other public agency: by either a principal executive officer or ranking elected official. For purposes of this section, a principal executive officer of a federal agency includes (i) the chief executive officer of the agency, or (ii) a senior executive officer having responsibility for the overall operations of a principal geographic unit of the agency.*

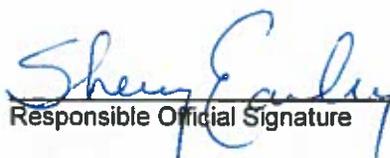
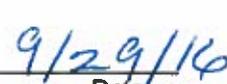
Duly Authorized Representatives

A person is a duly authorized representative only if:

- 1. The authorization is made in writing by a person described above;*
- 2. The authorization specifies either an individual or a position having responsibility for the overall operation of the regulated facility or activity such as the position of plant manager, operator of a well or a well field, superintendent, position of equivalent responsibility, or an individual or position having overall responsibility for environmental matters for the company. A duly authorized representative may thus be either a named individual or any individual occupying a named position; and*
- 3. The written authorization is submitted to the department.*

CERTIFICATION

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

 
Responsible Official Signature Date

VAR040029

City of Suffolk

Permit Number

MS4 Name

Appendix B

MS4 Program Plan Matrix with Permit Year 3 Status

City of Suffolk MS4 Program Plan Permit Year 3

1. Public Outreach and Education							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
1.a	Continue to implement the public education and outreach program as included in the registration statement until the program is updated to meet the conditions of General Permit No. VAR040029	Reorganize program plan to correlate with VAR040029 paragraph numbering - Original items are shown in normal background with new items shown in highlighted background.		PW Engineering	End of PY1	Revised Program Plan	This section will be removed from the PY4 program plan
1.b	Design plan to educate citizens on techniques to reduce impacts of stormwater pollution on public waterways with an emphasis on impaired waters.						
1.b.1	Regional Media Campaign	Participate in the askHRgreen.org regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), radio, and social media	Demographic, reach and frequency	askHRgreen.org Stormwater Education Subcommittee	Annually	Copies of ads within askHRgreen.org Annual Report	Participated in the regional askHRgreen.org program. See askHRgreen.org annual report attached in Appendix C.
1.b.2	Educate homeowners on hazards and legal implications of illegal discharges and improper disposal of waste.	Promote askHRgreen.org for list of locality contacts for citizens to report illicit discharges and to learn about proper disposal methods.	Number of page visits	askHRgreen.org Stormwater Education Subcommittee	Post New info in PY1	askHRgreen.org website	The stormwater subcommittee utilized a radio and online media campaign to encourage the target audience (adults 35-64) to pick up after their pets and properly dispose of leaves. Details in the askHRgreen.org annual report (p.19) in Appendix C.
1.c	Updated Public Education and Outreach Program						
1.c.1	High-priority water quality issues	Identify at least 3 high priority water quality issues that contribute to the discharge of stormwater	Number of high-priority issues	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report	Pet waste, fertilizing and soil testing, and fats oil and grease reduction were identified as high priority issues.
1.b.3 1.c.2	Target Audience	Identify and estimate the population size of target audience(s) who are likely to have significant impacts for each high priority issue	Estimated target audience population	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report	Target audience reach discussed in askHRgreen.org annual report and summary preceding report attached in Appendix C.
1.c.3	Relevant Message Development						
1.c.3a	Stormwater materials	Develop relevant message(s) and associated educational and outreach materials for distribution to target audience	Message Materials	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report	Detailed in askHRgreen.org annual report in Appendix C.
1.c.5	Relevant Message Implementation	Conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high priority audience.	Percentage of target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report	At least 20% of the target audiences for pet waste, fertilizing and soil testing, and fats oil and grease reduction was reached by various media outlets funded through askHRgreen.org . More details in askHRgreen.org annual report in Appendix C.

City of Suffolk MS4 Program Plan Permit Year 3

1. Public Outreach and Education							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
1.c.5a	Distribute educational materials developed through askHRgreen.org	Distribute materials developed through askHRgreen.org to target audience in locality.	Number of materials distributed	askHRgreen.org Representative	Continuously		Distributed 2135 promotional and educational items developed through askHRgreen.org
1.c.5b	Maintain and enhance askHRgreen.org website	Increase website visits to industry standard by end of permit cycle.	Annual askHRgreen.org website visits	HRPDC & askHRgreen.org	Permit Cycle	askHRgreen.org Annual Report	Detailed in askHRgreen.org annual report in Appendix C.
1.c.5c	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Number of giveaways distributed	askHRgreen.org Representative	Annually	Rack cards, dog waste bag holders	Distributed 5 Pet Waste Stations, 739 Pet Waste Bag Holders, and 648 Scoop the Poop Rack Cards. More campaign details in askHRgreen.org annual report (p.20) in Appendix C.
1.c.5d	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Demographic, reach and frequency	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report	The stormwater subcommittee utilized television and online media to educate the target audience (adults 25-54) about lawn care practices that reduce nutrient pollution. More details in the askHRgreen.org annual report (p.20) attached in Appendix C.
1.c.6	Provide for adjustment of target audiences and messages to address any observed weaknesses or shortcomings	Website feedback reports, regional meeting feedback	Demographic, reach, frequency, & website click-through rates	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report	No changes made this year.
1.d	Participate in regional committees: askHRgreen.org , RSMC, and SW Phase II Subcommittee			PW Engineering & askHRgreen.org Representative		askHRgreen.org Annual Report, MOA, HRPDC Regional Cooperation in Stormwater Management	addressed in 1.d.1, 1.d.2, and 1.d.3 below.
1.d.1	Regional Cooperation	Renew MOA with the HRPDC to participate in the regional processes, including the Regional Stormwater Management Committee, Stormwater Phase II Subcommittee and askHRgreen.org	Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit cycle).	MOA	The Hampton Roads Regional Stormwater Management Program MOA was revised and signed by all permitted Hampton Roads localities in 2013
1.d.2	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	askHRgreen.org Representative	Annually	askHRgreen.org Annual Report	100% attendance. See Appendix C.
1.d.3	Stormwater Phase II Subcommittee	Participate in at least 50% of Stormwater Phase II Subcommittee Meetings.	Number of meetings attended/Number of meetings held	PW Engineering	Annually	Attendance chart	100% attendance. See Appendix C.

City of Suffolk MS4 Program Plan Permit Year 3

1. Public Outreach and Education							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
1.e	Update Program Plan	Update Public Outreach and Education plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering, askHRgreen.org , askHRgreen.org Representative & HRPDC	As scheduled in permit	Revised Program Plan	BMP 1.a removed as it is no longer relevant. Otherwise the Public Outreach and Education Program Plan was found to be sufficient for meeting Permit requirements.
1.f	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual Report	Compliance with this measurable goal is met with the submission of this report.

City of Suffolk MS4 Program Plan Permit Year 3

2. Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
2.a	Public Involvement						
2.a.1	Provide Public Notice of Program Plan and Modifications	Promote the availability of the operator's MS4 Program Plan and any modifications for public review and comment in accordance with public law.	Public notice of modifications.	PW Engineering	As necessary	Virginia Code reference, updated plan	Available on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
2.a.2	Make Program Plan and other Stormwater Program Information Available to Public						
2.a.2a	Updated Program Plan	Post copies of updated program plan to City website within 30 days of submittal of annual report.	Presence of materials on website	PW Engineering	Annually	Locality website	Available on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
2.a.2b	Annual Report	Post copies of annual report to City website within 30 days of submittal to DEQ.	Presence of materials on website	PW Engineering	Annually	Locality website	Available on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
2.a.2c	Reapplication Public Involvement	Prior to reapplying for coverage, notify public and provide for receipt of comments on the proposed MS4 Program Plan.	Presence of materials on website	PW Engineering	6 mo. prior to end of permit cycle	Locality website	not applicable for this permit year.
2.b	Public Participation in a minimum of four local activities annually	Clean the Bay Day, Stormwater Medalion Placement events, Recycling and Electronic Drives, Tire Amnesty days, Clean-Up events	# events, # of items distributed, # of participants, # of pounds collected, or # of volunteer hours	PW Engineering	Annually		City staff held, participated in, or helped coordinate 27 public participation events with 1896 volunteer hours. These events collected 2404 pounds of recyclable batteries, 1922 scrap tires, and picked up 837 bags of trash. Event details attached in Appendix D. Staff gave away 3692 promotional items. Promotional giveaway details attached in Appendix C.
2.c	Update Program Plan	Update Public Involvement/ Participation plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering	As scheduled in permit		After review, the Public Involvement/ Participation Program Plan was found to be sufficient for meeting Permit requirements and no changes were made.
2.d	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report	Compliance with this measurable goal is met with the submission of this report.

City of Suffolk MS4 Program Plan Permit Year 3

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
3.a	Storm Sewer System Map						
3.a.1	MS4 outfall map	Maintain and update mapping including location and name of waters receiving discharges	Updated Map	PW Engineering	Annually	Outfall map	Attached in Appendix E.
3.a.2	MS4 outfall information table	Table listing outfall ID, acreage served, receiving water, applicable TMDL(s).	Updated Table	PW Engineering	Annually	Information Table	106 new MS4 outfalls, information table attached in Appendix E.
3.a.3	MS4 boundaries map and information table	Map and information table identifying MS4 watershed within 2010 urbanized area.	Boundary Map	PW Engineering	End of PY4	MS4 Catchments Map	In progress, mapping will be complete by the end of PY4.
3.a.4	Public information	Make MS4 map and information table available to the public	Presence of materials on website or refer to availability location	PW Engineering	Annually	Locality website	http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/idd/e/
3.a.5	New outfalls	Identify new points of discharge	List of new outfalls	PW Engineering	Annually	New outfall list	
3.a.5a	Cooperation with adjacent MS4s	Identify and notify, in writing, any downstream regulated MS4 to which the small regulated MS4 is physically interconnected.	Develop map, Regional Phase II Stormwater Subcommittee Meetings, letters	PW Engineering	Annually	Letters; meeting attendance	Stormwater Education Subcommittee meeting, Stormwater Regional Workgroup, and Phase II Regional Subcommittee meeting attendee included in Appendix C.
3.b	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Current Ordinance	PW Engineering/ Fire Dept	As necessary	Ordinance	Sec.35-52 and Sec.35-53 of the Suffolk Municipal Code
3.c	Dry Weather Screening						
3.c.1	Dry Weather Screening Procedures	Develop written dry weather field screening methodologies for IDDE.	SOP	PW Engineering	End of PY1	DWS Protocol	Most recent procedures were submitted with the Permit Year two annual report.
3.c.2	Field Screening	Perform dry weather screening of a minimum of 50 outfalls.	Documentation of screening performed and results	PW Engineering/ SW Inspector	Annually	Map and ORI Field sheets	155 dry weather outfall screenings conducted. Screening details attached in Appendix E.
3.d	Promote, Publicize, and facilitate public reporting of illicit discharges into or from MS4s						
3.d.1	Public IDDE Reporting	Promote & Publicize IDDE reporting	Presence of phone number & information on website	PW Engineering	Continuously	Locality website	http://www.suffolkva.us
3.d.2	Prevent or minimize the discharge of hazardous substances and oil in the MS4 stormwater discharge.	Yard inspections; Develop/enhance reporting relationship with FD/Haz Mat Team; targeted education	Number of responses/ number of inspections	PW Engineering/ Fire Dept	Continuously	Inspection forms	Conducted 11 municipal facility inspections, summary included in Appendix H.
3.e	Illicit Discharge Detection & Elimination Procedures						
3.e.1	IDDE program implementation	Continue implementing an illicit discharge detection and elimination program for the municipally-owned MS4 within the Urbanized Area.	Develop written protocol for responding and investigating IDDE	PW Engineering/ Fire Dept	End of PY1	IDDE Protocol	Included in PY1 Annual Report
3.e.2	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	PW Engineering/ Fire Dept	Ongoing	List of Activities	69 Illicit Discharge investigations were conducted by Public Works Engineering. 27 incidents were responded to by the Suffolk Fire Department and/or regional HAZMAT team. Summary Report attached in Appendix E.
3.e.3	Report spills that reach state waters to DEQ						
3.e.3a	Report non sewer spills and releases from small MS4 operated properties that reach State waters to DEQ.	Report spills to the DEQ's Pollution Response Program (PREP).	Number of internal reports. If applicable, obtain PREP number.	PW Engineering / Fire Dept	Fire Dept. Report in accordance to Section III. G.	Internal Summary Report	Fire Department HAZMAT Report Summary included in Appendix E.

City of Suffolk MS4 Program Plan Permit Year 3

3. Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
3.e.3b	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	Public Utilities	Continuously	List from SSORS	68 sanitary sewer overflows reported. Map and summary of SSORS reports included in Appendix E.
3.f	Update Program Plan	Update Illicit Discharge Detection and Elimination plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering/ Fire Dept	As scheduled in permit		After review, the Illicit Discharge Detection and Elimination Program Plan was found to be sufficient for meeting Permit requirements and no changes were made.
3.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report	Compliance with this measurable goal is met with the submission of this report.

City of Suffolk MS4 Program Plan Permit Year 3

4. Construction Site Storm Water Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
4.a	Legal Authorities						
4.a.1	LD Activities > 10,000 SF	Continue to implement the Stormwater Management Ordinance & the Erosion and Sedimentation Control Ordinance	Stormwater Management Ordinance & Erosion and Sedimentation Control Ordinance	PW Engineering	Continuously	SWM & E&SC Ordinances	Stormwater - Ch. 35 Stormwater Management E&S – Ch. 34 Environment Article II. Erosion & Sedimentation Control
4.a.2	CBPA LD Activities >2,500 SF	Continue to implement the Chesapeake Bay Preservation Ordinance and Stormwater Management Ordinance	Chesapeake Bay Preservation Ordinance & Stormwater Management Ordinance	PW Engineering	Continuously	CBPA & SWM Ordinance	Stormwater - Ch. 35 Stormwater Management CBPA – UDO Article 4. Zoning Sec. 31-415 Chesapeake Bay Preservation Overlay District
4.a.4	Individual Lot or CPOD LD Activities > 10,000 SF	Continue to implement the SWM, E&SC, & CBPA ordinances	SWM, E&SC, & CBPA Ordinances	PW Engineering	Continuously	Ordinances	Stormwater - Ch. 35 Stormwater Management E&S – Ch. 34 Environment Article II. Erosion & Sedimentation Control CBPA – UDO Article 4. Zoning Sec. 31-415 Chesapeake Bay Preservation Overlay District
4.b	Local Programs						
4.b.1	E&SC Plan Reviews	Continue to implement the site plan review, LID implementation where deemed appropriate, provisions of the local SWM, E&SC, and CBPA Ordinances.	# plan reviews	Planning/ PW Engineering	Annually	Summary from Locality tracking system	For site plans, engineering plans, and erosion and sediment control plans there were 190 plan reviews and 64 plan approvals.
4.c	Compliance and Enforcement						
4.c.1	E&SC Inspections	Continue to inspect land-disturbing activities for compliance with an approved erosion and sediment control plan.	# of inspections	PW Engineering	Annually	Summary from Locality tracking system	3565 ESC inspections and 404 E&S enforcement actions.
4.c.2	E&SC Inspection Schedule	Continue to implement inspection schedule per Erosion and Sediment Control Law	# of inspections; # enforcement actions	PW Engineering	Annually	Summary from Locality tracking system	Updated inspection procedures are attached in Appendix F.
4.c.3	Certifications						
4.c.3a	E&SC Certifications	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law	Certifications obtained	PW Engineering	Ongoing	Certifications	Certification is a continuous effort to maintain certifications and to certify new personnel. Certified personnel listed in Appendix F.
4.c.3b	SWM Certifications	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Stormwater Management Act	Certifications obtained	PW Engineering	Beginning in PY2	Certifications	Certification is a continuous effort to maintain certifications and to certify new personnel. Certified personnel listed in Appendix F.
4.c.4	Public Inquiry	Continue to receive and respond to information from citizens relating to the local erosion and sediment control program through personal visits, email, telephone, and the City web page.	# of calls/requests, #site visits	PW Engineering	Annually	Summary from Locality tracking system	8 inquiries were received in permit year two, details are included in Appendix F
4.c.5	E&SC Enforcement	Continue to implement enforcement provisions of the local Erosion and Sediment Control and Stormwater Management Ordinance.	# enforcement actions	PW Engineering	Annually	Summary from Locality tracking system	404 enforcement actions for Esc violations. Details in Appendix F.
4.c.6	E&SC Modifications due to inadequacy	Continue to implement provisions of the local Erosion and Sediment Control Ordinance and Stormwater Management Ordinance requiring changes to the plan due to inadequacy.	# of inspections; # enforcement actions	PW Engineering	Annually	Summary from Locality tracking system	17 approved ESC field changes.

City of Suffolk MS4 Program Plan Permit Year 3

4. Construction Site Storm Water Runoff Control

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
4.c.7	VSMP Inspections	Implement inspection provisions of the local Stormwater Management Ordinance for VSMP authority permits including Pollution Prevention Plans contained within the SWPPP	# of inspections; # enforcement actions	PW Engineering	Beginning in PY2	Summary from Locality tracking system	83 SWPP inspection. Details in Appendix F.
4.d	VSMP Authority Permits						
4.d.2	Local VSMP program (after July 1, 2014)	Implement the site plan review, construction site BMP, and inspection provisions of the local Stormwater Management Ordinance.	#of permit applications and permits issued.	PW Engineering	Beginning in PY2	VSMP permit numbers	26 permits issued.
4.e	Update Program Plan	Update Construction Site Stormwater Runoff Control plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering & HRPDC	As scheduled in permit	Project Inspection (Land Disturbance) SOP	The Construction Site Stormwater Runoff Control Program Plan was found to be sufficient for meeting Permit requirements.
4.f	Tracking and Reporting	Continue to track and report the total number of permitted land disturbing activities as well as the total disturbed acreage.	Number of permits & acres disturbed	PW Engineering	Annually	Annual Report	98 permitted activities disturbing 505.376 acres of land. Monthly reports have been submitted to DEQ.
4.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual Report	Compliance with this measurable goal is met with the submission of this report.

City of Suffolk MS4 Program Plan Permit Year 3

5. Post Construction Storm Water Management in New Development and Redevelopment							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
5.a 5.d.2	Applicable oversight requirements	Address post-construction stormwater runoff from new development and redevelopment from large or small construction activities and CBPA Land disturbing activities < 1 Ac but >2,500 SF.	Stormwater Management Ordinance	PW Engineering	Continuously	SWM Ordinance Plan Review Procedures	No change to previously reported ordinance. Updated Land Disturbance Inspection SOP document attached in Appendix F.
5.b	Stormwater Management Ordinance	Implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment, and update ordinance to comply with Section II.B.5 of the General Permit.	Stormwater Management Ordinance	PW Engineering	Update in PY1	SWM Ordinance	No change to previously reported ordinance.
5.c	BMP Inspection and O&M Verification						
5.c.1	Non-operator (Private) BMPs						
5.c.1a	BMP Maintenance Agreements	Require BMP maintenance agreements as directed by the Stormwater Management Ordinance.	# of Agreements & Inspection Schedules	PW Engineering	Ongoing	List of Maintenance Agreements	7 new maintenance agreements, summary attached in Appendix G
5.c.1b 5.d.3 5.e.9	Inspection activities	Conduct BMP site inspections in accordance with written policies and procedures	Inspection Schedule	PW Engineering	Annually	Inspection Report Summary; Inspection Procedures	No change to previously reported inspection procedures. BMP inspection summary table attached in Appendix G.
5.c.1c 5.d.4 5.e.9	Enforcement activities	Enforce BMP maintenance responsibilities in accordance with written policies and procedures	# of Reinspections & NOV's	PW Engineering	Annually	Inspection Report Summary; Enforcement Procedures	25 Follow up inspections and 18 Major Deficiency and 30-Day letters
5.c.2 5.d.5	Inspection & Maintenance Schedules for City-Owned BMPs	Continue to adhere to procedures for regular inspection and maintenance of locally owned stormwater control structures in accordance with SWM regulations.	Inspection Schedule	PW Engineering/ PW Operations	Annually	Inspection Report Summary; Inspection Procedures	City and School owned BMPs are inspected annually. BMP inspection summary table attached in Appendix G.
5.e	Tracking and Reporting						
5.e.1-9	BMP Tracking	Track all known permanent stormwater management facilities that discharge to the regulated small MS4 and submit the information per General Permit No. VAR040029.	Data as required by Permit (print & spreadsheet/database)	PW Engineering	Annually	BMP Report	BMPs that discharge to the MS4 or are accessible through a Deed if Easement or Maintenance Agreement are inspected and included in the BMP inspection summary table attached in Appendix G.
5.e.9	New BMP tracking	BMPs brought online within the past year	Database or spreadsheet with new BMP information	PW Engineering	Annually	BMP Report	3 new BMPs brought online, Summary attached in Appendix G. Separate excel file submitted with report.
5.f	Update Program Plan	Update Pollution Prevention/Good Housekeeping for Municipal Operations plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering & HRPDC	As scheduled in permit		After review, the Post Construction Program Plan was found to be sufficient for meeting Permit requirements and no changes were made.
5.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report	Compliance with this measurable goal is met with the submission of this report.

City of Suffolk MS4 Program Plan Permit Year 3

6. Pollution Prevention/Good Housekeeping for Municipal Operations							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
6.a	Operations and Maintenance Activities						
6.a.1	Plans and Procedures	Continue to implement and update plans describing spill prevention and control and pollution prevention procedures for municipal facilities specifically to prevent illicit discharges	SOP(s)/SWPPP	Public Works	Continuously	"Operations and Maintenance: Pollution Prevention Guide" http://www.suffolkva.us/files/5714/4976/3991/P2_and_Good_Housekeeping_Guide.pdf	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.2	Waste Disposal	Continue to implement and update procedures for proper waste disposal, including yard waste	SOP(s)/ SWPPP	Public Works	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.3	Manage Municipal Vehicle Wash Water	Develop and implement procedures to prevent the discharge of municipal vehicle wash water into the MS4 without a separate VPDES permit	Procedures	Operations Personnel	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.4	Manage Wastewater	Prevent the discharge of wastewater to MS4 without a separate VPDES permit	Procedures	Public Works	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.5	Utility Construction and Maintenance	Require BMPs when discharging water pumped from utility construction and maintenance activities	Procedures	Public Utilities	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.6	Bulk Storage BMPs	Require BMPs for bulk storage areas (salt storage, top soil stockpiles)	BMPs Used	PW Operations	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.7	Manage Leaking Municipally-owned Vehicles	Prevent the discharge of pollutants to the MS4	BMPs Used	PW Fleet Maintenance/ PW Operations	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report.
6.a.8	Manage Fertilizers and Pesticides	Implement procedures to ensure materials are applied in accordance with manufacturer's recommendations	Procedures	PW Operations/ Mosquito Control/ Parks and Recreation	Continuously	"Operations and Maintenance: Pollution Prevention Guide "	Operations and Maintenance Pollution Prevention Guide completed and submitted with PY2 Annual Report. Certified pesticide applicators are detailed in Appendix H.
6.b	Storm Water Pollution Prevention Plans (SWPPP)						

City of Suffolk MS4 Program Plan Permit Year 3

6. Pollution Prevention/Good Housekeeping for Municipal Operations							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
6.b.1	High-priority facilities	Identify municipal high-priority facilities of types listed in General Permit No. VAR040029	# & type of high-priority facility	PW Engineering	End of PY1	List of high-priority facilities	Refuse and Fleet Maintenance have been identified as high priority sites
6.b.2	SWPPP Locations	Identify municipal high-priority facilities that have a high potential of discharging pollutants	# & type of high-priority facility	PW Engineering	End of PY1	List of SWPPP Sites	Refuse and Fleet Maintenance have been identified for SWPPP development
6.b.3	SWPPP development & Implementation	Develop and Implement SWPPPs for identified high-priority facilities	SWPPP	PW Engineering/ PW Refuse/ PW Fleet Maintenance	PY4	SWPPP	To be completed by PY4
6.c	Nutrient Management Plans						
6.c.1	NMP Implementation						
6.c.1a	NMP Locations	Identify locations of municipally owned properties where nutrient management plans can be performed	Number of sites & area	PW Engineering	End of PY1	List of managed turf sites > 1 Ac.	6 sites totaling 197.31 acres. Details in Appendix H.
6.c.1b	NMP development & implementation	Develop and Implement NMPs for identified turf and landscape (15% by PY2, 40% by PY3; 75% by PY4; & 100% by PY5)	% of identified area under NMP	PW Engineering	PY2 - PY5	List of NMP Covered Sites	PY3 goal met with the Steeple Hole Golf Course Nutrient Management Plan which covers 125.31 acres. With the Nansemond River High School Plan there are 174.31 acres under plan, with only 78.924 acres required. Plan attached in Appendix H.5. Permit cycle NMP requirements Attached in Appendix H.
6.c.2	NMP Tracking	Track the total acreage of lands where turf and landscape NMPs are required and implemented	Acreage required & Acreage implemented	PW Engineering	Annually	List of managed turf sites > 1 Ac.	78.924 acres required, 174.31 acres under nutrient management plans
6.c.3	Deicing agents	Operator shall not apply deicing agents containing urea or other forms of nitrogen or phosphorus to parking lots, roadways, and sidewalks, or other paved surfaces	Statement of non-use of nutrient containing deicing agents	PW Operations	Annually	Statement	The city's deicing agents do not contain urea or other forms of nitrogen or phosphorous
6.d	Employee Education & Training						
6.d.1	IDDE Training for field personnel	Provide training to field personnel in the recognition of Illicit discharges	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training	IDDE training done in conjunction with Pollution Prevention and Good Housekeeping Training. Training Summary attached in Appendix H.
6.d.2	Streets & parking lot maintenance training	Provide training to Streets & Landscape Divisions for road, street & parking lot maintenance	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training	Training conducted, see Training Summary in Appendix H.
6.d.3	Public Works Facilities training	Provide training to PW personnel on good housekeeping and pollution prevention practices	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training	Training conducted, see Training Summary in Appendix H.
6.d.4	Pesticides & herbicide certifications	Maintain certifications and training for pesticide and herbicide applicators in accordance with Virginia Pesticide Control Act	Certifications obtained	PW Operations	Continuously	Certifications	List of certified personnel attached in Appendix H.
6.d.5 & 6.d.6	E&S&C & SWM Training	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law	Certifications obtained	PW Engineering	Continuously	Certifications	All employees conducting plan review are required to be certified by departmental policy. Certifications list included in Appendix F.
6.d.7	Parks and Recreation employee training	Provide training to P&R personnel on good housekeeping and pollution prevention practices	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training	Training conducted, see Training Summary in Appendix H.

City of Suffolk MS4 Program Plan Permit Year 3

6. Pollution Prevention/Good Housekeeping for Municipal Operations							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
6.d.8	Emergency Response employee training	Provide training and certification in spill response to emergency response employees	Certifications obtained	Fire Department	PY1	Certifications	All firefighters receive Hazardous Materials Operations Level Training in Fire Academy as well as in service training.
6.d.9	Tracking						
6.d.9a	Training Needs Assessment	Determine any educational needs for employees and develop appropriate training and/or materials.	Training assessment	HRPDC & Phase II Stormwater Committee	1X per permit cycle	Training Schedule	A comprehensive training needs assessment has not yet been completed, but will be completed before the end of the permit cycle.
6.d.9b	Training Schedule	Identify and prioritize pollution prevention education and training needs for municipal employees based on relative risk for stormwater pollution from municipal operations through the HRPDC Stormwater Phase II Subcommittee.	Training Schedule	HRPDC, Phase II SW Committee & PW Engineering	Annually	Training schedule	Training needs are identified in the training summary in Appendix H.
6.d.9c	Training Materials	Distribute pollution prevention educational materials developed through the HRPDC/ askHRgreen.org to municipal employees engaging in operations with a high risk of discharging pollutants into the MS4.	# of items distributed	HRPDC & PW Engineering	Annually	E-newsletter, training materials	No specific materials were distributed, but information was conveyed during site inspections and trainings.
6.e	Contractor Training	Participate in the development of at least one regional contractor training session during the life of the permit.	Training session	HRPDC & Phase II Stormwater Committee	Once per permit cycle	Training sessions and evaluation forms	Regional training currently in development with HRPDC
6.f	Update Program Plan	Update Pollution Prevention/Good Housekeeping for Municipal Operations plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering & HRPDC	As scheduled in permit		After review, the Pollution Prevention/Good Housekeeping Program Plan was found to be sufficient for meeting Permit requirements and no changes were made.
6.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report	Compliance with this measurable goal is met with the submission of this report.

City of Suffolk MS4 Program Plan Permit Year 3

TMDL Special Conditions							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
SC-1	TMDL						
SC-1a	Develop Chesapeake Bay TMDL Action Plan	Develop a TMDL Action Plan consistent with the Virginia Ph I and II WIPs to meet the Level 2 (L2) reductions of pollutants of concern (POC)	TMDL Action Plan	SW Program Administrator	End of PY2	TMDL Action Plan	Complete, submitted with PY2 report. Can be found on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
SC-1b	Implement Chesapeake Bay TMDL Action Plan	Implement the TMDL Action Plan to meet 5% of the Level 2 (L2) reductions of pollutants of concern (POC) by the end of the permit cycle.	Per TMDL Action Plan	SW Program Administrator	End of PY5	TMDL Action Plan	Update included in the Introduction and Summary of this annual report. Updated Action Plan submitted seperately.
SC-2	Upper Nansemond/Shingle Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan	Complete, submitted with this report as a separate electronic document. Can be found on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
SC-3	Bleakhorn Creek, BennettsCreek & Knotts Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan	Complete, submitted with this report as a separate electronic document. Can be found on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
SC-4	Chuckatuck Creek and Brewers Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan	Complete, submitted with this report as a separate electronic document. Can be found on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
SC-5	Hoffler Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan	Complete, submitted with this report as a separate electronic document. Can be found on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
SC-6	Elizabeth River	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan	Complete, submitted with this report as a separate electronic document. Can be found on City website http://www.suffolkva.us/pub_wks/engineering-stormwater/stormwater/ms4/
SC-7	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	SW Program Administrator	Annually	Annual report	Compliance with this measurable goal is met with the submission of this report.

Appendix C

Supporting Documentation for Minimum Control Measure 1: Public Education and Outreach

Permit Year 3 Stormwater Permit Requirements Target Audience Percentages

See pages 19-22 and 26-28 in the FY16 askHRgreen.org Annual Report

- **Leaves & Pet Waste.** For that focal area, we ran a 2-week radio and online media campaign designed to reach the target audience of adults 35-64. The reach of that campaign was 53.6% with a frequency of 3.1. For leaves and pet waste, we were able to reach 53.6% of the target audience a total of 3.1 times. See chart on page 19.
- **Fertilizer/Soil Testing.** For that focal area, we ran a 1-week television and online media campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 84.3% with a frequency of 7.8. For fertilizer/soil testing, we were able to reach 84.3% of the target audience a total of 7.8 times. See page chart on page 20.
- **What Not to Flush/Reducing SSOs.** For that focal area, we ran a 2-week radio, online, and movie theater ad campaign designed to reach the target audience of adults 18 and up. The reach of that campaign was 54% with a frequency of 3. With the campaign, we were able to reach 54% of the target audience a total of 3 times. See page chart on page 26.
- **Holiday FOG/Reducing SSOs.** For that focal area, we ran a 1-week radio and online campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 20.7% with a frequency of 3.2. For holiday FOG/SSO prevention messaging, we were able to reach 20.7% of the target audience a total of 3.2 times. See page chart on page 27.
- **FOG/What Not to Flush/Reducing SSOs.** For that focal area, we ran a 1-week television and online media campaign designed to reach the target audience of adults 25-54. The reach of that campaign was 84.3% with a frequency of 7.8. For that focal area, we were able to reach 84.3% of the target audience a total of 7.8 times. See page chart on page 28.



Annual Report of Fiscal Year 2016
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Executive Committee Member

Report Documentation

TITLE:

askHRgreen.org Annual Report for Fiscal Year 2015-2016

REPORT DATE

September 2016

GRANT/SPONSORING AGENCY

Local Funds

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ABSTRACT

This report provides a summary of the fifth year of the askHRgreen.org public outreach and education initiative. The report contains six major sections. The first section provides background about askHRgreen.org. The second section provides an overview of overall campaign results for fiscal year 2015-2016. The third through sixth sections provide an overview of the individual initiatives and results from each of the four askHRgreen.org subcommittees: Recycling & Beautification, Stormwater Education, Water Awareness, and Fats, Oils and Grease Education.

ACKNOWLEDGEMENTS

This report was prepared by the Hampton Roads Planning District Commission (HRPDC) staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Unified Planning Work Program for Fiscal Year 2015-2016, approved by the Commission on June 18, 2015.

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About askHRgreen.org...

askHRgreen.org was developed to help Hampton Roads residents find their inner green with just the click of a mouse. For years, the HRPDC facilitated a variety of environmental education efforts to assist localities in notifying residents and meeting regulatory requirements. Developing consistent regional messaging has always afforded localities an economy of scale that they could not otherwise achieve. Couple that with various emerging issues beginning to overlap, like sanitary sewer overflows and stormwater pollution, and we knew the time was right for the development of an umbrella brand to tie all of the messages together. askHRgreen.org began with offering just the green basics. What we found was that people then craved more information. Once you show someone an easy, green alternative, they get hooked and want to add something else. Now we make the connections for people by illustrating not just what they can do, but why they should care and how their actions impact the larger environment. askHRgreen.org is powered by the 17 localities of Hampton Roads, HRSD, and the Hampton Roads Planning District Commission.

You can “like” askHRgreen.org on Facebook at Facebook.com/askHRgreen, tweet and retweet at Twitter.com/HRgreen, “tune in” at YouTube.com/HRGreenVA, and read and comment on the blog, askhrgreen.org/blog.

Fiscal Year 2015-2016 Highlights

- 52,530 website visitors
- 21 million opportunities to see or hear askHRgreen.org in the media
- 7,721 students impacted through environmental education mini-grants
- 6,297 E-Newsletter Subscribers
- 1,781 Facebook Likes
- 1,740 Twitter Followers

Fiscal Year 2015-2016 Campaign Schedule and Results

Eleven environmentally-themed media campaigns and a Search Engine Marketing campaign ran for a combined total of 52 weeks of exposure in FY16. There were also regularly scheduled newsletters, blog posts, social media postings and ongoing public relations strategy and support.

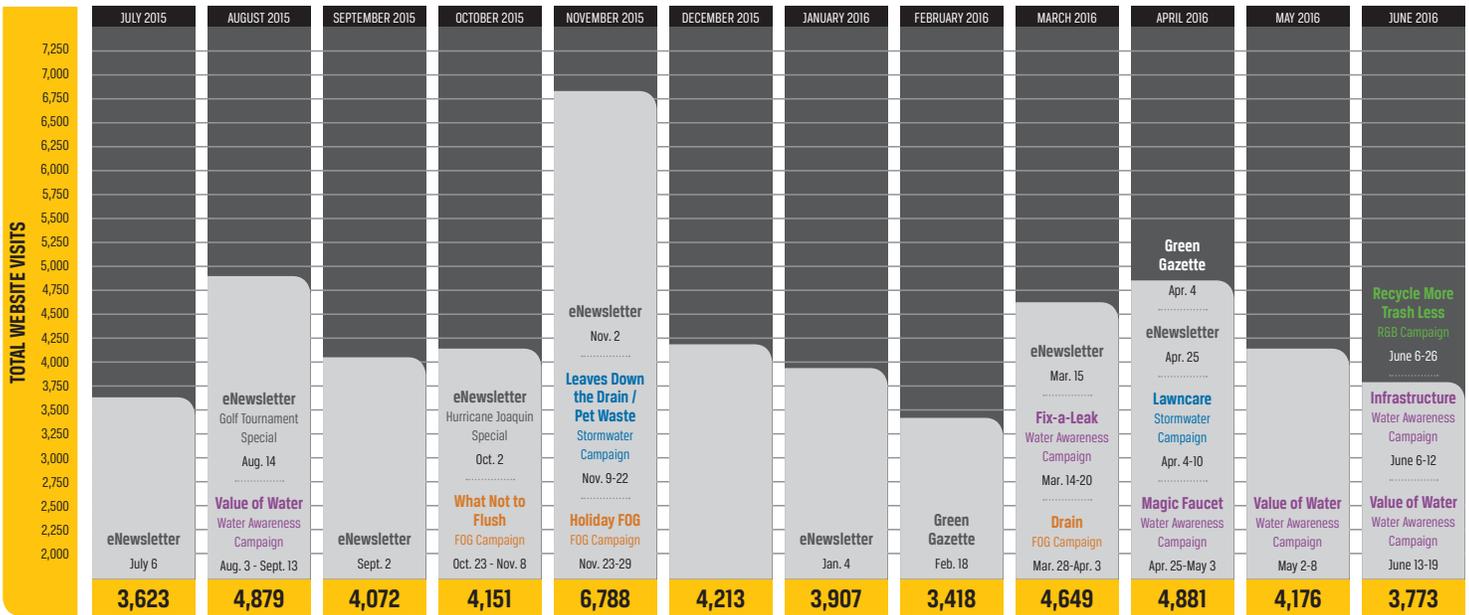
Campaign	Media	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
What Do You Know? Water Video Series	O-S												
What Not to Flush	R-O-M-S												
Leaves/Pet Waste	R-O-S												
Holiday FOG Down the Drain	R-O-S												
Fix a Leak	T-O-S												
FOG Down the Drain	T-O-F												
Lawncare/Soil Testing	T-O-F												
Find the Magic Faucet	R-O												
Value of Water	T-O-F												
Water Infrastructure	T-O-F												
Recycle More, Trash Less	R-O-F												
askHRgreen.org E-Newsletter													
Public Relations													
Search Engine Marketing													
askHRgreen.org Blog Articles													

Media Key: T = Television R = Radio P = Print O = Online S = Social Media M = Movie Theater

Total Advertising Weeks	52
Impressions	
Television	12.3 million
Radio	4.2 million
Online (media website display, native content, targeted display, video pre-roll)	1.48 million
Movie Theater Advertising	219,033
Search Engine Marketing (SEM)	180,923
Social Media (Facebook, YouTube, Twitter)	1.19 million
Public Relations	1.16 million
Added Value	530,594
Budget	
Media	\$155,480
Public Relations	\$23,276
Creative & Web Development	\$72,064
Consulting	\$11,717
Value	
Media Added Value	\$75,134
Public Relations Value	\$125,054
Totals	
Impressions	21.3 million
Budget	\$262,537
Campaign/Exposure Value	\$462,725
Cost per Thousand Impressions	\$12.31
Return on Investment	1.76 : 1

MONTHLY PROMOTIONS & WEBSITE VISITATION

AS OF JUNE 30, 2016



SEARCH ENGINE MARKETING July 1, 2015 - June 30, 2016

Website Analytics

askHRgreen.org Website Statistics

	2011-12	2012-13	2013-14	2014-15	2015-16
Visits	27,424	32,697	55,505	58,279	52,530
Unique Visitors	19,920	25,092	43,547	46,994	42,539
Pageviews	67,047	72,270	116,818	103,228	93,177
Pages per Visit	2.42	2.21	2.10	1.77	1.77
Average Visit Duration	2:19	2:10	1:48	1:26	1:32
Bounce Rate	61.24%	61.27%	64.37%	74.80%	74.92%
% New Visits	70.78%	75.50%	77.74%	79.87%	80.44%

Top 10 Website Traffic Sources

	#	%
Google (organic)	19,996	38.1%
Direct	9,654	18.4%
Google cpc (SEM)	3,600	6.9%
WTKR (display)	1,420	2.7%
WTKR (targeting)	1,371	2.6%
m.facebook.com (referral)	1,327	2.5%
Bing (organic)	1,278	2.4%
facebook.com (referral)	928	1.8%
hrfog.com (referral)	906	1.7%
Yahoo (organic)	845	1.6%

askHRgreen.org Website Visitors by Locality

	Number	% of Total Visitation
Virginia Beach	10,265	19.5%
Norfolk	4,827	9.2%
Chesapeake	4,061	7.7%
Newport News	3,203	6.1%
Hampton	2,163	4.1%
Suffolk	1,505	2.9%
James City County/Williamsburg	1,089	2.1%
Portsmouth	1,064	2.0%
Poquoson	332	0.6%
Smithfield	276	0.5%
Gloucester	157	0.3%
Yorktown	127	0.2%
Other	23,461	44.7%



askHRgreen.org campaign initiatives & results

SEO and SEM Campaigns

In FY16, askHRgreen.org continued Search Engine Optimization (SEO) tactics and Search Engine Marketing (SEM) campaigns to increase and improve traffic to the website.

SEO improves the askHRgreen.org website's organic (unpaid) search rankings. Optimization tactics included editing/adding keyword-rich content to the site, identifying and eliminating any barriers to search engine indexers, and promoting the site to increase the number of inbound links from other sources.

Organic Search Results				
	2012-13	2013-14	2014-15	2015-16
Clicks	8,513	14,842	20,637	21,274

The askHRgreen.org SEM campaign utilizes Google AdWords and Bing Ads pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, search ads direct search traffic to relevant content on the askHRgreen.org site. In total, the active SEM campaigns garnered more than 180,000 impressions and 4,500 clicks to the askHRgreen.org website in FY16.

SEM Campaigns				
Google & Bing Ad Campaigns	Impressions	Clicks	CTR	Avg. Ad Position
Recycling & Beautification	79,385	2,054	2.59%	1.9
Stormwater	36,028	796	2.21%	1.62
askHRgreen.org	10,985	624	5.68%	1.21
askHRgreen-R&B	10,191	321	3.15%	1.99
FOG	13,667	291	2.13%	2.06
Water Awareness	18,158	235	1.29%	1.99
askHRgreen-FOG	2,768	58	2.10%	2.64
askHRgreen-askHRgreen.org	1,620	56	3.46%	1.4
askHRgreen-Water	4,940	53	1.07%	2.88
askHRgreen-Stormwater	3,181	35	1.10%	2.04
Total	180,923	4,523	2.50%	1.86

Of all the ad groups in both the Google and Bing SEM campaigns, the chart on the following page is a look at the top 50 ad groups ranked by the number of clicks received. An ad group is one or more ads which target a shared set of keywords. For instance, the "electronics recycling" ad group contains keywords such as "electronics disposal," "recycling computers," "where to recycle electronics," etc. and displays an ad with content specific to that topic. For the full SEM report, please see appendix A.

Sample SEM ads:

[Recycling Electronics](#)
askHRgreen.org
Need To Recycle Your Computer Or Old Electronics? Find Where Here!

[AskHRGreen.org](#)
askHRgreen.org
Your Go-To Resource For Everything Green in Hampton Roads. Learn More!

[Medication Disposal](#)
askHRgreen.org
Before You Flush Your Old Medicine Learn More On The Proper Way Here.

[Dispose Of Cooking Oil](#)
askHRgreen.org
Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now

[Thirsty? Drink Tap Water](#)
askHRgreen.org
Drink Tap Water in Hampton Roads With A High Level Of Confidence!

[Test Your Soil](#)
askHRgreen.org
Follow These Steps To Test Your Soil Before You Fertilize Your Lawn

Top 50 Ad Groups by Clicks

July 1, 2015 - June 30, 2016

Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Electronics Recycling	R&B	807	12,732	6.34%	1.93	USD 1.99
Recycling at Home/Residential Recycling	R&B	651	44,959	1.45%	2.10	USD 2.42
What to Recycle	R&B	443	15,352	2.89%	1.46	USD 1.67
askHRgreen.org	askHRgreen.org	390	1,267	30.78%	1.02	USD 0.61
Medication Disposal	Stormwater	332	4,409	7.53%	2.02	USD 2.25
Electronics Recycling	ASKHRGreen- R&B	200	4,182	4.78%	1.91	USD 2.23
Fat/Oil/Grease Disposal	FOG	160	5,577	2.87%	2.00	USD 2.46
The Business of Recycling	R&B	120	2,724	4.41%	1.36	USD 1.91
Soil Testing	Stormwater	117	7,142	1.64%	1.55	USD 3.46
Drinking Water/Tap Water	Water	114	8,559	1.33%	1.49	USD 3.28
TMDL	Stormwater	109	4,444	2.45%	1.19	USD 2.80
Environmental Education	askHRgreen.org	93	4,830	1.93%	1.19	USD 3.53
Keep Hampton Roads Beautiful Golf Tournament	Stormwater	83	6,358	1.31%	1.38	USD 3.68
Hampton Roads Environment	askHRgreen.org	80	604	13.25%	1.17	USD 1.03
Garbage Disposal Problems	FOG	67	2,640	2.54%	1.59	USD 3.67
Stormwater / Stormwater Runoff	Stormwater	64	4,374	1.46%	1.40	USD 3.47
Green Home/Practices	askHRgreen.org	53	3,942	1.34%	1.32	USD 2.53
Pet Waste	Stormwater	49	5,225	0.94%	1.46	USD 2.63
What to Recycle	ASKHRGreen- R&B	45	1,430	3.15%	1.93	USD 1.10
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	45	3,361	1.34%	2.08	USD 1.76
Fixing Leaks/Indoor Plumbing	Water	45	4,944	0.91%	3.07	USD 4.00
FOG Certification	FOG	37	2,350	1.57%	3.21	USD 3.18
askHRgreen.org	ASKHRGreen- askHRgreen.org	30	92	32.61%	1.00	USD 0.22
Bottled Water	Water	30	962	3.12%	1.75	USD 3.39
Garbage Disposal Problems	ASKHRGreen- FOG	24	426	5.63%	1.79	USD 1.44
Conservation/Wise Water Use	Water	22	880	2.50%	1.42	USD 3.31
Bottled Water	ASKHRGreen- Water	19	3,465	0.55%	3.17	USD 1.15
The Business of Recycling	ASKHRGreen- R&B	18	547	3.29%	1.58	USD 0.95
Medication Disposal	ASKHRGreen- Stormwater	16	1,063	1.51%	2.65	USD 2.85
Conservation/Wise Water Use	ASKHRGreen- Water	16	306	5.23%	1.92	USD 1.96
Yard Debris	Stormwater	16	766	2.09%	2.51	USD 4.40
Sanitary Sewer System	FOG	16	1,752	0.91%	1.75	USD 3.97
Environmental Education	ASKHRGreen- askHRgreen.org	15	803	1.87%	1.32	USD 2.70
Plastic Bag Recycling	R&B	14	528	2.65%	1.85	USD 1.39
Reusable Shopping Bags / Bring Your Own Bag	R&B	13	2,948	0.44%	1.45	USD 5.44
Cigarette Litter	Stormwater	11	583	1.89%	1.45	USD 2.92
Clogs/Unclog Pipes	ASKHRGreen- FOG	11	376	2.93%	2.75	USD 5.65
Food Waste Disposal	FOG	11	1,335	0.82%	1.64	USD 2.61
Food Waste Disposal	ASKHRGreen- FOG	10	539	1.86%	3.09	USD 1.36
Drinking Water/Tap Water	ASKHRGreen- Water	10	640	1.56%	1.64	USD 1.96
Pet Waste	ASKHRGreen- Stormwater	9	998	0.90%	1.46	USD 2.40
Native Plants	Water	9	317	2.84%	1.14	USD 2.69
Public (Water) Infrastructure	Water	9	2,125	0.42%	2.01	USD 6.88
Reusable Shopping Bags / Bring Your Own Bag	ASKHRGreen- R&B	7	479	1.46%	2.66	USD 2.37
FOG Certification	ASKHRGreen- FOG	7	489	1.43%	3.43	USD 1.89
Plastic Bag Recycling	ASKHRGreen- R&B	6	178	3.37%	1.90	USD 2.27
Lawn Care Provider	Stormwater	6	1,035	0.58%	4.31	USD 5.88
Fertilizing	Stormwater	6	915	0.66%	1.52	USD 4.57
Recycling at School	R&B	6	142	4.23%	1.51	USD 2.96
Green Home/Practices	ASKHRGreen- askHRgreen.org	5	518	0.97%	1.59	USD 1.41
All Results		4,523	180,923	2.50%	1.86	USD 2.21

Note: some ad groups appear in the listing twice because the same ad groups exist in both Google and Bing campaigns. Bing campaign names have "ASKHRGreen-" listed first.

Coastal Virginia Magazine Partnership

For a second year, askHRgreen.org partnered with Coastal Virginia (CoVa) Magazine to develop articles and infographics specific to the campaign's messaging – and of interest to the magazine's readers. askHRgreen.org team leaders and committee members worked closely with the CoVA staff to select article topics, provide sources for the writers, and review the finished copy and layout. The final content covers everything from green landscaping and smart outdoor water use to news of the Bay Star Homes program, eco-friendly events, the askHRgreen.org mini-grant program, regional resource recovery centers, and green-focused art and food stories.

To date, these special askHRgreen.org editorial features have appeared in the April, May-June and July-August issues of Coastal Virginia Magazine, with additional articles to appear in the magazine through 2017.

THE BIG askHRgreen.org PUZZLER

GUIDE THE RAIN DROP

Follow a drop of water as it falls from the sky, goes down the roof through the gutters, avoiding the debris as it makes it way to the storm drain. Then trace how it moves out to the storm drain.

IS YOUR DRAIN IN PAIN?

Some things just aren't supposed to go down the drain, no matter what they say on the label. Put an "X" on the items you should never send swirling down the drain.

- FOOD SCRAPS
- TOILET PAPER
- DIRTY WATER
- FLUSHABLE WIPES
- OILS / GREASE

PREHISTORIC WATER?!

Did you know that it's possible for you to drink water from the dinosaur era? Why? THANKS TO THE WATER CYCLE, WATER IS BEING CONSTANTLY RECYCLED!

WHAT'S TRASH AND WHAT'S TREASURE?

Recycling at home is one of the easiest ways to help the environment. Sort the trash from the treasure by drawing a line from the items to the proper bin. Don't let the recyclables go to waste!

WHERE DOES RAIN WATER GO FROM HERE?

FOR MORE FUN FACTS AND ANSWERS TO THIS PAGE, HOP ONLINE AND HEAD TO askHRgreen.org/PUZZLER-ANSWERS

HOW TO MAKE YOUR OWN RAIN BARREL

YOU'LL NEED

- A heavy-duty trash can
- 1/2" Hose bib
- 1/2" Faucet tailpipe nuts (2)
- #15 O-rings (2)
- 1/2" Threaded nipple
- 1/2" Threaded PVC extender
- 4 Small screws
- 7"x7" Nylon screen
- 6" Chimney pipe trim collar

TOOLS

- Drill w/ screw tip
- 3/4" paddle or "spade" drill bit
- Tin Snips or Jig Saw

DIRECTIONS

- Drill a 3/4" hole near the top of your barrel and insert the 1/2" threaded PVC extender into the hole.
- Slide one O-ring onto the threaded end of the extender from the inside and secure it with a faucet tailpipe nut.
- Drill a 3/4" hole approximately 3" to 4" from the bottom of your barrel.
- Screw a 1/2" threaded nipple to the hose bib. Insert it into the bottom hole.
- Slide the second O-ring over the threaded nipple from the inside of the barrel and the screw on a faucet tailpipe nut until it's secure.
- Cut a 5" hole in the barrel lid using tin snips or a jigsaw.
- Trim nylon screening to fit the chimney pipe trim collar.
- Place the screen, then fit the trim collar over the hole of the lid and attach it with screws.
- It's a good idea to level your rain barrel on concrete blocks to ensure it fills.

Next rainy day and you're good to go!

TIPS TO IMPROVE YOUR YARD

Good soil is like gold to homeowners and gardeners. Probably the most important thing you can do to improve your lawn and garden is to improve your soil. Whether you're growing prize tomatoes, silky camellias, a healthy lawn or native grasses, the soil comes first.

FOR MORE INFORMATION ON KEEPING YOU

ADD COMPOST

Compost is a mixture of organic matter that has decomposed and been recycled, creating a rich humus for lawn and garden. Composting isn't just eco-friendly, it helps your soil to retain more nutrients, moisture and air.

HAVE YOUR SOIL TESTED

Before you fertilize, test your soil to see if your lawn is lacking any nutrients. If you apply more nitrogen and phosphorus than your lawn can absorb, it may end up in our waterways. Soil test kits can be found at garden stores or a local Virginia Cooperative Extension office.

WHERE DOES IT ALL GO?

Do you know the difference between trash and recyclables? How about what has to go to a special recycling center and what can be picked up curbside? And what's the smart thing to do with bacon grease? Check the categories and test yourself.

Curbside Recycling Container	Glass Jar/Bottle	Paper	Plastic Bottles
	Aluminum Can	Cardboard Box	
Specialty Recycling / Drop-off Center	Plastic Bags	TVs	Chemicals/Paint
	Computers	Batteries	Yard Waste (compost, grass clippings, leaves)
Your Garbage Can	Disposable Wipes	Styrofoam	Diapers & Hygiene Products
	Soiled Pizza Box	Cat Litter	Cooking Grease (pour it in a can and freeze it first)
Your Bathroom Toilet	Only Toilet Paper and what comes out of you... NOTHING ELSE! No paper towels or trash. FYI... "flushable" wipes are not flushable!		
Your Local Donation Facility	Clothing	Toys	Lamps
	Books	Furniture	Kitchen Goods (pots, pans, dishes, etc.)

FOR ALL THE DETAILS ON RECYCLING IN YOUR AREA, CHECK US OUT AT askHRgreen.org/RECYCLING-AT-HOME/

Social Media

Social media continues to be a key source for public outreach. Facebook, Twitter, and YouTube were all used to share askHRgreen.org and various locality events, respond to requests from citizens seeking information, share blog articles, and promote important programs and initiatives like the Cigarette Litter Prevention Program, America Recycles Day events, grant programs, etc. Through the “Let’s Talk Green” blog, which is written by askHRgreen.org team members and guest bloggers, 82 interesting posts were published throughout the year covering everything from plastic bag recycling to deep-fried turkeys.



E-newsletter

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at events and through online promotions. In FY16, a total of nine e-newsletters covering seasonal “green” tips, events, askHRgreen.org campaign updates, and a survey were sent out. By the end of FY16, the askHRgreen.org subscriber list was already up to more than 6,000 subscribers and it continues to grow.

In addition to the askHRgreen.org e-newsletter, the Stormwater Education Subcommittee developed a Bay Star Homes e-newsletter in FY16 called the “Green Gazette.” This newsletter was sent out to citizens who subscribed through the Bay Star Homes program and featured homeowner spotlights, storm drain marking information, local cleanup events, etc.

askHRgreen.org E-Newsletter Statistics	
Subscribers	6,297
Total Emails Sent	50,001
Total Opens	7,301
Open Rate	14.6%
Total Clicks	838
CTR (Click Through Rate)	1.7%

Bay Star Home “Green Gazette” E-Newsletter Statistics	
Subscribers	1,299
Total Emails Sent	2,608
Total Opens	759
Open Rate	29.1%
Total Clicks	71
CTR (Click Through Rate)	2.7%

askHRgreen.org NEWS
YOUR GO-TO RESOURCE FOR EVERYTHING GREEN IN HAMPTON ROADS!

November - December 2015

3Rs Home Yard Business Community Classroom

AMERICA RECYCLES DAY

A time to recycle those old electronics, batteries, plastic bags and more!

COME CELEBRATE WITH US AT LOCATIONS ACROSS HAMPTON ROADS!

Let's Celebrate America Recycles Day!

Clean out your office, your shed and your closet —it's time for America Recycles Day. Each year on Nov. 15, askHRgreen.org joins with others around the nation to promote and celebrate all that recycling does for our communities. Recycling creates jobs, saves natural resources, reduces our dependence on landfills and allows your unwanted items to have a second life.

Cities and counties across Hampton Roads are celebrating America Recycles Day with a variety of recycling collection events and educational opportunities during the month of November.

Collection events differ by locality but may accept **electronics, plastic bags, ink and toner cartridges, household hazardous waste, documents for shredding or unwanted household items and clothing.** Find out what's happening where you live! Then help us celebrate America Recycles Day.

CIGARETTE

THE BAY STAR HOMES GREEN GAZETTE

Presented in partnership with askHRgreen.org

How to Live the Green Life in your Bay Star Home WINTER 2016

Welcome

■ HI, NEIGHBOR!

Welcome to the first issue of the Green Gazette, brought to you by the Bay Star Homes folks at askHRgreen.org. You're receiving this e-newsletter because you have committed to do your part for a cleaner, healthier Chesapeake Bay by practicing at least eight environmentally-friendly behaviors in your home and yard. Good for you! We really appreciate your taking the pledge, and we encourage you to spread the word to your neighbors and friends by:

Online Toolkit

The askHRgreen.org Online Media Toolkit continues to be especially useful to committee members, civic leagues, community groups, home owners associations, schools, clubs, businesses—and any organization or individual with an interest in improving neighborhoods and communities. Ideal for both online and print reproduction, the toolkit items are professionally designed and carry the signature askHRgreen.org graphic look. The materials are organized so that it is easy for users to browse and select the topic they seek in the medium of their choice. In addition to logos, ads, rack cards, brochures, tip cards, and posters, there are feature articles, publications, infographics, radio ads, videos, and stickers available, too.



Media Ambassadors

Media Ambassadors are askHRgreen.org committee members who have been invited to serve as spokespeople for the campaign. In this role, media ambassadors take part in an annual media training, participate in media interviews as representatives of askHRgreen.org and their locality, and assist with special assignments. These media ambassadors represent the many faces, voices and facets of the campaign, as they relay important news and messages among a variety of regional media.

In February 2016, the askHRgreen.org media ambassadors took part in the 4th annual media training at the Hampton Roads Planning District Commission. During the training, team members discussed long term PR goals as well as a variety of tactics to make the askHRgreen.org campaign easily adaptable for each of our 17 member jurisdictions. Co-branded materials such as web banners, name tags, brochure stickers, presentation templates, and social media messaging were just a few of the ways in which media ambassadors can now help to spread campaign information throughout the localities they serve. Also during the training, team members reviewed tips on preparing for the interview process, screened sample interviews, and discussed tips for conducting a good interview with the media.



Events

The askHRgreen.org campaign's education and outreach efforts include representation at various regional public events throughout the year (Earth Day celebrations, fairs, home & garden shows, community days, etc.). Committee members volunteer to staff either the askHRgreen.org mobile education trailer or a table display at these events and hand out educational materials and promotional items to those in attendance. In FY16, team members represented askHRgreen.org at 27 community events.

2015-2016 Regional Events

8/4	Hunt Club Civic League National Night Out	Virginia Beach
8/28 - 8/30	Africana2015	Virginia Beach
9/12	RiverFest	Norfolk
9/16 - 9/21	Isle of Wight County Fair	Windsor
9/19	HR Sustainable Living Expo/LRNow Fall Festival	Virginia Beach
9/19	NN Go Green Expo	Newport News
9/19	Warhill High School Car Show & Vendor Fair	Williamsburg/ James City County
10/3	Arbor Day Event @ Lafayette Park	Norfolk
10/8-10/11	Peanut Festival	Suffolk
10/12	Keep Hampton Roads Beautiful Golf Tournament	Chesapeake
10/14	NASA Energy Expo	Hampton
10/22	Canon Environmental Fair	Newport News
2/12 - 2/14	Coastal Virginia Home & Garden Show	Hampton
2/19 - 2/21	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/12	Community Association Day	Virginia Beach
4/16	VLM Earth Day	Newport News
4/21	TCC Earth Day	Chesapeake
4/30	8th Annual Community Empowerment Fair	Newport News
4/30	James River Fest	Williamsburg/ James City County
5/3	Drinking Water Week Magic Faucet Promotions	Virginia Beach & Newport News
5/7	EcoFest	Norfolk
5/26	Sensible Seafood Fest	Virginia Beach
5/27	Blayton Elementary Spring Carnival	Williamsburg/ James City County
6/7	CMA CGM Environmental Fair	Norfolk
6/18	Boardwalk Arts Family Fest	Virginia Beach
6/25	Smithfield Olden Days	Smithfield
6/28	Hilton Village Public Meeting	Newport News



Mini Grants

The askHRgreen.org Environmental Education Mini Grant Program provides grants of up to \$500 for environmentally-themed projects. All Hampton Roads school teachers (K-12), youth leaders, or organizations working with youth are eligible to apply and projects must be tied to at least one of the askHRgreen.org program focal areas. In FY16, a total of \$8,422 was awarded through 19 mini grants reaching more than 7,000 students in 7 localities across Hampton Roads.



2015-2016 Environmental Education Mini Grants			
Project	Locality	Students	Grant
Aquariums in the Classrooms	Norfolk	125	\$ 250.00
BTW Wetland Restoration Project	Norfolk	125	\$ 250.00
Aquaponics	Virginia Beach	63	\$ 500.00
Growing Partnerships	Chesapeake	600	\$ 196.00
All a Flutter with Birds & Butterflies	Hampton	600	\$ 500.00
Lifecycle Garden	Hampton	400	\$ 500.00
Willoughby Science Pond	Norfolk	197	\$ 500.00
Carolyn Bernard Stadium Renewal Project	Chesapeake	2000	\$ 500.00
Water Bottle Refilling Station	Yorktown	1200	\$ 500.00
Boot the Bags EGBC	Hampton	20	\$ 400.00
John Yeates Middle Recycling	Suffolk	1200	\$ 500.00
The Importance of Native Plants to Butterflies	Virginia Beach	120	\$ 410.00
Paper Recycling Program	Norfolk	21	\$ 417.00
Compost Education Program	Norfolk	170	\$ 499.00
VBFS Recycling: Moving Toward a No Waste Campus	Virginia Beach	200	\$ 500.00
Campus Cleanup	Chesapeake	100	\$ 500.00
Paradise Creek Nature Park Ambassadors After School Program	Portsmouth	15	\$ 500.00
Granby Go Green Garden & Club	Norfolk	15	\$ 500.00
Newtown Elementary Learning Garden	Virginia Beach	550	\$ 500.00
		7,721	\$ 8,422.00
Recycling & Beautification Subcommittee awarded \$5,476 • Stormwater Education Subcommittee awarded \$1,000 • Water Awareness Subcommittee awarded \$1,946			



Public Relations

FY16 was another busy year for askHRgreen.org in the media. Twelve news releases were issued through the program covering seasonal topics, news, events, and promotions which were picked up by a variety of media outlets. We also had several guest columns in various publications covering topics ranging from cigarette litter prevention to lawn fertilization. Team members participated in a number of informative interviews throughout the year as well.



COMMITTEE	DATE	MEDIA OUTLET	TOPIC	LENGTH	CIRC./IMP	PUBLIC RELATIONS VALUE
askHRgreen.org	Sunday, August 30, 2015	Norfolk Compass	A green return to school: Tips for going green	1/2 page	25,049	\$ 2,227.50
askHRgreen.org	Sunday, August 30, 2015	Portsmouth Currents	A green return to school: Tips for going green	1/2 page	26,624	\$ 2,227.50
askHRgreen.org	Sunday, August 30, 2015	Chesapeake Clipper	A green return to school: Tips for going green	1/2 page	33,226	\$ 2,722.50
askHRgreen.org	Sunday, August 30, 2015	Virginia Beach Beacon	A green return to school: Tips for going green	1/2 page	61,958	\$ 5,526.00
askHRgreen.org	Friday, November 27, 2015	WVEC-TV Daybreak News (6a-7a)	Going Green for the Holidays interview with	2:13 minutes	130,000	\$ 2,625.00
askHRgreen.org	June 2016 Issue	Tidewater Family Magazine	Go green this summer, tips for making good	1/2 page	30,000	\$ 2,611.77
askHRgreen.org	TOTAL				306,857	\$ 17,940.27
FOG	Sunday, November 22, 2015	Chesapeake Clipper Online	Cooking for holiday chefs	10 col inches	5,000	\$ 317.64
FOG	TOTAL				5,000	\$ 317.64
R&B	Sunday, March 3, 2016	Portsmouth Currents	If litter bugs you like it does me, step up and	1/3 page (17.5 col inches)	26,624	\$ 1,417.50
R&B	Sunday, March 3, 2016	Suffolk Sun	If litter bugs you like it does me, step up and	1/3 page (17.5 col inches)	12,789	\$ 1,260.00
R&B	Tuesday, April 5, 2016	Suffolk News-Herald	Stations make scooping easy.	33 col inches	30,000	\$ 2,562.12
R&B	Sunday, March 3, 2016	Norfolk Compass	If litter bugs you like it does me, step up and	1/3 page (17.5 col inches)	25,049	\$ 1,417.50
R&B/CLPP	Thursday, July 16, 2015	The Daily Press	Notes and Noteables: No butts about it	6 col inches	57,456	\$ 758.16
R&B/CLPP	Monday, August 03, 2015	Inside Business	Reducing cigarette butt litter in Hampton Roads	3/4 page	9,000	\$ 7,811.31
R&B/CLPP	Thursday, August 06, 2015	Virginia Beach Beacon	VB gives away ashtrays to discourage litter!	8.5 col inches	61,958	\$ 1,326.00
R&B/CLPP	Sunday, November 15, 2015	SouthsideDaily.com, Virginia Beach	Program in VB and other cities finds success	18.3 col inches	5,000	\$ 450.00
R&B	TOTAL				227,876	\$ 17,002.59
STORM	Sunday, October 25, 2015	Norfolk Compass	Small changes pay big environmental dividends	12.5 col inches	25,049	\$ 1,012.50
STORM	Sunday, October 25, 2015	Portsmouth Currents	Small changes pay big environmental dividends	12.5 col inches	26,624	\$ 1,012.50
STORM	Sunday, October 25, 2015	Chesapeake Clipper	Small changes pay big environmental dividends	12.5 col inches	33,226	\$ 1,237.50
STORM	Sunday, October 25, 2015	Virginia Beach Beacon	Small changes pay big environmental dividends	12.5 col inches	61,958	\$ 2,512.50
STORM	Sunday, October 25, 2015	Suffolk Sun	Small changes pay big environmental dividends	12.5 col inches	12,789	\$ 900.00
STORM	Sunday, November 22, 2015	WVEC-TV Coastal Connections (12p-1230p)	Bay Star Homes and Keeping Leaves out of	5:00 minutes	1,000	\$ 750.00
STORM	Sunday, December 06, 2015	Norfolk Compass	Close encounters: Don't blow it Hampton Roads	2 col inches	25,049	\$ 162.00
STORM	Sunday, December 06, 2015	Portsmouth Currents	Close encounters: Don't blow it Hampton Roads	2 col inches	26,624	\$ 162.00
STORM	Sunday, December 06, 2015	Chesapeake Clipper	Close encounters: Don't blow it Hampton Roads	2 col inches	33,226	\$ 198.00
STORM	Sunday, December 06, 2015	Virginia Beach Beacon	Close encounters: Don't blow it Hampton Roads	2 col inches	61,958	\$ 402.00
STORM	Sunday, December 06, 2015	Suffolk Sun	Close encounters: Don't blow it Hampton Roads	2 col inches	12,789	\$ 144.00
STORM	Sunday, April 24, 2016	Norfolk Compass	Consider less-is-more approach in lawn fertilization	1/3 page (17.5 col inches)	25,049	\$ 1,417.50
STORM	Sunday, April 24, 2016	Portsmouth Currents	Consider less-is-more approach in lawn fertilization	1/3 page (17.5 col inches)	26,624	\$ 1,417.50
STORM	Sunday, April 24, 2016	Suffolk Sun	Consider less-is-more approach in lawn fertilization	1/3 page (17.5 col inches)	12,789	\$ 1,260.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	Outdoor spaces, domestic oases	3 1/3 pages	40,000	\$ 46,500.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	Tips to improve your yard infographic.	1/2 page		\$ 9,360.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	How to make your own rain barrel	1/2 page		\$ 9,360.00
STORM	TOTAL				424,754	\$ 77,808.00
WATER	Monday, April 25, 2016	WAVY-TV T Hampton Roads Show	The importance of water	3:37 minutes	154,000	\$ 2,625.00
WATER	June 2016 Issue	Coastal Virginia Magazine: Green Scene	What do you know about H2O?	1/2 page	40,000	\$ 9,360.00
WATER	TOTAL (DOES NOT INCLUDE April CoVA)				194,000	\$ 11,985.00
	Total PR				1,158,487	\$ 125,053.50



FOR IMMEDIATE RELEASE

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Handle "Autumn's Gold" with Care

Keep fallen leaves out of the storm drain to prevent flooding

(Hampton Roads, Nov. 17, 2015) — Hampton Roads is turning red, orange and yellow with Mother Nature's annual autumn makeover. Lovely to look at as they drift from the trees, leaves that are left to accumulate on the ground can have negative effects on the health of Hampton Roads waterways. Street and yard flooding, litter "dams" and algae growth can occur [when leaves block or enter the storm drain](#). To keep "autumn's gold" from becoming a nuisance, the message from askHRgreen.org is clear: Keep leaves and yard debris out of storm drains.

"There are simple strategies everyone can take to keep fallen leaves from causing problems in our communities," said Julia B. Hillegas, askHRgreen.org team leader. "Follow your locality's leaf removal schedule and never rake or blow leaves into the street or storm drain."

- Here's what happens when fallen leaves find their way into storm drains:
- Leaves and litter mix and stick together at the mouth of storm drains and ditches, forming litter "dams" that collect even more debris.
 - Litter dams clog up the storm drains and ditches causing street flooding (even with light or moderate rainfall).
 - Leaves that enter the storm drain will begin to decay and release nutrients



Keep Hampton Roads Beautiful Golf Tournament

On October 12, 2015, askHRgreen.org once again partnered with Keep Virginia Beautiful to host the Second Annual Keep Hampton Roads Beautiful Golf Tournament at the Greenbrier Country Club in Chesapeake. The tournament was designed to be easy on the environment with convenient recycling receptacles available throughout the course and tap water refilling stations to avoid plastic water bottle waste. Eleven teams participated in the tournament as well as a number of corporate, speciality, and hole sponsors. It was a beautiful day and a great time was had by all in attendance. In total, the tournament raised just over \$7,000, half of which came back to the askHRgreen.org committees to further environmental education programs right here in the region.



Infrastructure Week

In 2016, askHRgreen.org promoted Infrastructure Week, a national infrastructure education and advocacy effort during the week of May 16 to 23. The hashtag #InfrastructureMatters was used to bring awareness to the vital role infrastructure plays in creating strong, healthy communities. While the nationwide campaign focused on all types of infrastructure including roads, bridges, and telecommunications, the askHRgreen.org education committees focused on the environmental infrastructure of Hampton Roads. Featured blog posts and social media posts discussed the need to invest in strong public water systems, the importance of managing flooding and stormwater runoff, and the importance of a community that supports green infrastructure practices.

Awards

In June 2016, the Public Relations Society of America (PRSA) Hampton Roads Chapter presented askHRgreen.org with two Pinnacle Awards, recognizing excellence in regional public relations programs. In the Pinnacle Awards Competition, local public relations professionals competed in 16 categories, ranging from annual reports and newsletters to community relations and social media campaigns. Judging was conducted by members of the PRSA Central Michigan Chapter.

In the category of Video Programs, the askHRgreen.org Water Awareness Committee was awarded first place for the "What Do You Know?" value of water video series. For the Magazine category, the Green Magazine insert from spring 2015 received a second place honor. Green Magazine was developed in partnership with Coastal Virginia Magazine and represented all four of the education committees. It was an honor for askHRgreen.org to be recognized by our Michigan peers for innovative approach, creativity and success in reaching our campaign target audiences with key messaging.

Strategic Planning

FY16 was a planning year for the askHRgreen.org campaign. In the fall of 2015, Cahoon & Cross worked closely with HRPDC staff and representatives from each of the four education committees to conduct strategic planning meetings and develop the 2015-2020 Marketing Campaign Plan. The plan contained a situation analysis, highlighted goals and strategies for the overall askHRgreen branding campaign as well as the individual committees. The 5-year plan as well as the accompanying annual committee plans are available for download on the askHRgreen.org website.



Recycling and Beautification Subcommittee

The Recycling and Beautification Subcommittee is a coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, and recycling education.

FOCAL AREA: Great American Cleanup™
TARGET AUDIENCE: Entire Hampton Roads Community

The Subcommittee promoted Keep America Beautiful's 2016 Great American Cleanup initiative by hosting events throughout the region. Most localities held multiple events starting in March and culminating with Clean the Bay Day on June 4, 2016. The various events helped remove litter from the environment, but also encouraged residents to take ownership of their neighborhoods. The Subcommittee supported these beautification events by issuing a news release about the Great American Cleanup and featuring event details for each locality prominently on the askHRgreen.org website, via social media, through blog postings, and the e-newsletter.



FOCAL AREA: America Recycles Day
TARGET AUDIENCE: Entire Hampton Roads Community

The Subcommittee promoted Keep America Beautiful's 2016 America Recycles Day event with public relations and social media support. America Recycles Day is celebrated nationally each November 15th to promote the importance of recycling. Locally, cities and counties hosted recycling events covering nearly all Hampton Roads residents. In addition to the popular document shredding and



electronics recycling services, it is becoming increasingly popular for the localities to also accept clothing, home goods and household hazardous waste at these events. Another trend is the increasing year-round availability of these specialty recycling services. The local America Recycles Day events were promoted on the website and in a news release, blog post, e-newsletter and social media.

FOCAL AREA: Christmas Tree Recycling
TARGET AUDIENCE: Entire Hampton Roads Community

In FY16, the Subcommittee encouraged residents to take advantage of Christmas tree recycling programs across the region. Most Hampton Roads localities provide free Christmas tree pickup and disposal for residents and some localities are using the trees for compost or mulch. To promote these free municipal programs, a news release was issued in addition to featuring the information prominently on the website and social media. The information was also included on the blog and featured in the e-newsletter.

FOCAL AREA: Cigarette Litter Prevention
TARGET AUDIENCE: Adult Smokers

In FY15, the Subcommittee was awarded a \$12,500 grant from Keep America Beautiful (KAB) to implement their proven-effective cigarette litter prevention program. The Subcommittee supplemented these grant funds with an additional \$5,000 raised from the 2014 Keep Hampton Roads Beautiful Golf Tournament. Focusing on the theme "Cigarette butts=litter," the Cigarette Litter Prevention Program launched in June 2015 in seven localities across the region. Activities completed in FY16 included education/outreach at project locations, a post-scan for measuring immediate impacts, and a sustainability scan for measuring long term impacts. The post-scan was conducted directly after the completion of outreach while the sustainability scan was not conducted until spring 2016.



Cigarette Litter Prevention Program Results

Municipality	Type of Project Site	Pre-Scan	Post-Scan	Percent Change	Sustainability Scan	Percent Change
Hampton	Park	546	229	-58%	134	-75%
James City County	Parking Lot	346	186	-46%	178	-48%
Newport News	Business District	195	32	-83%	28	-86%
Norfolk	Civic Plaza	1,072	283	-73%	65	-94%
Portsmouth	Concert Pavilion	633	28	-95%	59	-91%
Suffolk	Business District	285	18	-93%	279	-2%
Virginia Beach	Park	528	162	-69%	373	-29%
Totals		3,605	938	-74%	1,116	-69%

The project was a success with an overall average cigarette litter reduction of 74 percent at the conclusion of outreach. Nearly one year later, the regional reduction in cigarette litter increased only slightly and has remained low in most project locations.

As a result of the unique regional approach used by the Subcommittee and the meaningful reduction in cigarette litter, KAB presented askHRgreen.org with a National Program Award and a \$1,500 prize. Several members of the askHRgreen.org Recycling & Beautification Committee were on hand to accept the award at KAB's national conference in February in Orlando, FL.

FOCAL AREA: Recycling Contamination

TARGET AUDIENCE: Hampton Roads Residents with Curbside Recycling

In FY16, the Subcommittee began work on a regional approach to improving the quality and quantity of recyclable materials recovered through residential recycling. Through national trends, MRF feedback, and locality recycling audits, the Subcommittee has identified the need to reduce contamination in curbside recycling and promote the availability of specialty recycling through local drop-off centers. The "Regional Quality Recycling Project" will utilize a method similar to the cigarette litter prevention program where participating localities will perform pre and post-outreach recycling audits to gauge the effectiveness of various outreach and education initiatives.

Participating localities include Newport News, James City County, Suffolk, York County, and Virginia Beach. The first recycling audit was held in Newport News in June 2016. Additional recycling audits and development of an outreach strategy will be conducted in FY 17.

FOCAL AREA: Litter and Marine Debris

TARGET AUDIENCE: Entire Hampton Roads Community

In FY16, the Subcommittee identified litter and marine debris as a high priority topic and researched various ways to address the issue locally. A workgroup was formed to look into potential grant opportunities for funding an in-depth social marketing study on littering behaviors in low-income neighborhoods. Finding it difficult to identify funding opportunities of this nature, the Subcommittee looked to an existing study and litter prevention program through the Alice Ferguson Foundation. The Alice Ferguson Foundation conducted similar in-depth social marketing research while developing their "Litter Hits Close to Home" campaign for the Potomac watershed located in the DC Metro area. HRPDC staff reached out to the Alice Ferguson Foundation and they were more than happy to share all research results and outreach materials for use in the Hampton Roads market. During FY17, the Subcommittee will determine how to use these materials to address litter and marine debris in Hampton Roads.

FOCAL AREA: Residential Recycling

TARGET AUDIENCE: Adults; Age 25-54

In June 2016, the Subcommittee ran the Recycle More, Trash Less media campaign using the logo and slogan developed in FY14. The whimsical campaign covers what should and should not go into curbside recycling bins as well as the economic benefits of recycling and promotes specialty recycling at drop-off centers.



The three-week campaign ran from June 6 to June 26 and included 60-second radio ads, banner display ads on radio websites, targeted display, and Facebook ads. As added value for the paid media campaign, Max Media promoted “Mission Repurpose” which encouraged listeners to reuse or upcycle items that were not recyclable at curbside. WNOR included added value sponsorship of the midday “20 in a row” segment for all weeks of the flight including chatter about curbside recycling tips, online banners, and distribution of rack cards at local promotional events.

Recycle More, Trash Less Campaign Results	
Paid Media (3 weeks Radio & Online)	
Radio	
Impressions	1,359,030
Reach	15.3%
Frequency	7.7
Online	
Online Radio Display Ads & Facebook Post Impressions	
Impressions	25,857
Clicks	102
Audience Targeted Display	
Impressions	91,020
Clicks	151
CTR (Clickthrough Rate)	0.17%
Facebook Ads	
Impressions	159,539
Clicks	1,385
CTR (Clickthrough Rate)	0.87%
Unpaid Media	
Added Value	\$11,575
Overall Campaign	
Total Impressions	1,635,446
Total Budget	\$15,001
Total Exposure Value	\$26,576
Return on Investment	1.77 : 1
Cost per Thousand Impressions	\$9.17

Stormwater Education Subcommittee

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

FOCAL AREA: Leaves and Pet Waste
TARGET AUDIENCE: Adults; Age 35-64

The Stormwater Education Subcommittee ran a two-week campaign from November 9 through November 22 reminding Hampton Roads residents that fallen leaves and pet waste need to be cleaned up properly and never left to end up in storm drains. The campaign also addressed the role fallen leaves and pet waste play as a source of water pollution. Because leaf disposal methods vary by locality, citizens are encouraged to rake, bag, mulch, or compost the leaves.

The campaign included radio ads, targeted online display ads, native content and display ads on WTKR.com, and Facebook ads. There were also on-air radio contests challenging listeners to answer water quality and bay-friendly landscaping trivia questions to win gift cards and Facebook ads.



FOCAL AREA: Lawncare (Fertilizer/Soil Testing)

Leaves & Pet Waste Campaign Results	
Paid Media (2 weeks Radio & Online)	
Radio	
Impressions	1,009,200
Reach	53.6%
Frequency	3.1
Online	
Audience Targeted Display	
Impressions	104,971
Clicks	139
CTR (Click Through Rate)	0.13%
WTKR Display	
Impressions	199,212
Clicks	74
CTR (Click Through Rate)	0.04%
Native Content Ads	
Impressions	40,199
Clicks	610
CTR (Click Through Rate)	1.52%
Facebook Ads	
Impressions	91,413
Clicks	1,852
CTR (Click Through Rate)	2.03%
Unpaid Media	
Added Value	\$15,015
Added Value Impressions	4,119
Overall Campaign	
Total Impressions	1,449,114
Total Budget	\$17,033
Total Exposure Value	\$32,048
Return on Investment	1.88 : 1
Cost per Thousand Impressions	\$11.75

TARGET AUDIENCE: Adults; Age 25-54

In FY16, the Stormwater Education Subcommittee partnered with the Water Awareness Subcommittee and FOG Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. One ad was created for the Stormwater Education message of "Test Don't Just Guess with Fertilizer." The ad informed the

public about the importance of using a soil test kit to find out whether lawn fertilizers are needed and the negative impacts to aquatic life when excess fertilizers are applied to residential lawns.

The one-week campaign ran from April 4 through April 10 on local stations WVBT-Fox 43, WAVY-10, WVEC-13, and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.



Overall Campaign	
Total Impressions	2,170,544
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.05

FOCAL AREA: *Pet Waste*
TARGET AUDIENCE: *Entire Hampton Roads Community; Neighborhood Associations*

The Subcommittee continued to educate the public about the importance of proper pet waste disposal in several ways. In addition to the fall campaign (see previous Leaves/Pet Waste campaign summary), the Subcommittee also distributed “scoop the poop” branded dog waste bag holders, hand sanitizer, and message pens to pet owners in the region. The pet waste messaging was also included in askHRgreen.org newsletters, blog posts, social media, and at multiple community outreach events.

The Subcommittee also continued the Pet Waste Station Grant program in FY16. Since 2013, the program has given citizens the opportunity to receive a free pet waste station to install and maintain in their neighborhoods. The program is geared toward neighborhood associations, community groups, and property managers who are managing communities with a pet waste problem. The pet waste stations come ready to install and include a post, sign, bag dispenser, waste can, hardware, 400 dog waste bags, and 50 can liners. The property manager or community group is responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The neighborhood is also tasked with promoting to residents the purpose of the stations and the impact pet waste has on local water quality. Since the launch of the program, more than 231 pet waste stations have been awarded and installed across the region. Of those, 36 were awarded during FY16.

Lawncare (Fertilizer/Soil Testing) Campaign Results	
Paid Media (1 week TV & Online)	
Television	
Impressions	2,053,333
Reach	84.3%
Frequency	7.8
Online	
Audience Targeted Display	
Impressions	54,927
Clicks	64
CTR (Click Through Rate)	0.12%
WTKR News Pre-roll Ads	
Impressions	18,462
Watched Part of Ad	11,856
Watched Entire Ad	6,606
Clicks	31
CTR (Click Through Rate)	0.17%
Facebook Ads	
Impressions	43,822
Clicks	393
CTR (Click Through Rate)	0.90%
Unpaid Media	
Added Value	\$1,025



New Pet Waste Stations in FY16	
City/County	Number
Chesapeake	3
Gloucester	1
Hampton	3
James City County	7
Newport News	8
Norfolk	0
Portsmouth	3
Smithfield	2
Suffolk	6
Virginia Beach	0
Williamsburg	2
York County	1
Total	36

FOCAL AREA: Bay Star Homes

TARGET AUDIENCE: Entire Hampton Roads Community

FY16 was the second year for the regional Bay Star Homes (BSH) program. The program recognizes residents who pledge to avoid behaviors that are harmful to local waterways. Residents are also encouraged to begin incorporating more environmentally-friendly choices into their daily routines. Because the BSH program incorporates broad environmentally-friendly behaviors from all askHRgreen.org education programs, the program focuses not just on clean waterways, but also green living and clean communities in general.

The BSH program was inspired by local restoration groups that offer similar programs to those living within specific watersheds. The regional BSH program fills a gap for those citizens not covered by an active restoration group. The program is open to any resident in Hampton Roads, regardless of the watershed in which they live. Residents are also encouraged to be “multi-star” homes so that they can take advantage of the benefits offered through their local watershed restoration groups, the regional askHRgreen.org program, and programming offered through their local city or county government.



To register as a Bay Star Home, residents are asked to provide contact information and pledge to do at least two behaviors from each of the following categories: Grow Green, Water Connections, Conserve Resources, and Get Involved. The resident also has the opportunity to request more information about residential best management practices such as installing a rain barrel, rain garden, pet waste station, etc. Once registered, program participants can receive a Bay Star Homes garden flag and flag pole to proudly display in their yards. They will also receive a welcome packet filled with information encouraging environmentally-friendly behaviors and connecting them to environmental resources in their community.

The program launched with 649 participants in 2015, mainly from the City of Norfolk’s existing program. With region-wide promotion of the program during FY16, there has been a steady and consistent increase in regional participation in Bay Star Homes.

Bay Star Homes Registrants (as of June 30, 2016)	
City/County	Number
Chesapeake	69
Franklin	7
Gloucester	5
Hampton	39
Isle of Wight	4
James City	4
Newport News	94
Norfolk	1,523
Poquoson	12
Portsmouth	26
Smithfield	3
Southampton	1
Suffolk	58
Surry	1
Virginia Beach	130
Williamsburg	5
York	30
Total	2,011

FOCAL AREA: Storm Drain Medallion Program

TARGET AUDIENCE: Entire Hampton Roads Community

There are thousands of storm drains across Hampton Roads that all lead directly to local waterways. The Storm Drain Medallion Program helps people remember that “only rain belongs down the drain” by allowing volunteers to adhere medallions stating “No Dumping: Leads to Waterway” on storm drains in their neighborhoods. The Subcommittee promotes the program to schools, community associations, youth clubs, and volunteer groups of all ages across the region. The program is particularly popular with Boy Scout and Girl Scout troops.

Approved applicants through the Storm Drain Medallion Program each receive medallions, adhesive, a lesson plan, and PowerPoint presentation about stormwater and how individual actions affect our local waterways. Each group works with representatives from their locality to map out which storm drains will be marked. This allows for ease of tracking. This fiscal year, the Subcommittee helped place 268 medallions across the region using this program. Additional medallions may have also been placed through locality-initiated activities.



FOCAL AREA: Chesapeake Bay Awareness Week

TARGET AUDIENCE: Entire Hampton Roads Community

In May 2016, the legislatures of Maryland, Pennsylvania and Virginia designated the second week of June as Chesapeake Bay Awareness Week. The Subcommittee determined that they would celebrate the week of June 4 to 12 by promoting Clean the Bay Day cleanup events, publishing a blog series and posting a photo blitz on social media using the hashtag associated with the multi-state awareness campaign (#AreYouBayAware). The blog series included four blogs covering the benefits the Chesapeake Bay provides to the region, the Bay Star Homes program and what citizens and businesses are doing locally to help clean up waterways. The photo blitz illustrated the many ways the Chesapeake Bay and its tributaries contribute to our local quality of life and the restoration activities underway to help improve water quality.

ask HR Green
June 6 · 🌐

It's #ChesapeakeBayAwarenessWeek! Tell us what the Chesapeake Bay means to you and learn how to have your favorite Bay-related photos featured on askHRgreen.org. #BeGreen757 #AreYouBayAware



What Does the Chesapeake Bay Mean to You? - askHRgreen.org

Today is Clean the Bay Day and volunteers all over Virginia, from Hampton Roads to Northern Virginia, from the Eastern Shore to the Shenandoah Valley, are working by land and boat to give the Bay a massive...

ASKHRGREEN.ORG

ask HR Green
June 5 · 🌐

More than 100 Virginia Beach volunteers and staff participated in the #GreatAmericanCleanup at Beach Garden Park on May 14th. As part of the city's affiliation with Keep America Beautiful, participants removed more than 5 TONS of debris from the park. <http://askhrgreen.org/?p=15322>

City of Virginia Beach Waste Management Division
Lynnhaven River Now
#ChesapeakeBayAwarenessWeek
#BeGreen757 #AreYouBayAware





water awareness subcommittee

Water Awareness Subcommittee

The Water Awareness Subcommittee is an education committee comprised of local government staff members who are committed to promoting and educating citizens about aging infrastructure, the value of tap water, and the importance of being good water stewards. This cooperative effort to promote conservation and awareness of the importance of water assists localities in meeting requirements of various water supply and ground water permits.

FOCAL AREA: What Do You Know? Video Series
TARGET AUDIENCE: Adults; Age 35-64

The Water Awareness Subcommittee ran a six-week online campaign focused on what Hampton Roads residents know about local drinking water. The campaign ran from August 3 through September 13. The campaign promoted three two-minute videos which were produced in FY15. Taking a “man on the street” approach, askHRgreen.org team members challenged residents to correctly answer questions in a Q&A format. Each video focuses on a different topic including the average cost of a gallon of tap water cost; the average number of gallons of tap water used at home and regionally each day; and what water means to residents. Responses were interwoven to show the range of perceptions held by residents about local drinking water. The resulting videos were promoted through targeted display, native content ads, YouTube Pay-Per-View, Twitter ads and Facebook ads. The videos were also promoted through the askHRgreen.org blog and social media. As added value for the paid media campaign, the Subcommittee also received WTKR.com display advertising and online video pre-roll spots.



What Do You Know? Video Series Campaign Results	
Paid Media (6 weeks - Online)	
Audience Targeted Display	
Impressions	208,646
Clicks	329
CTR (Click Through Rate)	0.16%
Native Content Ads	
Impressions	50,004
Clicks	1,617
Video Views	754
CTR (Click Through Rate)	3.23%
YouTube Ads	
Impressions	100,149
Watched Part of Ad	83,786
Watched Entire Ad	16,363
Clicks	274
CTR (Click Through Rate)	0.27%
Facebook Ads	
Impressions	284,068
Clicks	1,551
CTR (Click Through Rate)	0.55%
Twitter Ads	
Impressions	76,400
Clicks	278
CTR (Click Through Rate)	0.36%
Unpaid Media	
Added Value	\$3,000
Added Value Display Ad Impressions	199,391
Added Value Display Ad CTR	43
Added Value Display Ad Impressions	0.02%
Added Value Video Views	40,003
Added Value Video Clicks	2,057
Added Value Video CTR	5.14%
Overall Campaign	
Total Impressions	958,661
Total Budget	\$7,500
Total Exposure Value	\$10,500
Return on Investment	1.40 : 1
Cost per Thousand Impressions	\$7.82

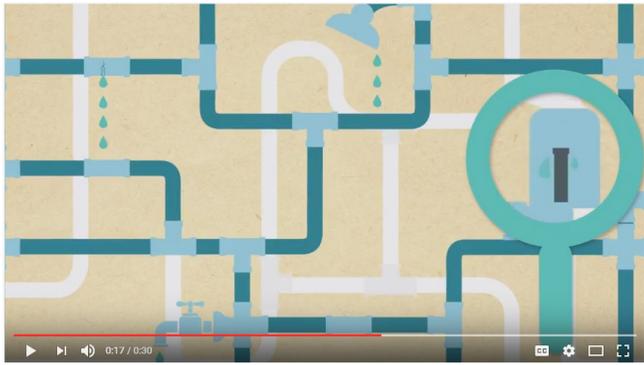
FOCAL AREA: Water Awareness TV Ad Campaign

TARGET AUDIENCE: Adults; Age 25-54

The Water Awareness Subcommittee partnered with the Stormwater Education Subcommittee and the FOG Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. Three ads were created for the water awareness committee each covering a different topic. The topics covered by this campaign included fixing leaks, the affordability and value of tap water, and supporting water infrastructure. The ads appeared on local network TV stations WVBT-Fox 43, WAVY-10, WVEC-13, and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.

Fixing Leaks

The fixing leaks TV campaign ran March 14 to 20 in celebration of National Fix a Leak Week. The campaign encouraged Hampton Roads residents to conserve water and save money by finding and fixing running toilets and dripping faucets around their house.



Fixing Leaks Campaign Results	
Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Online	
Audience Targeted Display	
Impressions	54,469
Clicks	30
CTR (Click Through Rate)	0.06%
WTKR News Pre-roll Ads	
Impressions	18,481
Watched Part of Ad	7,198
Watched Entire Ad	11,283
Clicks	6
CTR (Click Through Rate)	0.03%

Facebook Ads	
Impressions	40,717
Clicks	327
CTR (Click Through Rate)	0.80%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,167,000
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.06

Value of Water

The value of water TV campaign ran for two-weeks: May 2 to 8 and again June 13 to 19. The campaign highlights the fact that for something so essential tap water is amazingly inexpensive. It explains that a gallon of tap water in Hampton Roads costs less than one penny and prompts viewers to imagine what their day would be like without access to tap water.



Value of Water Campaign Results	
Paid Media (2 weeks - TV & Online)	
Television	
Impressions	4,106,666
Online	
Audience Targeted Display	
Impressions	111,624
Clicks	154
CTR (Click Through Rate)	0.14%
WTKR News Pre-roll Ads	
Impressions	51,147
Watched Part of Ad	30,618
Watched Entire Ad	20,529
Clicks	57
CTR (Click Through Rate)	0.11%
Facebook Ads	
Impressions	131,828
Clicks	994
CTR (Click Through Rate)	0.75%

Unpaid Media	
Added Value	\$2,050
Overall Campaign	
Total Impressions	4,401,265
Total Budget	\$21,940
Total Exposure Value	\$23,990
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$4.99

Infrastructure

The infrastructure TV campaign ran for one-week from June 6 to 12. The campaign describes the water infrastructure required to provide reliable, convenient tap water services to residents in Hampton Roads. It also highlights the importance of investing in and maintaining these systems.



Infrastructure Campaign Results

Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Online	
Audience Targeted Display	
Impressions	55,141
Clicks	48
CTR (Click Through Rate)	0.09%
WTKR News Pre-roll Ads	
Impressions	49,779
Watched Part of Ad	31,885
Watched Entire Ad	17,894
Clicks	42
CTR (Click Through Rate)	0.08%
Facebook Ads	
Impressions	46,745
Clicks	386
CTR (Click Through Rate)	0.83%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,204,998
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$4.98

FOCAL AREA: Magic Faucet Promotion
TARGET AUDIENCE: Adults; Age 25-64

As part of Drinking Water Week 2016 and the GiveLocal 757 fundraising campaign, the Subcommittee held a promotion challenging listeners of Max Media radio stations to follow a series of clues to find the “magic faucets” set up somewhere in Hampton Roads. The promotion was a creative way to raise awareness about the value of tap water and the quality of life it provides for citizens here in Hampton Roads. The clues led listeners to City Center at Oyster Point in Newport News and to Mount Trashmore in Virginia Beach where the floating faucets were stationed with volunteers handing out promotional materials and information.

As added value, the campaign included radio remotes at each site, prizes, giveaways, 30 promotional mentions, clues posted to Facebook, a dedicated webpage and tiles on station webpages, four live call-ins during the remotes, inclusion of clues in the Max Media e-blast, and spot production. Attendance at both events was limited due to poor weather conditions.



Magic Faucet Campaign Results

Paid Media (1.5 weeks - Radio)	
Radio	
Impressions	726,600
Reach	37.4%
Frequency	3
Unpaid Media	
Added Value	\$22,000
Added Value Impressions	7,648
Added Value Clicks	63
Added Value CTR (Click Through Rate)	0.82%
Overall Campaign	
Total Impressions	734,248
Total Budget	\$7,500
Total Exposure Value	\$29,500
Return on Investment	3.93 : 1
Cost per Thousand Impressions	\$10.21



Fats, Oils and Grease Education Subcommittee

The Fats, Oils, and Grease Education Subcommittee is a coalition of local government staff members and HRSD working together to share ideas and pool resources for various education programs tailored to preventing sanitary sewer overflows and backups caused by improper disposal of fats, oils, and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.

FOCAL AREA: What Not to Flush

TARGET AUDIENCE: Women 25-54; Adults 18+

"It came from beneath the streets" was the theme of the FOG Subcommittee's FY16 what not to flush media campaign. Styled after a classic horror movie, the campaign alludes to the potential for sanitary sewer overflows to occur when the public uses the toilet as a trash can. Wipes, cotton balls/swabs, and other personal hygiene products can all play a role in clogging sanitary sewer lines and damaging wastewater machinery. The two-week campaign ran between October 23 and November 8 and included 60-second radio ads, movie theater ads in 13 local theaters, targeted online display ads, native content ads, YouTube Pay-Per-View ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received ads and tips posted to radio station and Entercom 1 Thing websites (95.7 R&B, Z104); Military Monday sponsorship and website ads (US 106.1); on-air mentions, social media posts and Saturday night music sponsorship (HOT 100.5); bonus spots from The Tide; and display ads and online news video pre-roll (WTKR.com).



What Not to Flush Campaign Results	
Paid Media (2 weeks - Radio, Online & Movie Theater)	
Radio	
Impressions	537,180
Reach	54%
Frequency	3
Online	
Online Radio Display Ads	
Impressions	13,036
Clicks	16
CTR (Click Through Rate)	0.12%
Audience Targeted Display	
Impressions	92,875
Clicks	209
CTR (Click Through Rate)	0.23%
Native Content Ads	
Impressions	35,012
Clicks	376
CTR (Click Through Rate)	1.07%
YouTube Ads	
Impressions	33,555
Watched Part of Ad	28,977
Watched Entire Ad	4,578
Clicks	112
CTR (Click Through Rate)	0.33%
Facebook Ads	
Impressions	84,076
Clicks	1,006
CTR (Click Through Rate)	1.20%
Movie Theater Ads	
Impressions	219,033
Unpaid Media	
Added Value	\$12,374
Added Value Impressions	224,459
Added Value Clicks	621
Overall Campaign	
Total Impressions	1,239,226
Total Budget	\$16,848
Total Exposure Value	\$29,222
Return on Investment	1.73 : 1
Cost per Thousand Impressions	\$13.60

FOCAL AREA: Holiday FOG Down the Drain

TARGET AUDIENCE: Adults; Age 25-64

The Subcommittee encouraged Hampton Roads residents to keep their plumbing clog-free during the holidays by practicing the proper disposal methods for FOG. The holiday-themed promotion ran from November 23 to November 29 and advised the public about the benefits of keeping FOG out of the drain. It also discouraged garbage disposal use. The one-week campaign included 60-second radio ads, Facebook ads, targeted display ads, native content ads, and WTKR.com display ads.

As added value for the paid campaign, the Subcommittee also received tips and ads on the Entercom 1 Thing website, Facebook, and station website (101.3 2WD); on-air mentions and online display ads (Movin 107.7, 92.9 The Wave); and bonus spots and online display ads (The Tide).



Holiday FOG Campaign Results	
Paid Media (1 week - Radio & Online)	
Radio	
Impressions	568,050
Reach	20.7%
Frequency	3.2
Online	
Audience Targeted Display	
Impressions	48,977
Clicks	36
CTR (Click Through Rate)	0.07%
WTKR Display	
Impressions	61,640
Clicks	19
CTR (Click Through Rate)	0.03%
Native Content Ads	
Impressions	25,044
Clicks	452
CTR (Click Through Rate)	1.80%
Facebook Ads	
Impressions	60,100
Clicks	1,161
CTR (Click Through Rate)	1.93%

Unpaid Media	
Added Value	\$5,020
Added Value Impressions	54,974
Overall Campaign	
Total Impressions	818,785
Total Budget	\$6,012
Total Exposure Value	\$11,032
Return on Investment	1.84 : 1
Cost per Thousand Impressions	\$7.34

FOCAL AREA: FOG Regional Training Program

TARGET AUDIENCE: Food Service Establishment (FSE) Employees and Grease Haulers

In FY16, the Subcommittee took steps to improve the regional FOG program in several ways during FY16. First, the Subcommittee conducted outreach to the corporate offices of local FSEs. Due to high turnover with FSE managers in corporate restaurants, the Subcommittee targeted the regional corporate managers with an official letter notifying them of the purpose of the FOG program, FSE requirements under the FOG program, and connecting them to local FOG contacts and resources. With the assistance of regional corporate management groups, the Subcommittee hopes to decrease non-compliance with local FOG ordinances in these establishments.

Website development of www.HRFOG.com was another focus of the FOG Subcommittee in addition to corporate FSE outreach in FY16. The Subcommittee continues to utilize the regional website for training and certification. Through the website, grease haulers and food service industry employees receive free training and certification on proper maintenance of grease control devices and the harmful effects of FOG on the region's sanitary sewer systems. The website helps locality staff manage, train, and enforce the FOG ordinances present in some Hampton Roads municipalities.

In FY16, the Subcommittee implemented various website enhancements to make it easier for users to manage their profiles and remain in compliance with local FOG ordinances. For example, users now receive reminder email notifications weekly for one month before and one month after their certification expires. Users can now also reprint a copy of their certificate at any time. Additional enhancements were also implemented to assist HRPDC and local staff with administration of the site.

FOCAL AREA: FOG/What Not to Flush

TARGET AUDIENCE: Adults; Age 25-54

The FOG Subcommittee partnered with the Water Awareness Subcommittee and Stormwater Education Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. One ad was created for the FOG Subcommittee that incorporated both primary messages: proper disposal of FOG and what not to flush. The ad instructs residents to keep FOG, food scraps, and personal hygiene products like wipes out of household drains. The ad also demonstrates how these items contribute to blockages and sanitary sewer overflows.

The one-week campaign ran from March 28 through April 3 on local stations WVBT-Fox 43, WAVY-10, WVEC-13 and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.



FOG/What Not to Flush Campaign Results

Paid Media (1 week - TV & Online)

Television	
Impressions	2,053,333
Reach	84.3%
Frequency	7.8
Online	
Audience Targeted Display	
Impressions	54,730
Clicks	53
CTR (Click Through Rate)	0.10%
WTKR News Pre-roll Ads	
Impressions	18,462
Watched Part of Ad	10,688
Watched Entire Ad	7,774
Clicks	15
CTR (Click Through Rate)	0.08%
Facebook Ads	
Impressions	37,371
Clicks	404
CTR (Click Through Rate)	1.08%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,163,896
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.07



glossary of terms

added value

Earned but unpaid advertising value.

ad group

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

average position

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

bounce rate

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

click through rate (CTR)

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

cost-per-click (CPC)

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

exposure value

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

frequency

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

impressions

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

public relations value

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

reach

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

search engine marketing (SEM)

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

search engine marketing (SEO)

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

unique visitors (users)

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



askHRgreen.org: Online Marketing Report

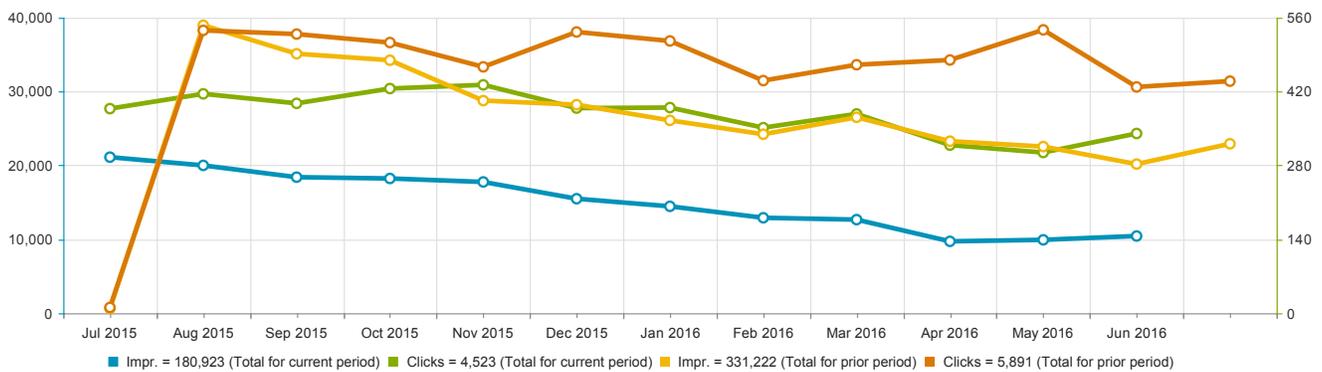
12 Month Overview: July 1, 2015 - June 30, 2016

Search Engine Marketing (SEM)

Website Analysis:

Over the past 12 months, your Google AdWords campaign has garnered over 158,000 impressions and more than 4,000 clicks on your ads. Clicks were down 15% compared to the previous year due to rising CPC's for popular keywords such as "recycle" and "recycling computers". However, Ad Position improved from 2.1 to 1.8. The click-through-rate seen a small decrease of 0.79% year-over-year. The average-cost-per click increased from \$1.94 to \$2.26. The campaign has held a 26.27% Impression Share (IS), Search Lost IS (rank) is 24.32%, and the Search Lost (IS) due to budget is 49.41%. This means that 49% of the time, your ads had the ability to show, but did not due to the limited budget.

Ask HR Green July 1, 2015 - June 30, 2016



Top 10 Campaigns by Clicks July 1, 2015 - June 30, 2016

Campaign	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
R&B	2,054	79,385	2.59%	USD 2.07	1.90
Stormwater	796	36,028	2.21%	USD 2.87	1.62
askHRgreen.org	624	10,985	5.68%	USD 1.28	1.21
ASKHRGreen- R&B	321	10,191	3.15%	USD 1.94	1.99
FOG	291	13,667	2.13%	USD 2.92	2.06
Water	235	18,158	1.29%	USD 3.53	1.99
ASKHRGreen- FOG	58	2,768	2.10%	USD 2.44	2.64
ASKHRGreen- askHRgreen.org	56	1,620	3.46%	USD 1.04	1.40
ASKHRGreen- Water	53	4,940	1.07%	USD 1.51	2.88
ASKHRGreen- Stormwater	35	3,181	1.10%	USD 2.41	2.04
All Results	4,523	180,923	2.50%	USD 2.21	1.86

Ad Group Performance

Over the last 12 months, the Electronics Recycling, Recycling at Home/Residential Recycling, and What to Recycle ad groups garnered the most clicks within AdWords.

Top 50 Ad Groups by Clicks							July 1, 2015 - June 30, 2016
Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC	
Electronics Recycling	R&B	807	12,732	6.34%	1.93	USD 1.99	
Recycling at Home/Residential Recycling	R&B	651	44,959	1.45%	2.10	USD 2.42	
What to Recycle	R&B	443	15,352	2.89%	1.46	USD 1.67	
askHRgreen.org	askHRgreen.org	390	1,267	30.78%	1.02	USD 0.61	
Medication Disposal	Stormwater	332	4,409	7.53%	2.02	USD 2.25	
Electronics Recycling	ASKHRGreen- R&B	200	4,182	4.78%	1.91	USD 2.23	
Fat/Oil/Grease Disposal	FOG	160	5,577	2.87%	2.00	USD 2.46	
The Business of Recycling	R&B	120	2,724	4.41%	1.36	USD 1.91	
Soil Testing	Stormwater	117	7,142	1.64%	1.55	USD 3.46	
Drinking Water/Tap Water	Water	114	8,559	1.33%	1.49	USD 3.28	
TMDL	Stormwater	109	4,444	2.45%	1.19	USD 2.80	
Environmental Education	askHRgreen.org	93	4,830	1.93%	1.19	USD 3.53	
Keep Hampton Roads Beautiful Golf Tournament	Stormwater	83	6,358	1.31%	1.38	USD 3.68	
Hampton Roads Environment	askHRgreen.org	80	604	13.25%	1.17	USD 1.03	
Garbage Disposal Problems	FOG	67	2,640	2.54%	1.59	USD 3.67	
Stormwater / Stormwater Runoff	Stormwater	64	4,374	1.46%	1.40	USD 3.47	
Green Home/Practices	askHRgreen.org	53	3,942	1.34%	1.32	USD 2.53	
Pet Waste	Stormwater	49	5,225	0.94%	1.46	USD 2.63	
What to Recycle	ASKHRGreen- R&B	45	1,430	3.15%	1.93	USD 1.10	
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	45	3,361	1.34%	2.08	USD 1.76	
Fixing Leaks/Indoor Plumbing	Water	45	4,944	0.91%	3.07	USD 4.00	
FOG Certification	FOG	37	2,350	1.57%	3.21	USD 3.18	
askHRgreen.org	ASKHRGreen- askHRgreen.org	30	92	32.61%	1.00	USD 0.22	
Bottled Water	Water	30	962	3.12%	1.75	USD 3.39	
Garbage Disposal Problems	ASKHRGreen- FOG	24	426	5.63%	1.79	USD 1.44	
Conservation/Wise Water Use	Water	22	880	2.50%	1.42	USD 3.31	
Bottled Water	ASKHRGreen- Water	19	3,465	0.55%	3.17	USD 1.15	
The Business of Recycling	ASKHRGreen- R&B	18	547	3.29%	1.58	USD 0.95	
Medication Disposal	ASKHRGreen- Stormwater	16	1,063	1.51%	2.65	USD 2.85	
Conservation/Wise Water Use	ASKHRGreen- Water	16	306	5.23%	1.92	USD 1.96	
Yard Debris	Stormwater	16	766	2.09%	2.51	USD 4.40	
Sanitary Sewer System	FOG	16	1,752	0.91%	1.75	USD 3.97	
Environmental Education	ASKHRGreen- askHRgreen.org	15	803	1.87%	1.32	USD 2.70	
Plastic Bag Recycling	R&B	14	528	2.65%	1.85	USD 1.39	
Reusable Shopping Bags / Bring Your Own Bag	R&B	13	2,948	0.44%	1.45	USD 5.44	
Cigarette Litter	Stormwater	11	583	1.89%	1.45	USD 2.92	
Clogs/Unclog Pipes	ASKHRGreen- FOG	11	376	2.93%	2.75	USD 5.65	
Food Waste Disposal	FOG	11	1,335	0.82%	1.64	USD 2.61	
Food Waste Disposal	ASKHRGreen- FOG	10	539	1.86%	3.09	USD 1.36	

Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Drinking Water/Tap Water	ASKHRGreen- Water	10	640	1.56%	1.64	USD 1.96
Pet Waste	ASKHRGreen- Stormwater	9	998	0.90%	1.46	USD 2.40
Native Plants	Water	9	317	2.84%	1.14	USD 2.69
Public (Water) Infrastructure	Water	9	2,125	0.42%	2.01	USD 6.88
Reusable Shopping Bags / Bring Your Own Bag	ASKHRGreen- R&B	7	479	1.46%	2.66	USD 2.37
FOG Certification	ASKHRGreen- FOG	7	489	1.43%	3.43	USD 1.89
Plastic Bag Recycling	ASKHRGreen- R&B	6	178	3.37%	1.90	USD 2.27
Lawn Care Provider	Stormwater	6	1,035	0.58%	4.31	USD 5.88
Fertilizing	Stormwater	6	915	0.66%	1.52	USD 4.57
Recycling at School	R&B	6	142	4.23%	1.51	USD 2.96
Green Home/Practices	ASKHRGreen- askHRgreen.org	5	518	0.97%	1.59	USD 1.41
All Results		4,523	180,923	2.50%	1.86	USD 2.21

Keyword Performance

The keywords that drove the most clicks in Google AdWords over the past 12 months came primarily from the Recycling at Home and Electronics Recycling ad groups. Clicks triggered by "recycle" increased by 18.67%, "recycling computers" grew 71.60% and clicks triggered by "electronics disposal" grew by 16.16% compared to the previous year.

Top 50 Keywords by Clicks							July 1, 2015 - June 30, 2016
Keyword	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	
"recycle"	Recycling at Home/Residential Recycling	534	37,677	1.42%	USD 2.35	2.10	
"recycling computers"	Electronics Recycling	278	5,054	5.50%	USD 2.27	2.08	
"electronics disposal"	Electronics Recycling	230	2,859	8.04%	USD 1.57	1.96	
medicine disposal	Medication Disposal	141	2,642	5.34%	USD 3.06	2.19	
"recycling centers"	What to Recycle	120	5,775	2.08%	USD 1.43	1.35	
how to dispose of old medication	Medication Disposal	117	775	15.10%	USD 1.50	1.22	
"hr green"	askHRgreen.org	112	389	28.79%	USD 0.83	1.02	
"where to recycle electronics"	Electronics Recycling	110	2,378	4.63%	USD 3.11	1.62	
"how to recycle computer"	Electronics Recycling	97	1,219	7.96%	USD 2.57	1.59	
"ask hr green"	askHRgreen.org	95	394	24.11%	USD 0.84	1.03	
"recycling center"	What to Recycle	91	3,470	2.62%	USD 1.51	1.33	
"environmental issues"	Environmental Education	85	3,970	2.14%	USD 3.63	1.10	
"tap water"	Drinking Water/Tap Water	81	4,596	1.76%	USD 3.27	1.26	
"hampton roads recycling"	Hampton Roads Environment	79	464	17.03%	USD 0.98	1.11	
+golf +tournament	Keep Hampton Roads Beautiful Golf Tournament	77	5,470	1.41%	USD 3.81	1.33	
"askhrgreen"	askHRgreen.org	65	175	37.14%	USD 0.26	1.00	
"soil sample testing"	Soil Testing	64	2,331	2.75%	USD 3.91	1.37	
"chesapeake bay watershed"	TMDL	62	1,915	3.24%	USD 2.14	1.29	
"used cooking oil"	Fat/Oil/Grease Disposal	61	2,207	2.76%	USD 2.84	1.34	
"askhrgreen.org"	askHRgreen.org	57	163	34.97%	USD 0.11	1.04	
"recycling"	Recycling at Home/Residential Recycling	51	3,918	1.30%	USD 1.65	2.10	
"hrgreen"	askHRgreen.org	44	105	41.90%	USD 0.77	1.05	
"paper recycling"	What to Recycle	39	747	5.22%	USD 2.10	1.35	
"electronics recycling"	Electronics Recycling	37	469	7.89%	USD 2.59	1.64	
"virginia beach recycling"	The Business of Recycling	37	663	5.58%	USD 1.85	1.26	
"electronics recycling norfolk"	Electronics Recycling	36	947	3.80%	USD 1.83	1.85	
"where to recycle electronics"	Electronics Recycling	33	419	7.88%	USD 1.28	1.99	
"going green"	Green Home/Practices	31	2,186	1.42%	USD 2.91	1.23	
"recycle plastic"	What to Recycle	30	1,167	2.57%	USD 2.71	1.94	
"recycling in virginia"	The Business of Recycling	28	347	8.07%	USD 1.44	1.31	
"what items are recyclable"	What to Recycle	28	291	9.62%	USD 1.54	1.07	
"hurricane joaquin"	Stormwater / Stormwater Runoff	27	2,479	1.09%	USD 2.88	1.15	
"virginia recycling"	The Business of Recycling	27	927	2.91%	USD 1.70	1.33	
disposing of medicine	Medication Disposal	25	237	10.55%	USD 2.03	1.58	
"recycling centers near me"	What to Recycle	25	417	6.00%	USD 2.11	1.23	
"recycling near me"	Recycling at Home/Residential Recycling	23	543	4.24%	USD 4.87	1.51	
dispose of old medicine	Medication Disposal	23	182	12.64%	USD 1.88	1.49	
"grease traps"	FOG Certification	22	1,250	1.76%	USD 3.12	3.35	

Keyword	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
"recycle"	Recycling at Home/Residential Recycling	21	1,370	1.53%	USD 2.47	2.04
"chesapeake bay foundation"	TMDL	21	1,517	1.38%	USD 3.69	1.13
"recycling programs"	The Business of Recycling	20	657	3.04%	USD 2.89	1.51
"plastic recycling"	What to Recycle	20	345	5.80%	USD 1.42	1.76
""scoop the poop""	Pet Waste	19	104	18.27%	USD 2.10	1.08
"recycling"	Recycling at Home/Residential Recycling	19	1,543	1.23%	USD 0.68	2.09
"go green"	Green Home/Practices	19	1,334	1.42%	USD 2.03	1.34
"electronic recycling virginia beach"	Electronics Recycling	18	627	2.87%	USD 1.52	1.52
"stop leak"	Fixing Leaks/Indoor Plumbing	18	1,818	0.99%	USD 3.63	1.83
"garbage disposal troubleshooting"	Garbage Disposal Problems	17	128	13.28%	USD 1.25	1.25
"hrgreen.org"	askHRgreen.org	17	41	41.46%	USD 0.46	1.00
safe drinking water	Drinking Water/Tap Water	16	2,357	0.68%	USD 2.54	1.84
All Results		4,523	180,923	2.50%	USD 2.21	1.86

Ad Performance

Each ad group continues to run at least two ads to test different messages and the impact of mobile optimization. This year we updated ad groups, text ads, site links to overall improve ad position and click performance within the SEM campaign. We also continue to run ads based around any events or special topics that you would like to focus your SEM campaign on. This information is generally retrieved from your website.

Top 50 Ads by Clicks							July 1, 2015 - June 30, 2016
Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	
Recycling Electronics askHRgreen.org Need To Recycle Your Computer Or Old Electronics? Find Where Here!	Electronics Recycling	530	8,806	6.02%	USD 1.99	2.00	
Reduce, Reuse, Recycle askHRgreen.org Learn What Can Be Recycled At Home & Tips To Make It Easier	Recycling at Home/Residential Recycling	323	23,186	1.39%	USD 2.02	2.24	
AskHRGreen.org askHRgreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askHRgreen.org	321	1,018	31.53%	USD 0.64	1.03	
Recycling Electronics askHRgreen.org Need To Recycle Your Computer Or Old Electronics? Find Where Here!	Electronics Recycling	210	2,945	7.13%	USD 2.03	1.63	
Where Can You Recycle? askHRgreen.org Learn Where You Can Recycle Your Plastic, Aluminum, Paper & Glass.	What to Recycle	210	8,384	2.50%	USD 1.64	1.57	
Recycling Electronics Need To Recycle Your Computer Or Old Electronics? Find Where Here! askHRgreen.org	Electronics Recycling	179	3,892	4.60%	USD 2.30	1.93	
Medication Disposal askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	179	2,646	6.76%	USD 2.22	2.18	
Where Can You Recycle? askHRgreen.org Learn Where You Can Recycle Your Plastic, Aluminum, Paper & Glass.	What to Recycle	159	5,364	2.96%	USD 1.72	1.21	
Reduce, Reuse, Recycle askHRgreen.org Learn What Can Be Recycled At Home & Tips To Make It Easier	Recycling at Home/Residential Recycling	128	5,789	2.21%	USD 2.35	1.46	
Medication Disposal askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	124	1,322	9.38%	USD 2.40	1.50	
Recycle More, Trash Less askHRgreen.org Let's Lead The State in Recycling Rates! Learn How To Recycle at Home	Recycling at Home/Residential Recycling	118	6,124	1.93%	USD 3.27	1.53	
Dispose Of Cooking Oil askHRgreen.org Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now	Fat/Oil/Grease Disposal	92	2,064	4.46%	USD 2.39	1.43	
Chesapeake Bay Watershed askHRgreen.org Learn More About Pollution In The Chesapeake Bay & How To Help!	TMDL	82	3,099	2.65%	USD 2.67	1.21	
Recycling at Home askHRgreen.org Recycle More, Trash Less! Learn How & Tips To Make It Easier	Recycling at Home/Residential Recycling	75	9,414	0.80%	USD 2.97	2.53	
What Can You Recycle? askHRgreen.org Learn More Here About Recycling Plastic, Aluminum, Paper & Glass.	What to Recycle	74	1,493	4.96%	USD 1.65	1.67	
Environmental Issues askHRgreen.org Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	67	3,744	1.79%	USD 3.75	1.22	
Recycling Electronics askHRgreen.org Think Before You Toss. Recycle Your Old Electronics. Find Where Here!	Electronics Recycling	67	978	6.85%	USD 1.87	2.21	

Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
AskHRGreen.org askHRgreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askHRgreen.org	66	232	28.45%	USD 0.45	1.02
Put Your Soil To The Test askHRgreen.org Follow These Steps To Test Your Soil Before You Fertilize Your Lawn	Soil Testing	64	5,250	1.22%	USD 3.50	1.59
Thirsty? Drink Tap Water askHRgreen.org Drink Tap Water in Hampton Roads With A High Level Of Confidence!	Drinking Water/Tap Water	62	2,745	2.26%	USD 3.49	1.20
Recycling In Virginia askHRgreen.org Learn More About Virginia Recycling Laws From The Business Of Recycling	The Business of Recycling	61	797	7.65%	USD 1.84	1.25
Recycling In Virginia askHRgreen.org Learn More About Virginia Recycling Laws From The Business Of Recycling	The Business of Recycling	59	1,923	3.07%	USD 1.99	1.40
Dispose Of Cooking Oil askHRgreen.org Fats, Oils & Grease Need To Be Disposed Of Properly. Get Certified	Fat/Oil/Grease Disposal	52	3,033	1.71%	USD 2.73	2.26
Test Your Soil askHRgreen.org Follow These Steps To Test Your Soil Before You Fertilize Your Lawn	Soil Testing	47	1,401	3.35%	USD 3.21	1.26
Hampton Roads Recycling askHRgreen.org Visit askHRgreen.org to Learn More About Helping The Local Environment	Hampton Roads Environment	46	408	11.27%	USD 1.13	1.22
Golf Tournament askHRgreen.org "Keep Hampton Roads Beautiful" Golf Tournament 10/12. Sign Up Early!	Keep Hampton Roads Beautiful Golf Tournament	43	1,069	4.02%	USD 4.08	1.14
Scoop The Poop Pledge askHRgreen.org Support Clean & Healthy Waterways. Learn How You Can Take the Pledge!	Pet Waste	41	2,836	1.45%	USD 2.58	1.27
Golf Tournament askHRgreen.org "Keep Hampton Roads Beautiful" Golf Tournament 10/12. Sign Up Early!	Keep Hampton Roads Beautiful Golf Tournament	38	4,540	0.84%	USD 3.24	1.41
Garbage Disposal Problems askHRgreen.org Clogged Garbage Disposal? You May Have Bigger Problems. Read More!	Garbage Disposal Problems	36	1,686	2.14%	USD 3.30	1.61
Hampton Roads Recycling askHRgreen.org Visit askHRgreen.org to Learn More About Helping The Local Environment	Hampton Roads Environment	34	196	17.35%	USD 0.90	1.08
Thirsty? Drink Tap Water askHRgreen.org Drink Tap Water in Hampton Roads & Learn More Tap Water Facts Now!	Drinking Water/Tap Water	33	3,554	0.93%	USD 3.22	1.54
Going Green? We Can Help askHRgreen.org Visit Us Today For Resources On Going Green, Living Green & More!	Green Home/Practices	32	2,741	1.17%	USD 2.40	1.35
Clogged Garbage Disposal? askHRgreen.org You May Have Bigger Problems. Learn More About Food Waste Disposal Now!	Garbage Disposal Problems	31	948	3.27%	USD 4.09	1.56
Stormwater Runoff Facts askHRgreen.org Learn More About How Stormwater Runoff Is Polluting Our Water Now!	Stormwater / Stormwater Runoff	31	2,110	1.47%	USD 3.64	1.57
Dispose Medicine Safely askHRgreen.org Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	29	441	6.58%	USD 1.79	2.60
What Can You Recycle? Learn More Here About Recycling Plastic, Aluminum, Paper & Glass. askHRgreen.org	What to Recycle	26	651	3.99%	USD 1.20	1.99
Environmental Issues askHRgreen.org Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	26	1,086	2.39%	USD 2.95	1.10

Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
AskHRGreen.org Your Go-To Resource For Everything Green in Hampton Roads. Learn More! askHRgreen.org	askHRgreen.org	25	61	40.98%	USD 0.21	1.00
Hurricane Flooding askHRgreen.org/HurricaneJoaquin Learn How To Prepare For Hurricane Joaquin Now! View Our Tips Online.	Stormwater / Stormwater Runoff	24	1,662	1.44%	USD 2.83	1.00
Chesapeake Bay Watershed askHRgreen.org Learn More About Pollution In The Chesapeake Bay & How To Help!	TMDL	24	930	2.58%	USD 3.01	1.14
Bottled Vs. Tap Water askHRgreen.org Can't Decide? Visit Us Today To Learn More On Why Tap Water Wins!	Bottled Water	24	725	3.31%	USD 3.46	1.78
Garbage Disposal Problems Clogged Garbage Disposal? You May Have Bigger Problems. Read More! askHRgreen.org	Garbage Disposal Problems	23	315	7.30%	USD 1.47	1.83
Recycling Bins At Home Learn What Can Be Recycled At Home & Tips To Make It Easier askHRgreen.org	Recycling at Home/Residential Recycling	22	2,265	0.97%	USD 2.09	2.26
Restaurant Grease Traps askHRgreen.org Get Certified To Properly Dispose Of Kitchen Grease. Online Program.	FOG Certification	22	525	4.19%	USD 3.31	2.40
Stop Leaks - Save Money askHRgreen.org Learn Some Quick Tips Today On Leak Detection To Save Money & Water!	Fixing Leaks/Indoor Plumbing	21	1,411	1.49%	USD 3.91	2.08
Recycling Electronics Think Before You Toss. Recycle Your Old Electronics. Find Where Here! askHRgreen.org	Electronics Recycling	21	290	7.24%	USD 1.70	1.69
Going Green? We Can Help askHRgreen.org Visit Us Today For Resources On Going Green, Living Green & More!	Green Home/Practices	21	1,201	1.75%	USD 2.73	1.24
Home Recycling Learn What Can Be Recycled At Home & Great Tips To Make It Easier! askHRgreen.org	Recycling at Home/Residential Recycling	18	982	1.83%	USD 0.96	1.74
Recycling In Virginia Learn More About Virginia Recycling Laws From The Business Of Recycling askHRgreen.org	The Business of Recycling	18	425	4.24%	USD 0.95	1.53
Dispose Of Cooking Oil askHRgreen.org Keep Your Drains Fat Free! Learn More About Fats, Oils & Grease.	Fat/Oil/Grease Disposal	16	381	4.20%	USD 1.97	2.80
All Results		4,523	180,923	2.50%	USD 2.21	1.86

Traffic By Channel: Year-Over-Year

Below is a look at traffic by channel between the months of July 2015 - June 2016. We use this data to compare with the previous year. Overall, traffic to your site decreased slightly by 9.86% or -5,749 sessions. Pages/Sessions seen an increase of 0.14%, Average Session Duration increased by 6.91%, and the % of New Sessions seen an increase of 0.72% year-over-year. Listed in order; Organic Search, Direct, Referral, and Paid Search made up your tip 4 channels.



Traffic By Device: Year-Over-Year

Below is a look at traffic by devices. Compared to the previous year, we've seen an increase of 0.74% in the % of new sessions from desktop, a 0.14% increase in pages/sessions via desktop, and a 6.91% increase in average session duration year-over-year. Sessions via Desktop declined 10.88%, % of New Sessions from Mobile increased by 2.89%. Average Session Duration has also seen an increase of 3.61% year over year via mobile.

Device Category	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Time on Site (Goal 1 Conversion Rate)	Time on Site (Goal 1 Completions)
	9.86% ↓ 52,330 vs 58,279	0.74% ↑ 80.46% vs 79.87%	9.20% ↓ 42,286 vs 46,546	0.16% ↓ 74.92% vs 74.80%	0.14% ↑ 1.77 vs 1.77	6.91% ↑ 00:01:32 vs 00:01:28	100.00% ↑ 2.95% vs 0.00%	100.00% ↑ 1,845 vs 0
1. desktop								
Jul 1, 2015 - Jun 30, 2016	31,747 (80.44%)	78.80%	25,018 (59.19%)	69.08%	2.02	00:01:57	3.56%	1,129 (72.93%)
Jul 1, 2014 - Jun 30, 2015	35,624 (81.15%)	79.28%	28,241 (80.67%)	69.36%	2.01	00:01:48	0.00%	0 (0.00%)
% Change	-10.88%	-0.59%	-11.41%	-0.40%	0.44%	8.00%	=%	=%
2. mobile								
Jul 1, 2015 - Jun 30, 2016	15,885 (80.24%)	83.78%	13,309 (31.49%)	85.17%	1.34	00:00:47	1.91%	304 (19.64%)
Jul 1, 2014 - Jun 30, 2015	15,598 (28.79%)	81.43%	12,702 (37.29%)	84.68%	1.35	00:00:46	0.00%	0 (0.00%)
% Change	1.84%	2.89%	4.78%	0.58%	-0.68%	3.61%	=%	=%
3. tablet								
Jul 1, 2015 - Jun 30, 2016	4,898 (9.32%)	80.42%	3,939 (32.2%)	79.50%	1.58	00:01:16	2.35%	115 (7.43%)
Jul 1, 2014 - Jun 30, 2015	7,057 (12.11%)	79.40%	5,603 (12.04%)	80.42%	1.49	00:01:04	0.00%	0 (0.00%)
% Change	-30.59%	1.29%	-29.70%	-1.14%	6.06%	19.37%	=%	=%

Traffic by Device (cont.)

July 1, 2015 - June 30, 2016

Platform	Campaign	Clicks	Impressions	CTR
Computers	R&B	1076	47928	2.25%
Mobile Devices with Full Browsers	askHRgreen.org	149	2758	5.40%
Mobile Devices with Full Browsers	R&B	688	21427	3.21%
Computers	askHRgreen.org	436	7326	5.95%
Tablets with Full Browsers	askHRgreen.org	39	901	4.33%
Tablets with Full Browsers	Stormwater	119	3920	3.04%
Computers	Stormwater	390	23887	1.63%
Tablets with Full Browsers	R&B	290	10030	2.89%
Computers	FOG	110	8267	1.33%
Tablets with Full Browsers	Water	23	2173	1.06%
Tablets with Full Browsers	FOG	27	1441	1.87%
Mobile Devices with Full Browsers	Water	110	5623	1.96%
Mobile Devices with Full Browsers	FOG	154	3959	3.89%
Computers	Water	102	10362	0.98%
Mobile Devices with Full Browsers	Stormwater	287	8221	3.49%
Total	--	4000	158276	2.53%

Call Details

Below is a look at calls made via your SEM campaign's ads on Google's network.

Call Details

July 1, 2015 - June 30, 2016

Start time	End time	Status	Duration (seconds)	Caller area code	Call type	Call source
6/30/2016 8:20	6/30/2016 8:21	Received	10	757	Mobile click-to-call	Ad
6/29/2016 9:15	6/29/2016 9:15	Received	28	757	Mobile click-to-call	Ad
6/24/2016 15:23	6/24/2016 15:23	Missed	0	757	Mobile click-to-call	Ad
6/23/2016 7:58	6/23/2016 7:58	Received	13	757	Mobile click-to-call	Ad
6/20/2016 9:57	6/20/2016 9:57	Received	7	757	Mobile click-to-call	Ad
6/18/2016 7:22	6/18/2016 7:22	Received	5	757	Mobile click-to-call	Ad
6/16/2016 9:10	6/16/2016 9:11	Received	51	609	Mobile click-to-call	Ad
6/14/2016 10:27	6/14/2016 10:27	Missed	0	757	Mobile click-to-call	Ad
6/9/2016 8:14	6/9/2016 8:14	Received	37	716	Mobile click-to-call	Ad
6/4/2016 10:05	6/4/2016 10:05	Received	8	919	Mobile click-to-call	Ad
5/29/2016 10:31	5/29/2016 10:31	Missed	0	757	Mobile click-to-call	Ad
5/29/2016 10:31	5/29/2016 10:31	Received	27	757	Mobile click-to-call	Ad
5/27/2016 12:28	5/27/2016 12:29	Received	25	757	Mobile click-to-call	Ad
5/26/2016 10:18	5/26/2016 10:20	Received	82	757	Mobile click-to-call	Ad
5/20/2016 11:26	5/20/2016 11:27	Received	18	757	Mobile click-to-call	Ad
5/18/2016 12:23	5/18/2016 12:24	Received	23	507	Mobile click-to-call	Ad
5/12/2016 7:08	5/12/2016 7:09	Received	46	757	Mobile click-to-call	Ad
5/11/2016 8:01	5/11/2016 8:02	Received	21	252	Mobile click-to-call	Ad
5/11/2016 8:00	5/11/2016 8:00	Received	11	252	Mobile click-to-call	Ad
4/27/2016 11:27	4/27/2016 11:28	Received	57	757	Mobile click-to-call	Ad
4/20/2016 12:33	4/20/2016 12:34	Received	48	757	Mobile click-to-call	Ad

4/17/2016 14:30	4/17/2016 14:30	Missed	0	757	Mobile click-to-call	Ad
4/13/2016 9:10	4/13/2016 9:12	Received	103	757	Mobile click-to-call	Ad
3/30/2016 14:25	3/30/2016 14:25	Received	38	757	Mobile click-to-call	Ad
3/30/2016 8:24	3/30/2016 8:25	Received	39	757	Mobile click-to-call	Ad
3/21/2016 16:07	3/21/2016 16:07	Received	19	757	Mobile click-to-call	Ad
2/17/2016 6:27	2/17/2016 6:27	Received	11	757	Mobile click-to-call	Ad
1/30/2016 10:50	1/30/2016 10:51	Received	41	757	Mobile click-to-call	Ad
1/17/2016 9:26	1/17/2016 9:26	Missed	0	805	Mobile click-to-call	Ad
1/5/2016 8:50	1/5/2016 8:50	Received	6	757	Mobile click-to-call	Ad
1/4/2016 9:29	1/4/2016 9:31	Received	106	757	Mobile click-to-call	Ad
1/4/2016 9:00	1/4/2016 9:00	Received	10	646	Mobile click-to-call	Ad
1/4/2016 8:24	1/4/2016 8:25	Received	54	757	Mobile click-to-call	Ad
12/29/2015 9:41	12/29/2015 9:43	Received	141	646	Mobile click-to-call	Ad
12/24/2015 17:01	12/24/2015 17:01	Received	16	757	Mobile click-to-call	Ad
12/24/2015 14:06	12/24/2015 14:06	Received	27	757	Mobile click-to-call	Ad
12/24/2015 13:01	12/24/2015 13:01	Received	8	703	Mobile click-to-call	Ad
12/21/2015 11:51	12/21/2015 11:53	Received	95	757	Mobile click-to-call	Ad
12/15/2015 16:43	12/15/2015 16:43	Received	9	570	Mobile click-to-call	Ad
12/3/2015 11:06	12/3/2015 11:07	Received	15	757	Mobile click-to-call	Ad
12/1/2015 12:51	12/1/2015 12:52	Received	70	757	Mobile click-to-call	Ad
11/30/2015 11:57	11/30/2015 11:57	Missed	0	757	Mobile click-to-call	Ad
11/28/2015 11:23	11/28/2015 11:24	Received	40	757	Mobile click-to-call	Ad
11/27/2015 9:43	11/27/2015 9:43	Received	11	757	Mobile click-to-call	Ad
11/20/2015 8:43	11/20/2015 8:43	Received	51	757	Mobile click-to-call	Ad
11/18/2015 8:00	11/18/2015 8:01	Received	31	757	Mobile click-to-call	Ad
11/10/2015 11:04	11/10/2015 11:05	Received	89	757	Mobile click-to-call	Ad
11/9/2015 9:35	11/9/2015 9:37	Received	89	757	Mobile click-to-call	Ad
10/30/2015 9:58	10/30/2015 10:00	Received	125	757	Mobile click-to-call	Ad
10/29/2015 11:36	10/29/2015 11:40	Received	229	252	Mobile click-to-call	Ad
10/23/2015 8:52	10/23/2015 8:53	Received	39	757	Mobile click-to-call	Ad
10/17/2015 10:26	10/17/2015 10:26	Received	9	757	Mobile click-to-call	Ad
10/12/2015 10:46	10/12/2015 10:46	Missed	0	757	Mobile click-to-call	Ad
10/12/2015 10:45	10/12/2015 10:46	Received	38	757	Mobile click-to-call	Ad
10/12/2015 10:45	10/12/2015 10:45	Received	4	757	Mobile click-to-call	Ad
10/8/2015 8:31	10/8/2015 8:32	Received	50	561	Mobile click-to-call	Ad
9/24/2015 7:31	9/24/2015 7:31	Received	20	510	Mobile click-to-call	Ad
9/23/2015 7:36	9/23/2015 7:36	Missed	0	757	Mobile click-to-call	Ad
9/18/2015 9:23	9/18/2015 9:24	Received	68	757	Mobile click-to-call	Ad
9/17/2015 14:06	9/17/2015 14:08	Received	142	919	Mobile click-to-call	Ad
9/17/2015 14:04	9/17/2015 14:05	Received	39	919	Mobile click-to-call	Ad
9/17/2015 14:04	9/17/2015 14:04	Received	5	919	Mobile click-to-call	Ad
9/15/2015 11:48	9/15/2015 11:48	Received	22	360	Mobile click-to-call	Ad
9/12/2015 10:20	9/12/2015 10:20	Received	15	832	Mobile click-to-call	Ad
9/8/2015 12:06	9/8/2015 12:08	Received	83	757	Mobile click-to-call	Ad
9/2/2015 14:56	9/2/2015 14:57	Received	17	757	Mobile click-to-call	Ad

8/22/2015 9:56	8/22/2015 9:59	Received	124	734	Mobile click-to-call	Ad
8/19/2015 9:41	8/19/2015 9:41	Received	20	757	Mobile click-to-call	Ad
8/17/2015 8:07	8/17/2015 8:08	Received	33	757	Mobile click-to-call	Ad
8/17/2015 8:07	8/17/2015 8:07	Received	3	757	Mobile click-to-call	Ad
8/14/2015 8:34	8/14/2015 8:36	Received	113	757	Mobile click-to-call	Ad
8/9/2015 11:37	8/9/2015 11:37	Missed	0	720	Mobile click-to-call	Ad
8/9/2015 11:33	8/9/2015 11:33	Missed	0	720	Mobile click-to-call	Ad
8/8/2015 11:55	8/8/2015 11:56	Received	9	757	Mobile click-to-call	Ad
8/4/2015 12:07	8/4/2015 12:08	Received	51	804	Mobile click-to-call	Ad
7/17/2015 14:34	7/17/2015 14:36	Received	121	757	Mobile click-to-call	Ad
7/7/2015 18:51	7/7/2015 18:51	Missed	0	757	Mobile click-to-call	Ad
7/3/2015 10:25	7/3/2015 10:26	Received	11	757	Mobile click-to-call	Ad
7/3/2015 10:24	7/3/2015 10:24	Received	6	757	Mobile click-to-call	Ad
7/2/2015 15:16	7/2/2015 15:17	Received	83	757	Mobile click-to-call	Ad

Clicks by User Location

Below is a look at clicks on your ads from a user's specific city. This information shows what areas drive the most traffic to your website.

Clicks by Location		July 1, 2015 - June 30, 2016		
Metro area	City	Clicks	Impressions	CTR
Norfolk-Portsmouth-Newport News VA	Chesapeake	198	6068	3.26%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	194	6420	3.02%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	160	5388	2.97%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	137	4919	2.79%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	126	4494	2.80%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	123	4315	2.85%
Norfolk-Portsmouth-Newport News VA	Hampton	114	2904	3.93%
Norfolk-Portsmouth-Newport News VA	Chesapeake	109	3981	2.74%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	108	3697	2.92%
Norfolk-Portsmouth-Newport News VA	Hampton	92	3064	3.00%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	91	2970	3.06%
Norfolk-Portsmouth-Newport News VA	Newport News	86	3746	2.30%
Norfolk-Portsmouth-Newport News VA	Newport News	83	2853	2.91%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	83	3725	2.23%
Norfolk-Portsmouth-Newport News VA	Chesapeake	83	3596	2.31%
Norfolk-Portsmouth-Newport News VA	Williamsburg	78	3726	2.09%
Norfolk-Portsmouth-Newport News VA	Williamsburg	74	2836	2.61%
Norfolk-Portsmouth-Newport News VA	Hampton	69	2358	2.93%
Norfolk-Portsmouth-Newport News VA	Norfolk	67	1939	3.46%
Norfolk-Portsmouth-Newport News VA	Norfolk	66	2896	2.28%
Norfolk-Portsmouth-Newport News VA	Suffolk	66	2271	2.91%
Norfolk-Portsmouth-Newport News VA	Chesapeake	54	1845	2.93%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	52	1580	3.29%
Norfolk-Portsmouth-Newport News VA	Norfolk	50	4742	1.05%
Norfolk-Portsmouth-Newport News VA	Portsmouth	47	1051	4.47%
Norfolk-Portsmouth-Newport News VA	Chesapeake	47	1462	3.21%
Norfolk-Portsmouth-Newport News VA	Portsmouth	46	2095	2.20%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	45	2482	1.81%
Norfolk-Portsmouth-Newport News VA	Newport News	43	1262	3.41%
Norfolk-Portsmouth-Newport News VA	Norfolk	43	1346	3.19%
Norfolk-Portsmouth-Newport News VA	Norfolk	42	1446	2.90%
Norfolk-Portsmouth-Newport News VA	Norfolk	42	1317	3.19%
Norfolk-Portsmouth-Newport News VA	Newport News	41	1658	2.47%
Norfolk-Portsmouth-Newport News VA	Williamsburg	40	1946	2.06%
Norfolk-Portsmouth-Newport News VA	Yorktown	38	1192	3.19%
Norfolk-Portsmouth-Newport News VA	Suffolk	36	1293	2.78%
Norfolk-Portsmouth-Newport News VA	Suffolk	34	1478	2.30%
Norfolk-Portsmouth-Newport News VA	Norfolk	32	1460	2.19%
Norfolk-Portsmouth-Newport News VA	Norfolk	29	950	3.05%
Norfolk-Portsmouth-Newport News VA	Portsmouth	28	1189	2.35%

Norfolk-Portsmouth-Newport News VA	Norfolk	27	963	2.80%
Norfolk-Portsmouth-Newport News VA	Hampton	26	561	4.63%
Norfolk-Portsmouth-Newport News VA	Yorktown	25	940	2.66%
Norfolk-Portsmouth-Newport News VA	Norfolk	25	755	3.31%
--	Unspecified	25	1284	1.95%
Norfolk-Portsmouth-Newport News VA	Portsmouth	22	654	3.36%
Norfolk-Portsmouth-Newport News VA	Unspecified	22	984	2.24%
Norfolk-Portsmouth-Newport News VA	Newport News	21	905	2.32%
Norfolk-Portsmouth-Newport News VA	Chesapeake	20	680	2.94%
Norfolk-Portsmouth-Newport News VA	Yorktown	19	657	2.89%
--	Virginia Beach	18	1334	1.35%
Norfolk-Portsmouth-Newport News VA	Unspecified	18	569	3.16%
Norfolk-Portsmouth-Newport News VA	Suffolk	17	971	1.75%
Norfolk-Portsmouth-Newport News VA	Chesapeake	17	563	3.02%
Norfolk-Portsmouth-Newport News VA	Hampton	15	461	3.25%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	14	211	6.64%
Norfolk-Portsmouth-Newport News VA	Newport News	14	542	2.58%
Norfolk-Portsmouth-Newport News VA	Norfolk	14	425	3.29%
Norfolk-Portsmouth-Newport News VA	Newport News	14	676	2.07%
--	Norfolk	13	1942	0.67%
Norfolk-Portsmouth-Newport News VA	Chesapeake	13	364	3.57%
Norfolk-Portsmouth-Newport News VA	Unspecified	12	472	2.54%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	12	283	4.24%
--	Virginia Beach	11	185	5.95%
Norfolk-Portsmouth-Newport News VA	Newport News	11	363	3.03%
--	Williamsburg	11	583	1.89%
Norfolk-Portsmouth-Newport News VA	Portsmouth	11	493	2.23%
Norfolk-Portsmouth-Newport News VA	Norfolk	11	577	1.91%
Norfolk-Portsmouth-Newport News VA	Hampton	11	1076	1.02%
Norfolk-Portsmouth-Newport News VA	Chesapeake	10	130	7.69%
Norfolk-Portsmouth-Newport News VA	Yorktown	10	70	14.29%
Norfolk-Portsmouth-Newport News VA	Chesapeake	10	128	7.81%
Norfolk-Portsmouth-Newport News VA	Norfolk	10	367	2.72%
--	--	4002	158276	2.53%

Goals

In an effort to increase engagement and continue to learn how users interact with your website, earlier this year; we implemented Google Analytic goals. This is all in an effort to fully understand how users are engaging on your site, and how we can use this information to maximize our SEM efforts. So far, since implementation of these goals, we were able to complete 6,068 goal completions. Your SEM campaign was the third source of traffic with 666 of these goal completions. Organic being the first source and Direct traffic being the second source of all goal completions. The goal completions are as followed:

- Time on Site - 1,548
- Average Page Views per Session - 2,141
- Mini Grant Application Package Page - 44
- Cigarette Litter Page - 56
- Healthy Drinking Water Page - 72
- Recycling at Home Page - 692
- Scoop the Poop Page - 51
- Fats, Oils, and Grease Disposal Page - 669
- Storm-water Run-off Page - 87
- Let's Talk Green Blog Page - 202
- Recycle More Trash Less RTML Page - 476



Source / Medium	Goal Completions	% Goal Completions
1. google / organic	1,809	27.50%
2. (direct) / (none)	1,300	21.42%
3. google / cpc	666	10.98%
4. WTKR / Facebook	554	9.13%
5. hrfog.com / referral	301	5.95%
6. facebook.com / referral	204	3.38%
7. bing / organic	196	3.23%
8. m.facebook.com / referral	181	2.98%
9. yahoo / organic	115	1.90%
10. WTKR / Targeting	75	1.24%

Summary

In an effort to increase engagement and continue drive clicks to your website via paid & organic search, we focused on the following in so far in 2015/2016:

- Narrowed geographic targeting across all campaigns due to increased impression share lost due to budget.
- As a result of continued significant organic searches based around "electronics recycling and disposal" these keywords will remain a focus in 2016.
- To continue successful Google campaigns during the second half of 2016 and into 2017, we will continue to make keyword adjustments, change ads according to events and promotions on your site and implement SEM updates where applicable. We will keep an eye on your organic search queries as this information helps provide insight to improve your SEM campaigns. These adjustments will ensure your campaigns are positioned for success moving forward.

Recommendations

Bing's searches grew by 2% in the USA, bringing it to 21.6% of the market share (Neowin, 2016). It is true that Google AdWords has the largest audience, however its is not just about the quantity of people you can reach, rather about taking advantage of the unique characteristics of the Bing audience. Who even uses Bing? Bing's strategy has been to put the search where people are. The Bing Ads audience is "A little older, more income, more educated and slightly more female" (White Shark Media, 2015). In addition to the unique audience you can capture, it is also possible to pay less for this investment. Don't underestimate the impact that adding Bing Ads campaign could have for your business. Be proactive and find in Bing another way to expand your PPC advertising efforts while increasing your ROI.

Keep in mind that our overall SEM efforts are still limited to the current budget by 49%. In order to gain the majority of the impression share available; we suggest an increase in media spend of \$500.00 per month. This would be billed at \$2,000.00 per month; \$1,500.00 in media spend, and \$500.00 for our management fee. This new budget would allow for an average of \$48.00 per day for an average of 20 clicks with an average of 620 clicks per month. Your current budget allows for \$34.00 per day and 15 clicks -- an average of 460 clicks per month. For more information, speak with Teresa Eure, your Marketing & Sales Executive today!

As always, we thank you for your business!

REGIONAL COOPERATION IN STORMWATER MANAGEMENT

FISCAL YEAR 2015-2016

A STATUS REPORT

This report was included in the HRPDC Work Program for FY 2015-2016, approved by the Commission at its Executive Committee Meeting on June 18, 2015

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

September 2016

REPORT DOCUMENTATION

TITLE:
**Regional Cooperation in Stormwater
Management Fiscal Year 2015-2016:
A Status Report**

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GRANT/SPONSORING AGENCY
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ABSTRACT

This document describes cooperative activities related to stormwater management undertaken by Hampton Roads local governments during Fiscal Year 2015-2016. Activities described include the regional information exchange process, public information and education, legislative and regulatory issues, cooperative regional studies and related programs. This document is used by the region's eleven localities with stormwater permits to assist them in meeting their permit requirements.

ACKNOWLEDGMENTS

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

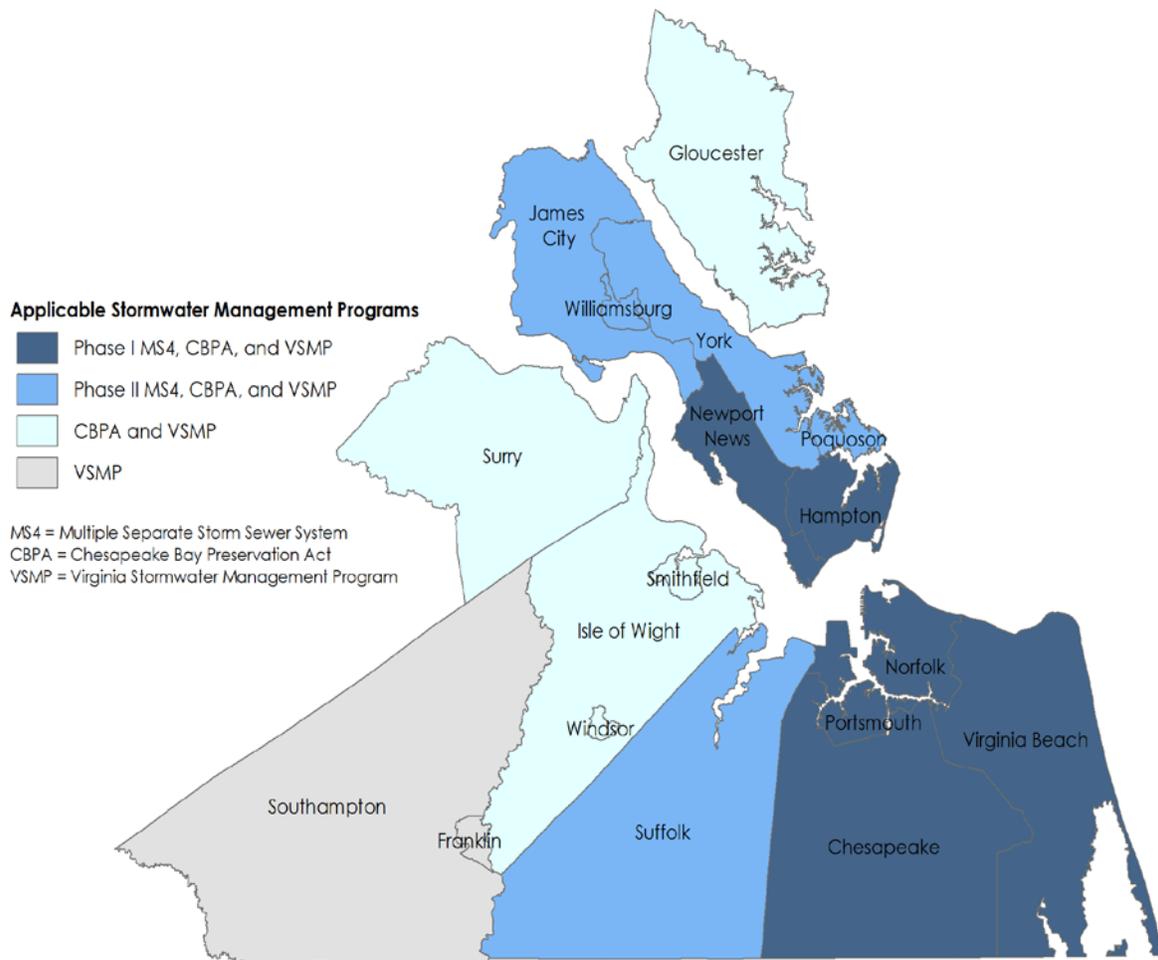
Preparation of this report was included in the HRPDC Unified Planning Work Program for FY 2015-2016, approved by the Commission at its Executive Committee Meeting of June 18, 2015.

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

INTRODUCTION

Working through the Hampton Roads Planning District Commission (HRPDC), the region's seventeen member cities and counties and town (Figure 1) cooperated on a variety of stormwater management activities during Fiscal Year 2015-2016. This cooperative effort has been underway as a formal adjunct to the Virginia Pollutant Discharge Elimination System Permits (VPDES) for Municipal Separate Storm Sewer Systems (MS4) held by the Cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth and Virginia Beach since Fiscal Year 1995-1996. The Cities of Suffolk, Poquoson, Williamsburg, and James City County, Isle of Wight County, and York County joined in 2002 to coordinate Phase II MS4 permit applications. Cooperative activities documented in this report represent a continuation of an ongoing effort, which has involved concerted activity since 1992.

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



REGIONAL STORMWATER MANAGEMENT PROGRAM GOALS

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

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

THE REGIONAL PROGRAM

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

Phase I Localities

The efforts of the Phase I Localities this year were focused on negotiating their new Phase I MS4 permits with the DEQ. The Phase I Localities have met multiple times, sought legal counsel, and submitted regional and individual comment letters to the DEQ. The timeline for permit negotiations was as follows:

- January 26, 2015 – Received first draft of the permits from DEQ
- March 25, 2015 – Phase I Localities submitted a regional comment letter to DEQ
- April 13, 2015 – DEQ and Phase I Localities met at HRPDC
- April 24, 2015 – Phase I Localities submitted a letter to DEQ summarizing the April 13, 2015 meeting
- August 6, 2015 – DEQ submitted a letter to the Phase I Localities
- October 9, 2015 – Phase I localities submitted a regional comment letter to DEQ
- November 24, 2015 – Received the second draft of the permits from DEQ
- January 29, 2016 – Phase I Localities met with DEQ at the Central Office
- February 5, 2016 – Phase I Localities submitted a regional letter to DEQ
- February 18, 2016 – DEQ sent a table with proposed permit language to the Phase I Localities
- March 7, 2016 – Received third draft of the permits from DEQ
- March 9, 2016 – April 8, 2016 – Public comment period was open on draft permits
- June 2, 2016 – Final Phase I permits were issued with an effective date of July 1, 2016

Phase II Localities

The Phase II General Permit was reissued on July 1, 2013. FY 2015-2016 represents the third year in the permit cycle. The permittees began implementing their first Chesapeake Bay Action Plans, which were submitted in FY 2014-2015. The Phase II Localities also focused on implementing their local Stormwater Programs, training staff on stormwater issues, and meeting education and outreach requirements. HRPDC staff organized two regional training events and hosted various webcasts to assist with these efforts. More detailed descriptions are available in the *Training* section of this report. askHRgreen.org conducted regional media campaigns for pet waste reduction, proper lawn maintenance, and reduction of fats, oils, and grease. These campaigns will serve to meet Phase II permit requirements for education and outreach for the remainder of this permit cycle.

INFORMATION EXCHANGE

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

Monthly Meetings

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

State and Federal Agency Program Briefings

Representatives of state and federal agencies frequently brief the Committee on developing issues, regulatory guidance and technical programs. During the year, the Committee was briefed by representatives of the Department of Game and Inland Fisheries on the final Wildlife Action Plan, the Virginia Fish and Wildlife Information Service on the northern long-eared bat, the US Army Corps of Engineers on the Multi-Hazards Tournament, NAVFAC on the Mid-Atlantic's Chesapeake Bay TMDL Action Plan, the Virginia Marine Resources Commission on living shoreline permitting, and the Virginia Department of Transportation on their Bay TMDL Action Plan.

Regional Water Quality Technical Workgroup

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

The objectives of the Workgroup are to discuss technical aspects of restoration projects and research, discuss research and development of alternative BMPs, help set regional priorities for approval of BMPs for the Bay TMDL, and develop research priorities for filling data gaps. Meetings are open to the public and are held quarterly. The Workgroup serves an advisory role to the Regional Environmental Committee. In FY 2016, meetings were held in October 2015, December 2015, March 2016, and June 2016. The Workgroup was briefed by representatives from the HRSD, the DEQ, the U.S. Geological Survey (USGS), and the Virginia Institute of Marine Science (VIMS).

PUBLIC EDUCATION

askHRgreen.org

To support development and operation of the stormwater education program, the HR STORM committee consisting of local stormwater education/public information staff was established in 1997. Beginning in FY 2011, the HRPDC environmental education programs were combined into a single public awareness program and central resource for environmental education in

Hampton Roads known as askHRgreen.org. In June 2011, the askHRgreen.org website launched. The website contains information on earth-friendly landscaping ideas and pointers for keeping local waterways clean, recycling tips, and simple steps to make local living easy on the environment. It also includes a blog written by a team of local experts who work in the region’s municipal utility and environmental divisions.

The stormwater education subcommittee of askHRgreen.org continues to meet on a monthly basis to discuss education priorities for stormwater. In FY 2016, the subcommittee focused on ensuring that the regional education campaign fulfills the outreach requirements of the current Phase II General Permit issued July 1, 2013. The subcommittee also continued the program to distribute pet waste stations to interested community members throughout Hampton Roads. The activities conducted through the askHRgreen.org campaign for the year are summarized in the askHRgreen.org Annual Report.

TRAINING

Since 2004, HRPDC staff has worked with the MS4 permittees to develop and conduct training programs for local government staff. The table below provides a summary of the FY 2016 programs. This year HRPDC staff organized two regional training events addressing erosion and sediment control (ESC) and illicit discharge detection and elimination (IDDE).

Training Topic	Date
SMART Tool Workshop	Dec 2015
ESC and Stormwater Management for Contractors	Feb 2016
Surviving a MS4 Compliance Audit (webcast)	Mar 2016
Center for Watershed Protection - National Stormwater Conference (webcast)	Apr 2016
Education Program to Enhance Pollutant Removal (webcast)	May 2016
Tidewater Stormwater Forum	June 2016
IDDE Workshop	June 2016

The City of Norfolk and the Alliance for the Chesapeake Bay partnered to offer a local Workshop on the SMART tool, which is an application (app) that can be used by residential BMP owners to report their BMPs to the their locality. The Workshop was held in December 2015 at the HRPDC and staff advertised the event and tracked registrations. It was attended by nearly 20 local government and non-governmental organization staff.

ESC and Stormwater Management Training for Contractors was held at the HRPDC on February 10, 2016. Local government and DEQ representatives gave presentations covering common ESC violations and remedies, an overview of the laws and regulations, stormwater pollution prevention plans, and DEQ inspections. Nearly 90 participants attended the training, including 20 local government staff and 68 contractors.

The Chesapeake Stormwater Network (CSN) led the Tidewater Stormwater Forum on June 9, 2016, which was focused on the challenges of meeting stormwater requirements in the coastal plain. Local government representatives, CSN staff, academic researchers, consultants, and representatives from the Chesapeake Bay Program Office gave presentations covering new BMPs, BMP maintenance concerns, recent research, and the Bay TMDL. The Forum was held at the HRPDC and was attended by nearly 100 local stakeholders.

The IDDE Workshop was held on June 13, 2016 at the HRPDC. The Workshop was led by Mr. Dave Hirschman and Ms. Laurel Williamson from the Center for Watershed Protection (CWP) along with Ms. Lori Lilly of Environmental Solutions. The Workshop was funded through a National Fish and Wildlife Federation (NFWF) grant. It was geared towards program management and environmental field staff. It was attended by 55 local government staff, state representatives, and consultants from across the region. The providers are also working on two short training videos and a field manual as part of the grant.

The Stormwater Regional Workgroup also purchased a series of webcasts from the CWP to view throughout calendar year 2016. HRPDC hosted the webcasts so that one subscription could be shared.

LEGISLATIVE & REGULATORY MONITORING

This element of the program involves monitoring state and federal legislative and regulatory activities that may impact local stormwater management programs. Based on this monitoring, HRPDC staff develops briefing materials for use by the localities. As appropriate, HRPDC staff in cooperation with the Committee develops consensus positions for consideration by the Commission and local governments. The level of effort devoted to this element has increased significantly over the past six years. During 2015-2016, the regional emphasis was on streamlining the stormwater legislation and regulations, developing guidelines for the use of proprietary BMPs for stormwater regulation compliance, the federal National Pollutant Discharge Elimination System (NPDES) MS4 General Permit Remand Rule, the state nutrient trading regulations, and development of Virginia's Phase III Watershed Implementation Plan for the Chesapeake Bay TMDL. For each issue, HRPDC staff provided updates to the Regional Stormwater Workgroup or the Regional Environmental Committee, collected input, and submitted comments on behalf of the Region. If a stakeholder group was assembled for a particular issue, then the Region elected a representative to serve on behalf of the localities.

Streamlining Virginia Stormwater Laws

In FY 2015 and FY 2016, HRPDC served on the Stormwater Stakeholders Advisory Group (SAG). The SAG was charged with streamlining the Virginia stormwater laws (Stormwater Management Act, Erosion and Sediment Control Law, Chesapeake Bay Preservation Act, and the State Water Control Law). The new streamlining law, referred to as SB 673/HB 1250, passed the 2016 General Assembly session will go into effect on July 1, 2017.

Proprietary BMPs for Stormwater Compliance

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

At the end of FY 2014, the DEQ issued interim guidance that describes a process for approving these proprietary BMPs and assigning pollutant removal credits: “Interim Use of Stormwater Manufactured Treatment Devices (MTDs) to Meet the New Virginia Stormwater Management Program (VSMP) Technical Criteria, Part IIB Water Quality Design Requirements.” In FY 2015, the Clearinghouse Committee focused on the approval process for MTDs and discussed how and when the guidance should be updated or replaced with regulations. HRPDC staff has been involved with a cooperative effort to request that DEQ add sizing criteria to the Guidance. In FY 2016, DEQ began the process of revising the guidance and updating the BMP Clearinghouse to include sizing for MTDs.

NPDES MS4 Permit Remand Rule

The EPA proposed changes to the regulations governing Phase II MS4 permits in response to a remand from the U.S. Court of Appeals that was published on January 6, 2016. The remand identified two deficiencies in the regulations: 1) the need for the permitting authority to establish what constitutes MEP and other enforceable requirements; and 2) the need for the public to have the opportunity to review and comment on MEP requirements. The EPA proposed three options: Option 1 is the “traditional permit approach” where all requirements are in the permit; Option 2 is the “procedural option” where permittees are required to submit an Notice of Intent that includes specific BMPs, which would be open for a second round of public comment; and Option 3 is the “State choice” which would enable each permitting authority to determine which approach is best suited for them.

The Hampton Roads Phase II Localities support Option 1, which most closely aligns with the way Virginia has issued MS4 general permits. Option 1 ensures that the Phase II MS4 permits across the state are consistent and flexible so that permittees can use new BMPs as they are approved by the Chesapeake Bay Program or added to the BMP Clearinghouse tool box.

Virginia Nutrient Trading Regulations

In 2012, the Virginia General Assembly passed legislation requiring the State Water Control Board to adopt regulations for the certification of nonpoint source nutrient credits. Nonpoint

credits include credits generated from agricultural and urban stormwater BMPs, management of animal feeding operations, land use conversion, stream or wetlands restoration, shellfish aquaculture, and other established or innovative methods of nutrient control or removal. Virginia's current trading program involves exchanges between point sources. This regulation is another step towards a successful trading program because it will make additional nonpoint source nutrient credits available for point source or nonpoint source trades. This expanded trading program is part of the overall goal of meeting the reductions assigned by the Chesapeake Bay Watershed Implementation Plan and the Chesapeake Bay TMDL.

The regulation will establish the process for the certification of nonpoint source nitrogen and phosphorus nutrient credits and assure the generation of the credits. The regulation includes application procedures, baseline requirements, credit calculation procedures, release and registration of credits, compliance and reporting requirements for nutrient credit-generating entities, enforcement requirements, application fees, and financial assurance requirements. Nonpoint source nutrient credits must be certified by the DEQ prior to release, placement on the registry and exchange.

From FY 2013 to FY 2016, HRPDC staff has served on the Regulatory Advisory Panel established to assist the DEQ in developing the certification regulations. The DEQ proposed the Regulations for public comment in the Virginia Registrar on December 29, 2014. The HRPDC submitted comments to the DEQ in March 2015 that: supported the definition of management area; requested that a public hearing be held for nutrient certification requests; asked for clarification of credits purchased within MS4s by private parties; and suggested revisions to ensure that the regulations are protective of local water quality.

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

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

The EPA established the Chesapeake Bay TMDL on December 29, 2010 that included a Phase I Watershed Implementation Plan (WIP) developed by Virginia that outlined the statewide strategies that would be implemented by each source sector. In March 2012, Virginia submitted its final Phase II WIP to EPA that outlined the management actions that will be implemented by local governments. The HRPDC participated in both efforts on behalf of the local governments and submitted regional input for the Phase II WIP entitled, *Hampton Roads Regional Planning Framework, Scenario, and Strategies*.

Virginia will be required to develop a Phase III Watershed Implementation Plan by 2018 that will describe how Virginia will achieve the required nutrient and sediment reductions from 2017 through 2025. In FY 2015, Virginia began the development of this plan with the establishment of the Chesapeake Bay Stakeholder Advisory Group. HRPDC staff continues to participate in the Stakeholder Advisory Group and attended the meetings in September 2015 and May 2016. Meetings included reviewing the schedule for the Bay model and Phase III WIP,

assessments of progress toward Phase II milestones, availability of funding, and evolving data inputs like historic BMPs and land cover.

REGIONAL STUDIES

Water Quality Monitoring Study

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

The HRRWQMP was incorporated into the new Phase I MS4 permits. The list of monitoring stations, a summary of available data, and an interpretation of the data will be submitted with the Annual Reports beginning in 2017.

Stormwater Program Matrix

A comprehensive stormwater program matrix, including Phase I and Phase II communities, was developed in FY 2000 to address both utility and programmatic issues. HRPDC staff coordinates with local government stormwater program staff to update the information in the matrix annually.

Local TMDL and Implementation Plan Development

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

To assist the region’s localities in addressing this requirement and ensuring that Implementation Plans are feasible, HRPDC staff is working with the DEQ through a cooperative

regional partnership to coordinate the TMDL study process with the localities and to develop the required Implementation Plans. In FY 2014, the HRPDC partnered with the DEQ, Hampton Roads localities, and the HRSD to develop a study plan to collect stormwater samples from the Elizabeth River watershed and analyze them for polychlorinated biphenyl (PCB) concentration in order to support the development of the Lower James and Elizabeth River PCB TMDL. Stations in Chesapeake, Norfolk, Portsmouth, and Virginia Beach were selected because they met the criteria for representative land uses and watersheds where PCBs could be monitored. In FY 2015, water samples were collected at these stations by the HRSD and sent to the DEQ selected laboratory for PCB analysis. The MS4 localities in Hampton Roads funded the data collection and the DEQ paid for the analysis. The PCB TMDL for the Lower James and Elizabeth River was expected to be developed in FY 2016; however, the DEQ experienced a number of staffing changes and other delays. It is expected sometime during FY 2017.

TECHNICAL ASSISTANCE

The HRPDC continues to serve as a clearinghouse for technical assistance to the localities, as well as a point of contact in arranging short-term assistance from one locality to another. The HRPDC Committee structure also provides a forum for state and federal regulatory agency staff to meet with the region's localities to discuss evolving stormwater management regulations and other emerging regulatory issues. In addition, HRPDC staff provides technical information and advice to all of the participating localities on a wide variety of issues upon request. In FY16, technical assistance to localities was focused on disseminating information related to implementation of and compliance with the Chesapeake Bay TMDL, providing training resources for locality stormwater staff, and evaluating the real world challenges of interpreting and implementing the local stormwater programs.

MEMORANDUM OF AGREEMENT

The Regional Stormwater Management Program was established in 1996 as a formal program of the Hampton Roads Planning District Commission with support and participation from the sixteen member local governments. An MOA was created that outlines the basic regulatory and programmatic premises for the cooperative program, incorporating the Regional Program Goals, described earlier in this report. The MOA establishes a division of program responsibilities among the HRPDC and the participating localities, addresses questions of legal liability for program implementation, and includes other general provisions. The MOA is reauthorized by the signatories every five years and was renewed in 2013.

PERMIT ADMINISTRATION AND REPORTING SYSTEM (PARS)

In an effort to streamline reporting and capture data more effectively for local governments, the permitted localities pooled resources to develop the Permit Administration and Reporting System, or PARS. The region contracted with URS Corporation to develop a web-based data tracking and reporting system. The system is being utilized by local governments to catalog development sites and their associated BMPs. The system also enables localities to capture

inspection information, catalog stormwater outfalls, document illicit discharge investigations and record public education information. Users can query a variety of reports to satisfy the reporting requirements of their stormwater permits. In FY 2016, the Regional Stormwater Workgroup agreed to retire PARS on June 30, 2016 for all users except Chesapeake, James City County, Norfolk, Suffolk, and Williamsburg as it no longer meets today's reporting and tracking needs. These five localities agreed to continue to support PARS through December 2016. Norfolk and Chesapeake are considering supporting the database through June 30, 2017 while alternative systems are under development in those localities.

RELATED PROGRAMS AND PROJECTS

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

Chesapeake Bay Program Participation

The Chesapeake Bay Program (CBP) is a regional partnership that has led and directed the restoration of the Chesapeake Bay since 1983. CBP partners include federal and state agencies, local governments, non-profit organizations and academic institutions. Partners work together through the CBP's goal teams, workgroups and committees to collaborate, share information, and set goals. Since the development of the Chesapeake Bay TMDL in December 2010, the Hampton Roads Region has devoted considerable attention to the ongoing CBP. HRPDC and locality staff have participated in the deliberations of many CBP committees and work groups dealing with urban stormwater, land development, watershed planning, land use development, modeling and local government's role in the Bay Program. HRPDC staff has continued to follow the activities of the CBP primarily through participation in the Urban Stormwater Workgroup, the Land Use Workgroup, and the Water Quality Goal Implementation Team. In FY 2016, local government stormwater staff served on the street and storm drain cleaning, impervious disconnection, and shoreline management BMP panels that develop Bay Program efficiencies for new stormwater BMPs. HRPDC staff serves on the Climate Resiliency Workgroup, which was established to evaluate the impacts of climate change on the CBP's goals and activities. HRPDC staff also participates in the Local Area Targets Task Force, which was charged to make recommendations whether the Phase III WIPs should include local area targets and if so, options for how these targets could be expressed in different jurisdictions.

Chesapeake Bay Preservation Act Program

Fifteen of the seventeen member localities continue to implement programs in response to the Virginia Chesapeake Bay Preservation Act (CBPA). Stormwater management is one component of those programs. Although the CBPA is not formally part of the multi-state CBP, described above, it serves as one element of local government implementation actions to comply with their MS4 Permits and to meet the goals of the CBP.

Development of Statewide Land Cover Data

During the 2014 General Assembly, HRPDC staff worked to allocate funds from the Water Quality Improvement Fund (WQIF) for the development of statewide high-resolution land use/land cover data. In FY 2015, HRPDC staff coordinated with the DEQ, the VGIN, and the CBP to define the scope of work for this project, identify the necessary land cover types, and issue an RFP through VGIN to select a contractor. WorldView Solutions was selected as the service provider at the end of FY 2015. The entire Bay Area land cover data was released in FY 2016, and the rest of the state should be completed by the end of 2016. HRPDC staff has processed the data and developed land use reports by locality.

This data will be utilized by the CBP to improve the representation of land use in the Bay Watershed Model. This effort was initiated because localities identified the need for better land cover data as a high priority after reviewing Virginia's Chesapeake Bay Phase II WIP.

Historic BMP Data

In 2015, the DEQ requested historic BMP data for practices installed since 1985 and offered grant assistance to support the effort. Eleven Hampton Roads localities applied and received state funds to collect and submit the data. Some localities also submitted data without grant assistance. The DEQ collected the data, performed quality assurance, and submitted it to the EPA for inclusion in the Phase 6 Bay model.

In FY 2016, HRPDC staff requested a spreadsheet from the DEQ to determine which of the BMPs submitted by the localities were submitted to the EPA. There were significant discrepancies. HRPDC staff met with Mr. James Davis-Martin and Mr. Bill Keeling of the DEQ to better understand the process for evaluating the BMPs and the reasons why so many were omitted. Mr. Keeling listed several reasons why BMPs were not submitted: data quality errors, such as inspection dates that predate installation dates; improperly formatted latitude/longitude coordinates; impervious acres that were greater than the total acres; wet ponds with drainage areas greater than 100 acres that were suspected to be reservoirs; and manufactured treatment devices that were submitted with their brand name.

After the meeting, Mr. Keeling agreed to provide each locality a color-coded spreadsheet to indicate which BMPs were not submitted to the EPA so that the locality could make corrections or provide additional explanation on those entries. As a result of this coordination, the difference in what the Hampton Roads localities submitted and what the DEQ submits to the EPA should be minimized.

CONCLUSION

Through the Hampton Roads Planning District Commission, the seventeen localities of Hampton Roads have established a comprehensive Regional Stormwater Management Program. This program provides technical assistance, coordination, comprehensive technical studies and policy analyses and stormwater education. The Regional Stormwater Management Program enables the region's localities to participate actively and effectively in state and

federal regulatory matters. It has enhanced the ability of the eleven localities with VPDES Permits for their Municipal Separate Storm Sewer Systems to comply with permit requirements.

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

Event Giveaway Tracking Permit Year 3, Stormwater Group

Item	Camp Discover Your Future 7/8/15	T.G.I.F. 7/10/15	National Night Out Dog Walk 7/23/15	Suffolk Animal Care Center 7/29/15	T.G.I.F. 7/17/15	T.G.I.F. 7/31/15	T.G.I.F. 8/7/15 CANCELLED	T.G.I.F. 8/14/15	American Cancer Society: Bark for Life 8/18/15	T.G.I.F. 8/28/15	Recycling Drive 9/12/15	Sustainability Expo 9/18/15	Seaboard Coastline Trail 10/2/15 and 3/16/16	Linkside Cove at the Riverfront 10/15/15
Pens		17			7	16		12		20				
Residential Guide Brochures		1												
Seed Packets														
Medallions														
Native Plants VA Coastal Plain (Blue)														
Native Plants VA Riparian Buffer Zones														
Car Wash Brochure														
Plant More Plants Brochure/Card														
Plant More Plants Bumper Sticker														
Dog Waste Bags		8	100	50	5	16		17	75	18		30		
Dog Waste Rack Cards		8		50	5	16		17	75	18		30		
Dog Waste Stickers														
Green Living Brochure														
Crossword Puzzle														
Hrgreen Bag		20			20	20		17		20				
Green Learning Guides														
Tape Measure Key Ring														
Teachers Guides														
Down the Drain Brochure														
Time to Fertilize Brochure														
Garden Kneelers		10			5	10								
Coastal Virginia Magazine		3				2		6						
Hampton Roads TMDL Rack Card	25	1										10		
Bay Star Homes Flag Pole														
Bay Star Homes Flag														
Illicit Discharge Business Card											100			
Soil Testing Kit														
Hand Sanitizer														
Sewedish Fish Candy														
Pet Waste Stations													2	1
Total	25	68	100	100	42	80	0	69	150	76	100	70	2	1

Event Giveaway Tracking Permit Year 3, Stormwater Group

Item	Bay Star Homes FY 15-16	Peanut Fest 10/8-11/15/15	VDOT Dog Weight Pull 10/24-25/15	NRPA Marsh Field Study 10/26-27/15	Pruden Vocational School 10/28/15	Yappy Hour 10/31/15	Farm Days teacher packets 11/4-11/5/15	Forest Glen Middle: 6th Grade 12/2/15	GIS Vocational School Presentation 2/19/16	Westend Civic League Meeting	Riverwood Trace Community Park 3/18/16	Burbage Lake Circle Community Area 3/18/17	Getting Your Garden Ready for Spring Presentation 3/22/16	Lakeside High School Career Fair 4/7/16
Pens		183								10				
Residential Guide Brochures							23							
Seed Packets														
Medallions														
Native Plants VA Coastal Plain (Blue)														
Native Plants VA Riparian Buffer Zones														
Car Wash Brochure														
Plant More Plants Brochure/Card														
Plant More Plants Bumper Sticker														
Dog Waste Bags		100	100			100								
Dog Waste Rack Cards		159	100			100								
Dog Waste Stickers														
Green Living Brochure														
Crossword Puzzle														
Hrgreen Bag														
Green Learning Guides														
Tape Measure Key Ring														
Teachers Guides														
Down the Drain Brochure														
Time to Fertilize Brochure													30	
Garden Kneelers														
Coastal Virginia Magazine		80												
Hampton Roads TMDL Rack Card							23							
Bay Star Homes Flag Pole	51													
Bay Star Homes Flag	51													
Illicit Discharge Business Card		100												
Soil Testing Kit														
Hand Sanitizer														
Sewedish Fish Candy														
Pet Waste Stations											1	1		
Total	102	622	200	0	0	200	46	0	0	10	1	1	30	0

Event Giveaway Tracking Permit Year 3, Stormwater Group

Item	Recycling Drive 4/16/2016	Earth Day at Bennetts Creek Park 4/23/2016	Yappy Hour 4/28/16	CTE Career Expo 4/21/16	NRPA Marshfield Study 4/25/16 4/26/16	Oakland Elementary 4/29/16	Suffolk Visitor Center: Farmer's Market 5/4/16	Yappy Hour 5/26/16	Clean the Bay Day 6/4/2016	Forest Glenn Middle Outreach 6/10/2016	TGIF 6/24/2016	Totals
Pens												265
Residential Guide Brochures												24
Seed Packets												0
Medallions												0
Native Plants VA Coastal Plain (Blue)											12	12
Native Plants VA Riparian Buffer Zones											8	8
Car Wash Brochure												0
Plant More Plants Brochure/Card												0
Plant More Plants Bumper Sticker												0
Dog Waste Bags			25				50	25			20	739
Dog Waste Rack Cards							50				20	648
Dog Waste Stickers												0
Green Living Brochure												0
Crossword Puzzle												0
Hrgreen Bag											20	117
Green Learning Guides												0
Tape Measure Key Ring												0
Teachers Guides												0
Down the Drain Brochure											13	13
Time to Fertilize Brochure											17	47
Garden Kneelers												25
Coastal Virginia Magazine												91
Hampton Roads TMDL Rack Card												59
Bay Star Homes Flag Pole												51
Bay Star Homes Flag												51
Illicit Discharge Business Card												200
Soil Testing Kit												0
Hand Sanitizer												0
Sewedish Fish Candy												0
Pet Waste Stations												5
Total	0	0	25	0	0	0	100	25	0	0	110	2,355

Event Giveaway Tracking Permit Year 3, Litter Control

Item	Master Gardener Demonstration 7/8/15	Camp Discover Your Future 7/8/16	OAK Camp 7/29/15	T.G.I.F 7/10/15	OAK Camp 7/29/15	T.G.I.F. 7/17/15	T.G.I.F. 7/31/15	T.G.I.F. 8/14/2015	T.G.I.F. 8/28/15	Recycling Drive 9/12/15	Sustainability Expo 9/19/15	Bay Star Homes FY 15-16	Peanut Fest Oct. 8-11	Farm Days 11/04-05/15	TOTAL
Recycle More Trash Less Recycling Rack Card	0	0	0	2	0	0	0	0	0	0	0	24	0	23	49
Cigarette Butts = Litter Too Rack Card	0	0	0	0	0	0	0	0	0	0	0	2	89	0	91
Tap It Rack Card	0	0	0	10	0	4	0	7	6	0	0	0	0	0	27
Recycling Coloring Books	43	0	0	10	0	4	0	0	6	0	0	0	0	0	63
Keep Our Environment Clean Coloring Books	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Recycle More, Trash Less Magnets	0	0	0	5	0	3	12	0	45	0	0	0	0	0	65
Recycle Earth Heart Tattoos	0	0	0	0	0	0	0	0	0	0	0	0	60	0	60
Don't Be a Litter Bug Tattoos	0	0	0	0	0	8	17	17	0	0	0	0	0	0	42
Keep Suffolk Beautiful Awareness Bands	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
I Love Being Green Notebooks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Litter Control Office Brochure	25	25	17	17	17	10	13	12	25	0	47	0	0	0	208
Mood Changing Pencils	20	0	0	0	0	7	11	22	0	0	0	0	0	0	60
Straws	0	0	0	5	0	3	2	0	15	0	0	0	0	0	25
Litter Static Cling	0	25	17	24	17	20	25	3	25	0	0	1	49	0	206
Nylon Frisbees	0	0	0	0	0	0	0	0	0	0	19	0	80	0	99
Used to be Plastic Bottle Coolies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grabbers	0	0	0	0	0	0	0	0	0	0	19	0	210	0	229
Pocket Ashtrays	0	0	0	0	0	9	8	8	8	0	0	0	0	0	33
Car Ashtrays	0	0	0	0	0	0	0	0	0	100	0	0	0	0	100
Total	88	50	34	73	34	68	88	69	130	100	85	27	488	23	1,357

Appendix D

Supporting Documentation for Minimum Control Measure 2: Public Involvement/ Participation

Public Participation/Involvement and Outreach Events Summary Permit Year 3

T.G.I.F. Concert Series	7/10/2015, 7/17/2015, 8/14/2015, 8/28/2015, and 6/24/2016	Summer concerts held at Suffolk Parks. Free and open to the public. Public Works Engineering representatives presented information regarding stormwater runoff, lawn care practices, used oil disposal, native plants, scooping the poop, water quality, TMDLs, and recycling/litter prevention.
National Night Out Dog Walk	7/23/2015	Gave pet waste bag holders and informational rack cards to event organizers to be given away at the event to encourage pet owners to pick up after their pets.
Suffolk Animal Care Center	7/29/2015	Gave pet waste bag holders and informational rack cards to Animal Control to be given away with animal adoptions to encourage new owners to pick up after their pets.
American Cancer Society: Bark for Life	8/18/2015	Gave pet waste bag holders and informational rack cards to event organizers to be given away at the event to encourage pet owners to pick up after their pets.
Recycling Drive	9/12/2015	The R(e)cycling Drive and Tire Amnesty Day saw hundreds of residents participate and help the community become cleaner and greener. The event was organized by Keep Suffolk Beautiful and hosted by Lowes. The event collected 400 pounds of blue can recyclables, 3170 pounds of electronics and shredded 4325 pounds of paper. 990 Tires were collected.
Sustainability Expo	9/18/2015	Participated with other HRPDC member localities to distribute educational materials at event.
Peanut Fest	10/8-11/2015	Attended festival that honors the cities' devotion to agriculture and celebrates local vendors. Public Works Engineering representatives presented information regarding stormwater runoff, lawn care practices, used oil, native plants, scooping the poop, water quality, TMDLs, and recycling/litter prevention. Reached over 700 citizens.
Mid-Atlantic Weight Pullers - Dog Weight Pull	10/24-25/2015	Gave pet waste bag holders and informational rack cards to event organizers to be given away at the event to encourage pet owners to pick up after their pets.
NRPA Marsh Field Study	10/26-27/2015	Educated all 7th graders in Suffolk Public Schools and all 4th graders at Nansemond Suffolk Academy about pollution in stormwater runoff using the Enviroscape model.
Pruden Center Vocational School	10/28/2015	Used the Enviroscape watershed model to help demonstrate stormwater runoff and pollution and inform students about the stormwater management career field.

Public Participation/Involvement and Outreach Events Summary Permit Year 3

Yappy Hour	10/31/2015, 4/28/2016, 5/26/2016	Gave pet waste bag holders and informational rack cards to event organizers to be given away at the event to encourage pet owners to pick up after their pets.
Farm Days	11/4-5/2015	Educated 2nd grade students about pollution in stormwater runoff using the Enviroscape model. Students were also taught about recycling and litter prevention. Reached over 1200 second grade students.
Forest Glen Middle: 6th Grade	12/2/2015	Used the Enviroscape watershed model to help demonstrate the stormwater water runoff and pollution. Reached 70 students
GIS Vocational School Presentation	2/19/2016	Used the Enviroscape watershed model to help demonstrate the stormwater water runoff and pollution and inform students about the stormwater management career field.
West End Civic League Meeting	3/10/2016	Attended Civic league meeting to raise awareness of what the city does to address sources of stormwater pollution and to highlight educational programs the city conducts for pollution awareness.
Getting Your Garden Ready for Spring Presentation	3/22/2016	Informational rack cards about fertilizer were given to class organizers to distribute to participants in a spring gardening class.
Lakeside High School Career Fair	4/7/2016	Used the Enviroscape watershed model to help demonstrate the stormwater water runoff and pollution and inform students about the stormwater management career field.
Bethlehem Ruritan Club Presentation	4/12/2016	Attended the groups monthly meeting and presented on the City's stormwater program, pollution in stormwater runoff and what citizens can do. Promoted the upcoming recycling drive.
Recycling Drive	4/16/2017	Suffolk's Great American Cleanup R(e)cycling Drive and Tire Amnesty Day saw over 100 people participate and help the community become cleaner and greener. The event was organized by Keep Suffolk Beautiful and hosted by Lowe's on Saturday, April 16, 2016. Keep Suffolk Beautiful is an affiliate of the national nonprofit Keep America Beautiful. Attendees came out to recycle their personal documents, 933 tires, 2,830 pounds of electronics, 216 pounds of cardboard and plastic #1 & #2, household batteries, and plastic bags.

Public Participation/Involvement and Outreach Events Summary Permit Year 3

Earth Day at Bennetts Creek	4/23/2016	Litter Control and Keep Suffolk Beautiful opened a butterfly garden and spent several hours speaking with the public about the importance of increasing pollinators within our community. Inspired by the DCR Stewardship Virginia initiative and working with Save The Monarchs.Org, Keep Suffolk beautiful gave out free Milk Weed seeds and advice on growing other natural host plants.
CTE Career Expo	4/21/2016	Used the Enviroscape watershed model to help demonstrate the stormwater water runoff and pollution and inform students about the stormwater management career field.
NRPA Marshfield Study 4/25/16	4/26-26/2016	Educated all 7th graders in Suffolk Public Schools and all 4th graders at Nansemond Suffolk Academy about pollution in stormwater runoff using the Enviroscape model.
Oakland Elementary	4/29/2016	Educated all 1st Graders at Oakland Elementary School about pollution in stormwater runoff using a Story book and model. The lesson follows the polluted journey of Fred the fish.
Suffolk Visitor Center: Farmer's Market	5/4/2016	Distributed dog waste bag holders and rack cards and promoted pet waste station grant program.
Clean the Bay Day	6/4/2016	Cleanups took place at several local parks and in the section of the Nansemond River in the downtown area. The 70 participants included church groups, families, Boy Scouts, Girl Scouts and individuals who wanted to do their part in helping to protect our waterways, as well as the Suffolk Police Department. Suffolk collected approximately 2,290 pounds of debris.
Forest Glenn Middle Outreach	6/10/2016	Educated all 6th Graders at Forest Glen Middle School about pollution in stormwater runoff using the Enviroscape model.
Adopt-a-Programs	Year Round	This free program engages the public to take responsibility for keeping their local community clean of litter. The program currently helps to keep over 100 miles of Suffolk streets and all city parks litter free. In the last year volunteers donated 1,820 hours and collected 837 bags of litter.

NEWS RELEASE

FOR IMMEDIATE RELEASE _____

November 17, 2015



Contact:

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757.359.1845

Tim Kelley
757.514.4103
757.871.3039

BAGS OF FUN - SUFFOLK AMERICA RECYCLES DAY

SUFFOLK, VA (November 17, 2015) On Saturday morning, November 14, 2015, the Morgan Memorial Library and North Suffolk Library opened their doors and within minutes citizens were steadily pouring in bringing their unwanted plastic bags, old batteries, retired cell phones and dried up ink cartridges. Keep Suffolk Beautiful organized Saturday's recycling drive joining thousands of local organizers holding recycling events across the country to celebrate America Recycles Day (ARD), a national initiative of Keep America Beautiful.

In addition to collecting recyclables, the two locations had free giveaways, Story Time for children and a wealth of recycling information. Kathy Russell, Chair of Keep Suffolk Beautiful, was on hand at the North Suffolk location, and commented, "It was a really successful drive and the community came out to show their support. We had local high school students taking selfies, homeowners excited to empty a closet full of plastic bags, and younger children who had a great time at Story Time. It was a lot of fun and people were grateful for such events to help prompt them to do some extra recycling."

Oceanography students from Nansemond River High School were encouraged to recycle their bags to help keep our oceans clean. The Keep Suffolk Beautiful team at the Morgan Memorial location was equally as popular and they were accompanied by the Virginia Master Naturalists who wanted to display their successful program for fishing line receptacles found at the City's fishing hot spots. Claudia Lee, a Master Naturalist, said, "We wanted to partner with Keep Suffolk Beautiful as they funded our receptacle program and we wanted to show the public how much fishing line we have kept out of our waterways. It was also great to inform the public about the Virginia Master Naturalists, who we are, what we do and how you can join."

At the end of the drive, there were hundreds of batteries, boxes of ink and laser cartridges, two bags of old cell phones and enough bags to fill three large SUV's. One of the SUV's was sent to Nansemond River High School where the bags were delivered to teacher Sally Karadeema, whose FCCLA class (The Family, Career, Community, Leaders of America) have been busy turning plastic bags into crocheted mats for the homeless. Ms. Karadeema, who reached out to Keep Suffolk Beautiful for plastic bags for their project, was extremely grateful to receive enough bags to complete it. Ms. Karadeema said, "It takes about 500 plastic bags to make one mat and I'm sure we now have more than enough to finish our target of five mats". Ms. Karadeema loaned Keep Suffolk Beautiful two finished mats to display at the drive and many of the people attending the event were there to recycle but also to support the student's efforts. Wayne Jones, spokesperson for Keep Suffolk Beautiful, said, "The mats are brilliant. The public thought so, too, and it was great to showcase their project and use it as a talking point for the need to recycle. The average person uses 500 bags a year and it takes about 500 bags to make one mat. The mat was a great visual to portray our message. We thank the students for their hard work and also Suffolk Public Libraries for hosting us".

Keep Suffolk Beautiful would like the public to know they can recycle household batteries and ink cartridges all year long at all Suffolk Public Library locations. For

more information, contact the City Litter Control Office at 757-514 7604 or littercontrol@suffolkva.us.

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NEWS RELEASE

FOR IMMEDIATE RELEASE _____

May 19, 2016



Contact:

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SUFFOLK SET TO CLEANUP FOR CLEAN THE BAY DAY

SUFFOLK, VA (May 19, 2016) The City of Suffolk will be a participating locality in the 28th annual Clean the Bay Day on Saturday, June 4, 2016 from 9 a.m. to 12 p.m. Clean the Bay Day is a regional waterway and shoreline litter cleanup sponsored by the Chesapeake Bay Foundation.

Suffolk volunteers will be cleaning Bennett's Creek Park, Sleepy Hole Park, Lake Meade Park, Constant's Wharf Park and Marina, Colburn Park and the Seaboard Coastline Trail. Anyone can volunteer, by foot or by boat, with individuals, families, civic organizations, business groups, scouts, and students all welcome. Boaters – bring your kayaks, canoes, or any shallow water boat. Larger boats also are helpful as collection points for smaller boats.

Last year, Suffolk volunteers were part of the more than 6,000 regional volunteers who removed approximately 110,000 pounds of litter and debris along 450 miles of shoreline.

(more)

“Clean the Bay Day is a great way for Virginians to do their part for the waterways we enjoy every day,” said Tanner Council, CBF’s Clean the Bay Day coordinator. “It’s really become a unique Virginia tradition. With so many people working together, in just a few hours we make a huge difference in cleaning up the Bay, rivers, streams, lakes, and beaches across the state.”

Participants can register online:

<http://www.cbf.org/clean-the-bay-day/locations-registration>.

For more information, contact Wayne Jones, Suffolk Litter Control Coordinator, at (757) 514-7604 or littercontrol@suffolkva.us .

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NEWS RELEASE

FOR IMMEDIATE RELEASE

April 13, 2016



Contact:

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BUTTERFLY GARDEN OPENS AT BENNETT'S CREEK PARK - A SMALL GARDEN CAN MAKE A BIG DIFFERENCE -

SUFFOLK, VA (April 13, 2016) It's that time of year to get outside and enjoy the beautiful spring weather. For those of us who love to garden, the season has already frantically begun. So much to do and so little time! For our local butterfly expert, Deb Cady - Master Gardener and a Director of The Butterfly Society of Virginia, it means the start of butterfly season. Deb raises many varieties of butterflies and releases them in various gardens around town including her own in north Suffolk, where she has transformed her garden into a butterfly haven.

This year however, there is a new location she plans to release and establish a thriving butterfly community, and that's the new Butterfly Garden at Bennett's Creek Park.

Ms. Cady and a small team of Suffolk Master Gardeners teamed up with Keep Suffolk Beautiful and Suffolk Parks & Recreation to install a small butterfly garden next to the children's playground, and they plan to open it for Earth Day on April 23rd at 11 a.m.

Ms. Cady is leading the installation of the garden which started on April 11th and will be completed the following week, advising “There will be 70 plants for butterflies to enjoy and we hope that when people see the garden in bloom they will be inspired to plant their own host plants in their own yards and help to increase butterfly populations in the area.”

Last year she reared more than 1,000 butterflies, including approximately 500 Monarchs. The Monarchs are a butterfly species suffering from massive population decrease due to loss of habitat and are a conservation priority for the Department of Conservation and Recreation.

Ms. Cady and Keep Suffolk Beautiful are inviting people of all ages to come out and see the garden in its infancy and learn about the wonderful world of butterflies.

Suffolk Public Libraries and the Suffolk Art Gallery will be joining us to celebrate the garden and Earth Day with story-time, arts and crafts and an amazing face painter. Free ticket giveaways to the Virginia Beach Aquarium, the Virginia Zoo and the Virginia Living Museum will also be available. The opening of the Butterfly Garden is from 11 a.m. to 1 p.m. on April 23rd at Bennett’s Creek Park, located at 3000 Bennetts Creek Park Road.

Make plans to come out and have an enjoyable two hours in the park in celebration of Earth Day.

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Saturday, April 16

Recycling Drive & Tire Amnesty Day



The Suffolk Clean Community Commission will hold a R(E)cycling Drive and Tire Amnesty Day on Saturday, April 16, 2016 from 10 a.m. to 2 p.m. at the Lowe's Parking Lot, 1216 North Main Street.

Acceptable Materials for the event include: tires (tires must be automobile and light truck weight/size and no greater than 22 inches inside diameter with no rims), electronics, all types of paper, household glass and plastic bottles (#1 and #2), batteries, steel, tin, aluminum cans, cardboard, furniture, flat screen TVs (will not accept TVs with tubes), cell phones, gently used clothing, computers, cordless tools, plastic bags, CFL light bulbs (no long tubes), mower and car batteries.

Onsite shredding will be offered just in time to help citizens safely dispose of unneeded paperwork after filing their taxes. Residents can bring up to 3 brown bags of documents to be shredded and are to remain with the documents until they are shredded.

The event also provides an opportunity to help the Foodbank of Southeastern Virginia. Items being collected include lean canned protein, canned fruits and vegetables, cereal, pasta, oatmeal, rice, crackers, soups, stews, boxed meals, canned pasta, formula, baby food, diapers, wipes and donated funds.

With Suffolk's National Night Out Celebration on the way, this event offers communities a great opportunity to get a jumpstart on cleanup efforts for the big day. Suffolk's National Night Out is scheduled for Tuesday, August 2, 2016.

For more information, contact Suffolk Litter Control at (757) 514-7604 or littercontrol@suffolkva.us.

► Academic Briefs

Carr named to Dean's List

Catalina Velez Carr, of Suffolk, has been named to the President's List at Clemson University for the fall 2015 semester.

Carr is majoring in parks, recreation and tourism management.

To be named to the President's List, a student must achieve a 4.0 grade point average.

Horsley named to Dean's List

Worcester Polytechnic Institute has announced that Coleman Horsley of Suffolk, a member of the class of 2016 majoring in civil engineering, was named to the university's Dean's List for academic excellence for the fall 2015 semester.

A total of 1,238 undergraduate students achieved the criteria required for WPI's fall 2015 Dean's List. The criteria for the WPI Dean's List differ from that of most other universities as WPI does not compute a grade point average. Instead, WPI defines the Dean's List by the amount of work completed at the A level in courses and projects.

"WPI's academic programs are rigorous and require a level of independence beyond what is required in traditional courses. WPI students go beyond the classroom to work on open-ended problems in and for communities around the world. The problems are important and the impact is real," said Dean of Undergraduate Studies Arthur C. Heinricher. "Some of this nation's best and brightest students come to WPI to study engineering and science and business and the humanities. Those named to the Dean's List have excelled in all of their work, and we are exceptionally proud of these outstanding students."

Richey-Yowell named to Dean's List

Tyler Richey-Yowell, a junior physics major at Dickinson College in Carlisle, Pa., has been named to the dean's list for the fall 2015 semester. A graduate of Nansemond-Suffolk Academy, she is the daughter of Mr. and Mrs. Steve Yowell, of Chesapeake.

All students earning a position on the dean's list — a recognition of academic

excellence — must have a grade-point average of 3.7 or above on a 4.0 scale for the semester.

Two local students make University of Kansas honor roll

Approximately 5,170 undergraduate students at the University of Kansas earned honor roll distinction for the fall 2015 semester.

The students, from KU's Lawrence campus and the schools of Health Professions and Nursing in Kansas City, Kan., represent 94 of 105 Kansas counties, 43 other states and territories, and 36 other countries.

They include Danielle Kerr, of Suffolk, studying in the School of Pharmacy, and David Gough, of Carrollton, studying in the School of Business.

Honor roll criteria vary among the university's academic units. Some schools honor the top 10 percent of students enrolled, some establish a minimum grade point average and others raise the minimum GPA for each year students are in school. Students must complete a minimum number of credit hours to be considered for the honor roll.

Curliss accepted to University of the Cumberlands

University of the Cumberlands, located in Williamsburg, Ky., has accepted Sonora Curliss, of Suffolk, for the upcoming academic year. Curliss is a current student at King's Fork High School.

Chowan names marshals

Two from Suffolk have been selected to serve as 2016 Commencement Marshals for Chowan University.

Commencement Marshals are third-year students who possess the highest academic averages among the 2013 cohort. This year 11 juniors and rising seniors were selected to lead Chowan University's graduation ceremonies on May 7 in the Helms Center.

The local honorees are Calvin Bowe, a senior criminal justice law enforcement major, and Chantel Roberts, a junior exercise science major.

► Land Transfers

NOTE: The dollar amount does not necessarily reflect the purchase price. In some cases, ...

► Charles B. Dale to Christopher N. Marshall; 1870 Mustang Trail; \$361,700

► Parker Crossing LLC to Robert T. O'Byrne; 2659 River Watch Drive; \$475,000



PHOTO COURTESY ASKHRGREEN.ORG

Award: Members of the askHRgreen.org Recycling and Beautification Committee, along with Keep America Beautiful President Jennifer Jehn, at the National Awards Program presentation in Orlando. From left are Lisa Renee Jennings, Keep Norfolk Beautiful; Wayne Jones, City of Suffolk; Linda Minner, City of Virginia Beach; Jennifer Jehn, KAB President; and John Deuel, askHRgreen.org Cigarette Litter Prevention Program project leader.

Suffolk helps region bring home national award

FROM STAFF REPORTS
SUFFOLK NEWS-HERALD

The city of Suffolk and six other Hampton Roads localities each played a pivotal role in the awarding of a national program award to askHRgreen.org for their Cigarette Litter Prevention Program which carried the theme of "Cigarette butts = litter."

The award was presented at the Keep America Beautiful National Conference held on Feb. 1 in Orlando, Fla. The seven Hampton Roads locations reportedly reduced tobacco-related litter by an average of 74 percent across the sites that were targeted. In Suffolk, that percentage reached 93 percent in the downtown business district, where local efforts were focused.

The eight-week program launched last summer as part of a \$12,500 Keep America Beautiful grant. The seven localities were provided with 35 new free-standing and wall-mounted cigarette butt receptacles to be placed in strategic site locations, in addition to 4,000 hand-held pocket ashtrays and 1,000 portable vehicle ashtrays to be distributed to adult smokers.

Additional project resources were provided by askHRgreen.org, which con-

tributed new signage guiding smokers to the receptacles and educational materials emphasizing the impact of cigarette butt litter.

"Reversing attitudes and behaviors about cigarette litter should be an important issue for everyone, but it's especially critical in Hampton Roads, which prides itself on our waterways, tourism attractions and business amenities," said Julia B. Hillegass, askHRgreen.org team leader. "This shows we can stamp out cigarette litter by using a strategic, regional approach, and I hope recognition for our program will garner the attention of our region's stakeholders."

This askHRgreen.org project was unique in that it involved multiple municipalities, working under the direction of a project leader, John Deuel, and with the help of the HRPDC's askHRgreen.org team. With input from the program's participants, Deuel developed the program strategies, conducted training, organized regular meetings, visited the project sites and developed the final report.

"The success of this project demonstrates the value of a regional approach, which helps to reduce cigarette litter in more places over a shorter period of time," Deuel said.

Appendix E

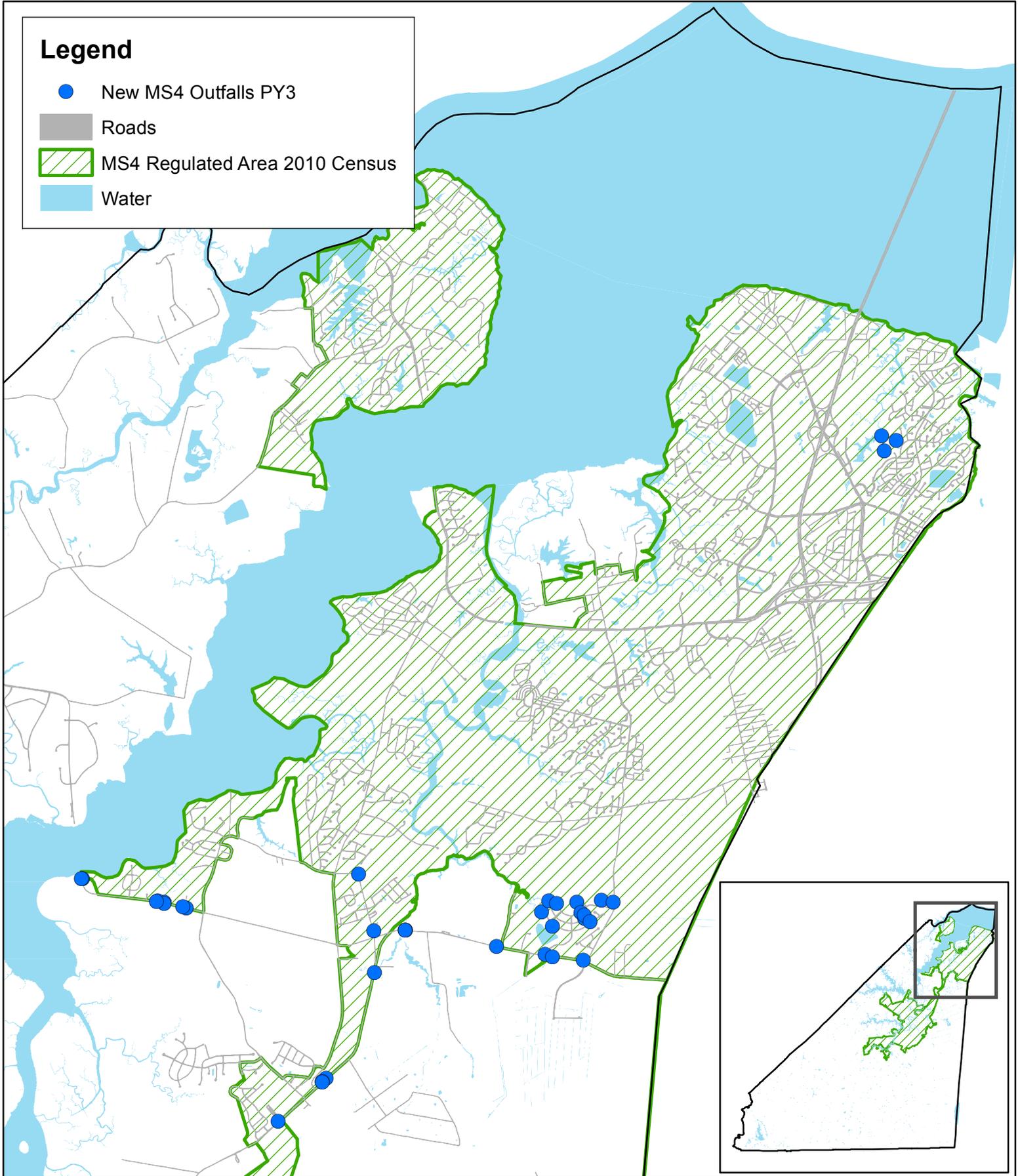
Supporting Documentation for Minimum Control Measure 3: Illicit Discharge Detection and Elimination



New MS4 Outfalls PY3 Northern Suffolk

Legend

- New MS4 Outfalls PY3
- Roads
- ▨ MS4 Regulated Area 2010 Census
- Water

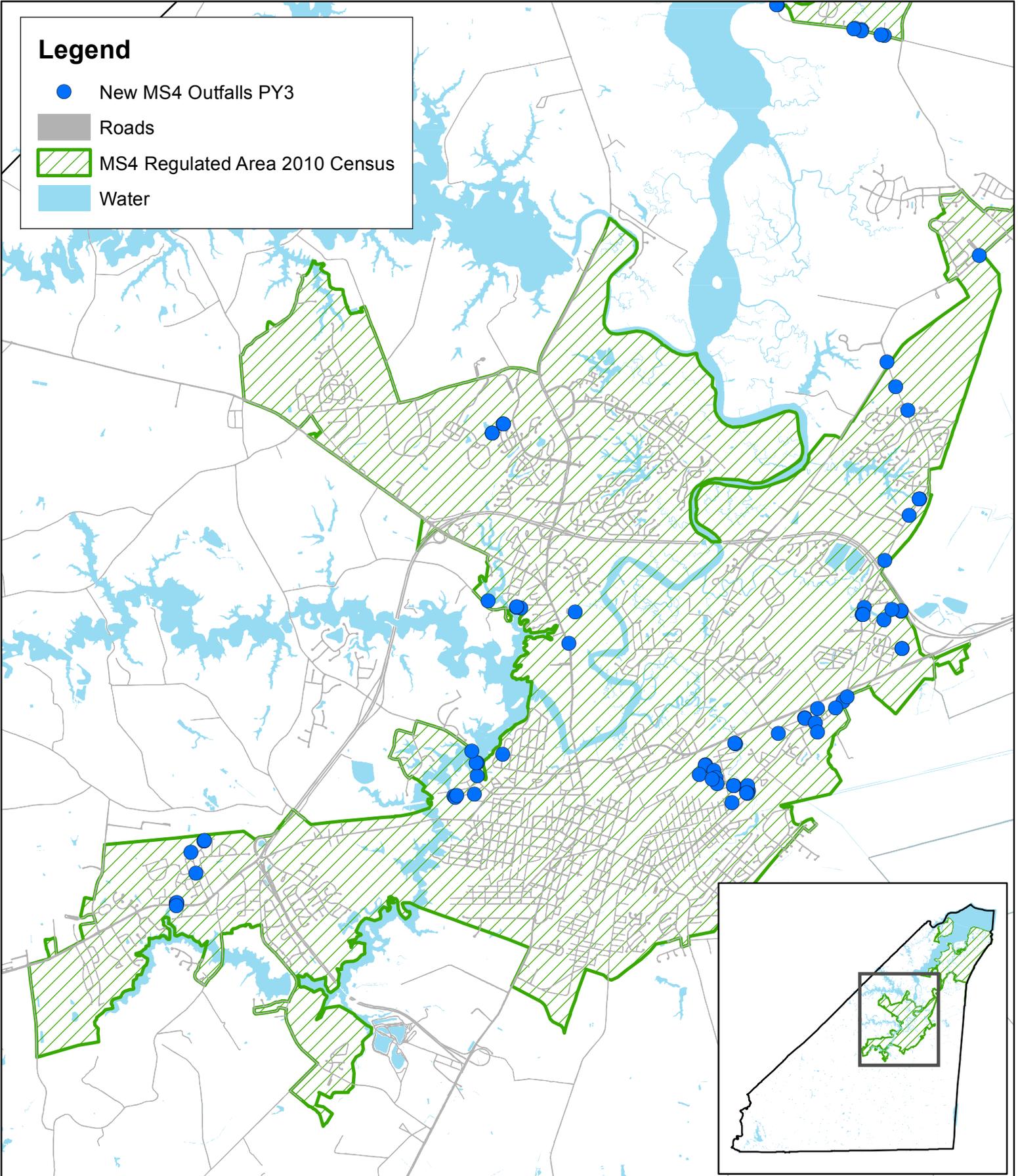




New MS4 Outfalls PY3 Downtown Suffolk

Legend

- New MS4 Outfalls PY3
- Roads
- ▨ MS4 Regulated Area 2010 Census
- Water



Newly Identified Outfalls in Permit Year 3

FACILITY ID	LATITUDE	LONGITUDE	RECEIVING WATER BODY	HUC CODE	IMPAIRED	ACREAGE
JR-268-DE-0119	36.7324	-76.5589				
JR-268-SD-0001	36.7344	-76.5585				
JR-268-SD-0002	36.7345	-76.5585				
JR-217-OF-0198	36.8241	-76.4743	QUAKER NECK CREEK	JL49		7.962942
JR-217-OF-0008	36.8260	-76.4759	QUAKER NECK CREEK	JL49		5.016415
JR-217-OF-0009	36.8274	-76.4748	QUAKER NECK CREEK	JL49		8.371474
JR-217-OF-0010	36.8271	-76.4736	QUAKER NECK CREEK	JL49		3.848812
JR-217-OF-0012	36.8272	-76.4703	QUAKER NECK CREEK	JL49		2.918288
JR-217-OF-0011	36.8258	-76.4697	QUAKER NECK CREEK	JL49		4.394066
JR-217-OF-0014	36.8251	-76.4691	QUAKER NECK CREEK	JL49		5.664065
JR-217-OF-0013	36.8255	-76.4692	QUAKER NECK CREEK	JL49		2.757256
JR-217-OF-0015	36.8246	-76.4683	QUAKER NECK CREEK	JL49		10.128429
JR-217-OF-0016	36.8274	-76.4664	QUAKER NECK CREEK	JL49		2.851543
JR-217-OF-0028	36.8271	-76.4645	QUAKER NECK CREEK	JL49		18.178752
JR-217-OF-0005	36.8206	-76.4756	QUAKER NECK CREEK	JL49		3.876305
JR-268-OF-0041	36.7428	-76.5474				
JR-268-OF-0042	36.7426	-76.5473				
JR-268-OF-0043	36.7409	-76.5515				
JR-241-OF-0166	36.7790	-76.5947				
JR-241-OF-0167	36.7790	-76.5947				
JR-241-OF-0164	36.7526	-76.5836				
JR-216-OF-0091	36.8314	-76.5051				
JR-216-OF-0088	36.8241	-76.5029				
JR-216-OF-0093	36.8276	-76.5328				
JR-216-OF-0094	36.8277	-76.5333				
JR-216-OF-0097	36.8316	-76.5493				
JR-216-OF-0092	36.8316	-76.5494				
JR-216-OF-0098	36.8283	-76.5363				
JR-216-OF-0099	36.8285	-76.5373				
JR-216-OF-0095	36.8282	-76.5363				
JR-216-OF-0096	36.8284	-76.5375				
JR-217-OF-0235	36.8241	-76.4978				
JR-217-OF-0236	36.8241	-76.4978				
JR-217-OF-0237	36.8241	-76.4978				
JR-217-OF-0238	36.8218	-76.4833				
JR-217-OF-0239	36.8203	-76.4744				
JR-217-OF-0240	36.8197	-76.4694				
JR-216-OF-0087	36.8187	-76.5029				
JR-242-OF-0148	36.8053	-76.5109				
JR-242-OF-0147	36.8048	-76.5116				
JR-242-OF-0146	36.8048	-76.5116				
JR-242-OF-0149	36.7999	-76.5188				
JR-242-OF-0150	36.7868	-76.5335				
JR-242-OF-0151	36.7837	-76.5322				
JR-242-OF-0145	36.7808	-76.5303				
JR-242-OF-0155	36.7697	-76.5289				
JR-242-OF-0156	36.7697	-76.5289				
JR-242-OF-0144	36.7677	-76.5305				
JR-242-OF-0140	36.7622	-76.5344				
JR-242-OF-0141	36.7563	-76.5378				
JR-242-OF-0142	36.7555	-76.5381				

A complete table with all MS4 outfalls and required information will be submitted with the Permit Year 4 annual report.

Newly Identified Outfalls in Permit Year 3

FACILITY ID	LATITUDE	LONGITUDE	RECEIVING WATER BODY	HUC CODE	IMPAIRED	ACREAGE
JR-242-OF-0143	36.7554	-76.5379				
JR-267-OF-0247	36.7363	-76.5981				
JR-267-OF-0248	36.7379	-76.5981				
JR-267-OF-0249	36.7380	-76.5983				
JR-267-OF-0250	36.7395	-76.5989				
JR-267-OF-0251	36.7390	-76.5942				
JR-241-OF-0174	36.7571	-76.5909				
JR-241-OF-0175	36.7581	-76.5959				
JR-241-OF-0176	36.7572	-76.5915				
JR-241-OF-0165	36.7565	-76.5825				
JR-266-OF-0167	36.7212	-76.6451				
JR-266-OF-0164	36.7212	-76.6450				
JR-266-OF-0165	36.7213	-76.6451				
JR-266-OF-0166	36.7213	-76.6451				
JR-266-OF-0156	36.7250	-76.6420				
JR-266-OF-0157	36.7275	-76.6427				
JR-266-OF-0158	36.7289	-76.6406				
JR-266-OF-0159	36.7290	-76.6406				
JR-267-OF-0240	36.7339	-76.6019				
JR-267-OF-0241	36.7337	-76.6017				
JR-267-OF-0242	36.7339	-76.6014				
JR-266-OF-0163	36.7209	-76.6451				
JR-268-OF-0004	36.7447	-76.5413				
JR-268-OF-0046	36.7438	-76.5425				
JR-268-OF-0047	36.7421	-76.5456				
JR-268-OF-0048	36.7438	-76.5453				
JR-268-OF-0044	36.7453	-76.5407				
JR-268-OF-0049	36.7409	-76.5454				
JR-268-OF-0053	36.7338	-76.5562				
JR-268-OF-0054	36.7337	-76.5565				
JR-268-OF-0055	36.7344	-76.5563				
JR-268-OF-0056	36.7334	-76.5563				
JR-268-OF-0057	36.7335	-76.5566				
JR-241-OF-0188	36.7801	-76.5930				
JR-241-OF-0187	36.7801	-76.5930				
JR-241-OF-0191	36.7573	-76.5916				
JR-242-OF-0157	36.7511	-76.5321				
JR-242-OF-0158	36.7511	-76.5321				
JR-242-OF-0161	36.7558	-76.5320				
JR-242-OF-0162	36.7558	-76.5320				
JR-242-OF-0160	36.7548	-76.5347				
JR-242-OF-0163	36.7561	-76.5334				
JR-267-BD-0034	36.7341	-76.5987	LAKE KILBY	JL44		1.16682
JR-196-BD-0024	36.8844	-76.4196				
JR-196-BD-0025	36.8863	-76.4199				
JR-196-BD-0026	36.8857	-76.4176				
JR-267-OF-0246	36.7371	-76.5628				
JR-267-OF-0247	36.7370	-76.5629				
JR-268-OF-0058	36.7396	-76.5581				
JR-268-OF-0059	36.7397	-76.5582				
JR-268-OF-0050	36.7363	-76.5615				

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Newly Identified Outfalls in Permit Year 3

FACILITY ID	LATITUDE	LONGITUDE	RECEIVING WATER BODY	HUC CODE	IMPAIRED	ACREAGE
JR-268-OF-0051	36.7355	-76.5612				
JR-267-OF-0245	36.7359	-76.5638				
JR-268-OF-0052	36.7348	-76.5611				
JR-268-OF-0045	36.7354	-76.5618				

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Permit Year 3 Dry Weather Screening

Screening Year	Screening Point ID	Location	Lat	Long	Structure Number	Commerical	Indudtrial	Residential	Screening Date	Comments
2016	JR-241-OF-0014	Lake prince	36.794951	-76.624931	JR-241-OF-0014	No	No	Yes	07/10/2015	Pipe outlet appeared to be clogged with sediment. PW operations was notified.
2016	JR-241-OF-0012	Lake Prince	36.798041	-76.624237	Jr-241-OF-0012	No	No	Yes	07/10/2015	Sediment buildup to pipe.
2016	JR-241-OF-0011	Lake Prince	36.799511	-76.624073	JR-241-OF-0011	No	No	Yes	07/10/2015	Sediment obstructing end of pipe; backup
2016	JR-240-OF-0011	Lake Prince	36.793551	-76.626699	JR-240-OF-0011	No	No	Yes	07/10/2015	
2016	JR-241-OF-0086	Lake Prince	36.781761	-76.623048	JR-241_OF-0086	No	No	Yes	07/10/2015	
2016	JR-242-OF-0045	Olde Mill Creek	36.763412	-76.550840	JR-242-OF-0045	No	No	Yes	08/03/2015	
2016	JR-242-OF-0044	Olde Mill Creek	36.763975	-76.550324	JR-242-OF-0044	No	No	Yes	08/03/2015	Slight flow in manhole next to outfall. Outfall was completely overgrown and could not be observed.
2016	JR-242-OF-0043	Olde Mill Creek	36.730420	-76.549444	JR-242-OF-0043	No	No	Yes	08/03/2015	
2016	JR-242-OF0042	Olde Mill Creek	36.762691	-76.545428	JR-242-OF-0042	No	No	Yes	08/03/2015	
2016	JR-242-OF-0046	Olde Mill Creek	36.762057	-76.552811	JR-242-OF-0046	No	No	Yes	08/03/2015	Flow lib was absorbed but did not seem abnormal.
2016	JR-242-OF-0037	Olde Mille Creek	36.761984	-76.552030	JR-242-OF-0037	No	No	Yes	08/03/2015	Could not find.
2016	JR-242-OF-0038	Olde Mill Creek	36.762238	-76.549666	JR-242-OF-0038	No	No	Yes	08/03/2015	
2016	JR-242-OF-0039	Olde Mill Creek	36.761606	-76.546712	JR-242-OF-0039	No	No	Yes	08/03/2015	
2016	JR-242-OF-0040	Olde Mill Creek	36.762462	-76.546712	Jr-242-OF-0040	No	No	Yes	08/03/2015	Slight flow present in manhole next to outfall. Not enough indicators to suggest illicit discharge.
2016	JR-242-OF-0041	Olde Mill Creek	36.763931	-76.545881	JR-242-OF-0041	No	No	Yes	08/03/2015	
2016	JR-242-OF-0047	Olde Mill Creek	36.764356	-76.545709	JR-242-OF-0047	No	No	Yes	08/03/2015	A slight trickle was observed however indicators suggest it is ground water. The possibility for illicit discharge concern is unlikely.
2016	JR-242-OF-0048	Olde Mill Creek	36.763338	76.544984	JR-242-OF-0048	No	No	Yes	08/03/2015	Sediment buildup to pipe observed. PW operations was notified.
2016	JR-242-OF-0049	Olde Mill Creek	36.760553	-76.547382	JR-242-OF-0049	No	No	Yes	08/03/2015	Sediment buildup to pipe. PW operations was notified.
2016	JR-242-OF-0051	Olde Mill Creek	36.760121	-76.549207	JR-242-OF-0051	No	No	Yes	08/03/2015	
2016	JR-267-OF-0049	Lakeside	36.729713	-76.599671	JR-267-OF-0049	No	No	Yes	08/05/2015	
2016	JR-267-OF-0050	Lakeside	36.729757	-76.599561	JR-267-OF-0050	No	No	Yes	08/05/2015	
2016	JR-267-OF-0050	Lakeside	36.729757	-76.599561	JR-267-OF-0050	No	No	Yes	08/05/2015	
2016	JR-267-OF-0046	Lakeside	36.727730	-76.600696	JR-267-OF-0046	No	No	Yes	08/05/2015	
2016	JR-267-OF-0014	Lakeside	36.727938	-76.599805	JR-267-OF-0014	No	No	Yes	08/05/2015	
2015	JR-267-OF-0238	Shinge Creek	36.714849	-76.572450	JR-267-OF-0238	No	No	Yes	09/18/2015	Sinkhole at DI. Trees on FE.
2015	JR-267-OF-0146	Shingle Creek	36.714559	-76.572668	JR-267-OF-0146	No	No	Yes	09/18/2015	Sediment, tree on pipe
2015	JR-267-OF-0234	Shingle Creek	36.716761	-76.573311	JR-267-OF-0234	No	No	Yes	09/18/2015	After investigation flow appears to be from a perennial stream. Check outfalls that drains to stream. Some sinkholes at DI. Collier Cres and Oak Manor Ct. Culvert Entrance destructured
2015	JR-196-OF-0039	Hoffler Creek	36.883956	-76.409127	JR-196-OF-0039	No	No	Yes	09/18/2015	Some displaced rip-rap in outfall channel. Pavement cracks and small pothole above storm pipe that crosses under Burbage lake circle.
2015	JR-196-OF-0041	Hoffler Creek	36.884772	-76.405260	JR-196-OF-0041	No	No	Yes	09/18/2015	Lots of sink holes and pipe damage
2016	JR-241-OF-0114	Northgate	36.754394	-76.588677	JR-241-OF-0114	No	No	Yes	11/17/2015	
2015	JR-241-OF-0112	Northgate	36.753531	-76.586020	JR-241-OF-0112	No	No	Yes	11/17/2015	
2016	JR-241-OF-0118	Northgate	36.754671	-76.590305	JR-241-OF-0118	No	No	Yes	11/17/2015	
2016	JR-241-OF-0056	Riverwood	36.758186	-76.579869	JR-241-OF-0056	No	No	Yes	11/17/2015	
2015	JR-241-OF-0132	Elephants Fork	36.760940	-76.585506	JR-241-OF-0132	No	No	Yes	11/17/2015	

Permit Year 3 Dry Weather Screening

Screening Year	Screening Point ID	Location	Lat	Long	Structure Number	Commerical	Indudtrial	Residential	Screening Date	Comments
2016	JR-241-OF-0070	Riverwood	36.759126	-76.578843	JR-241-OF-0070	No	No	Yes	11/17/2015	Outfall was behind fenced yard. Took pictures of stomdrains leading to outfall and saw no evidence of illicit discharge or flow.
2016	JR-241-OF-0057	Riverwood	36.761902	-76.580415	JR-241-OF-0057	No	No	Yes	11/17/2015	
2016	JR-241-OF-0055	Riverwood	36.760767	-76.584232	JR-241-OF-0055	No	No	Yes	11/17/2015	Pretty steady flow from stormdrain before outfall to outfall. No reason to indicate illicit discharge. Water seems clear and free of odor/suds.
2016	JR-241-OF-0133	Elephant Fork	36.762560	-76.584700	JR-241-OF-0133	No	No	Yes	01/04/2016	No signs of illicit discharge. Followed flow upstream.
2016	JR-241-OF-0054	Riverwood	36.758105	-76.582216	JR-241-OF-0054	No	No	Yes	01/04/2016	
2016	JR-241-OF-0110	Riverwood	36.750978	-76.588595	JR-241-OF-0110	No	No	Yes	01/04/2016	
2016	JR-267-OF-0171	Northgate	36.762560	-76.584700	JR-267-OF-0171	No	No	Yes	01/04/2016	
2016	JR-266-OF-0045	Lakewood	36.720565	-76.644517	JR-266-OF-0045	No	No	Yes	01/04/2016	
2016	JR-266-OF-0040	Lakewood	36.719183	-76.645890	JR-266-OF-0040	No	No	Yes	01/04/2016	
2016	JR-266-OF-0059	Barret Acres and Lakewood	36.719586	-76.640727	JR-266-OF-0059	No	No	Yes	01/04/2016	
2016	JR-266-OF-0115	Barret Acres and Lakewood	36.718834	-76.638551	JR-266-OF-0115	No	No	Yes	01/04/2016	
2016	JR-266-OF-0124	Barret Acres and Lakewood	36.718804	-76.638666	JR-266-OF-0124	No	No	Yes	01/04/2016	Followed storm drain system upstream, flow seems to be coming from ponding.
2016	JR-266-OF-0011	Lakewood	36.720727	-76.641691	JR-266-OF-0011	No	No	Yes	01/04/2016	
2016	JR-266-OF-0067	Bethlehem Court	36.720089	-76.633347	JR-266-OF-0065	No	No	Yes	01/04/2016	
2016	JR-266-OF-0066	Barret Acres and Lakewood	36.719443	-76.635012	JR-266-OF-0066	No	No	Yes	01/04/2016	Some ponding in ditches leading to the outfall is the likely cause of the trickling.
2016	JR-266-OF-0043	Barret Acres and Lakewood	36.721962	-76.636023	JR-266-OF-0043	No	No	Yes	01/04/2016	
2016	JR-266-OF-0042	Barret Acres and Lakewood	36.721975	-76.636055	JR-266-OF-0042	No	No	Yes	01/04/2016	
2009	JR-266-OF-0065	Barret Acres and Lakewood	36.721719	-76.636064	JR-266-OF-0065	No	No	Yes	01/04/2016	
2016	JR-266-OF-0064	Barrett Acres and Lakewood	36.721745	-76.636043	JR-266-OF-0064	No	No	Yes	01/04/2016	
2016	JR-266-OF-0058	Barret Acres and Lakewood	36.719971	-76.636507	JR-266-OF-0058	No	No	Yes	01/04/2016	
2016	JR-266-OF-0092	Barret Acres and Lakewood	36.720218	-76.632186	JR-266-OF-0092	No	No	Yes	01/04/2016	
2016	JR-241-OF-0038	Nansemond Gardens	36.750623	-76.569666	JR-241-OF-0038	No	No	Yes	01/06/2016	
2016	JR-241-OF-0121	Nansemond Gardens	36.756222	-76.455744	JR-241-OF-0121	No	No	Yes	01/06/2016	
2016	JR-241-OF-0040	Nansemond Gardens	36.758861	-76.574208	JR-241-OF-0040	No	No	Yes	01/06/2016	
2016	JR-241-OF-0044	Willowbrooke	36.755118	-76.570195	JR-241-OF-0044	No	No	Yes	01/06/2016	
2016	JR-241-OF-0043	Willowbrooke	36.754318	-76.572132	JR-241-OF-0043	No	No	Yes	01/06/2016	
2016	JR-241-OF-0045	Willowbrook	36.754413	-76.570195	JR-241-OF-0045	No	No	Yes	01/06/2016	
2016	JR-241-OF-0042	Willowbrooke	36.751976	-76.569508	JR-241-OF-0042	No	No	Yes	01/06/2016	
2016	JR-241-OF-0041	Willowbrook	36.751651	-76.566271	JR-241-OF-0041	No	No	Yes	01/06/2016	
2016	JR-241-OF-0046	Willowbrook	36.753227	-76.569097	JR-241-OF-0046	No	No	Yes	01/06/2016	
2016	JR-242-OF-0022	Wilroy Rd	36.752408	-76.553625	JR-242-OF-0022	Yes	Yes	No	01/06/2016	Moderate flow of clear water; No sign of illicit discharge
2016	JR-242-OF-0026	Suburban Woods	36.752408	-76.553625	JR-242-OF-0026	No	No	Yes	02/01/2016	
2016	JR-242-OF-0033	Graystone Reserves	36.750368	-76.555557	JR-242-OF-0033	No	No	Yes	02/01/2016	
2016	JR-242-OF-0034	Graystone Reserves	36.752694	-76.556734	JR-242-OF-0034	No	No	Yes	02/01/2016	
2016	JR-242-OF-0094	River Creek	36.760402	-76.559188	JR-242-OF-0094	No	No	Yes	02/01/2016	Backyard fenced
2016	JR-242-OF-0095	River Creek	36.760787	-76.560186	JR-242-OF-0095	No	No	Yes	02/01/2016	Fence
2016	JR-268-OF-0008	Suburban Woods	36.748959	-76.557665	JR-268-OF-0008	No	No	Yes	02/01/2016	
2016	JR-268-OF-0007	Suburban Woods	36.749070	-76.557862	JR-268-OF-0007	No	No	Yes	02/02/2016	Couldn't access
2016	JR-268-OF-0028	Wilroy Acres	36.747621	-76.559504	JR-268-OF-0028	No	No	Yes	02/02/2016	

Permit Year 3 Dry Weather Screening

Screening Year	Screening Point ID	Location	Lat	Long	Structure Number	Commerical	Indudtrial	Residential	Screening Date	Comments
2016	JR-268-OF-0023	Wilroy Acres	36.747602	-76.559341	JR-268-OF-0023	No	No	Yes	02/02/2016	received resident complaint about ditches backing up leading to outfall. Reported to operations.
2016	JR-268-OF-0028	Wilroy Acres	36.747850	-76.560559	JR-268-OF-0028	No	No	Yes	02/02/2016	
2016	JR-268-OF-0022	Wilroy Acres	36.749209	-76.561537	JR-268-OF-0022	No	No	Yes	02/02/2016	Filled with leaves and sediment. Forwarded pictures to operations.
2016	JR-268-OF-0010	Surburban Woods	36.748970	-76.551208	JR-268-OF-0010	No	No	Yes	02/02/2016	Fence
2016	JR-242-OF-0096	Wilroy	36.769597	-76.551109	JR-242-OF-0096	Yes	No	Yes	02/02/2016	Behind Child Care Center: Fenced
2016	JR-268-OF-0009	Suburban Woods	36.748717	-76.555750	JR-268-OF-0009	No	No	Yes	02/02/2016	Couldn't access
2016	JR-267-OF-0109	Constance Rd	36.737439	-76.585011	JR-267-OF-0109	Yes	No	Yes	03/01/2016	
2016	JR-261-OF-0012	Constance Rd	36.738054	-76.579243	JR-261-OF-0012	Yes	No	No	03/01/2016	
2016	JR-267-OF-0134	Constance Rd	36.737725	-76.578966	JR-267-OF-0134	Yes	No	No	03/01/2016	
2016	JR-267-OF-0110	Constance Rd	36.737440	-76.584991	JR-267-OF-0110	Yes	No	Yes	03/01/2016	
2016	JR-267-OF-0033	Constance Rd	36.736249	76.585145	JR-267-OF-0033	No	No	Yes	03/01/2016	
2016	JR-267-OF-0067	Constance Rd	36.736747	-76.583883	JR-267-OF-0067	Yes	No	Yes	03/01/2016	
2016	JR-267-OF-0036	Prentis Place	36.734022	-76.583166	JR-267-OF-0036	No	No	Yes	03/08/2016	Flow showed no indicators of an illicit discharge. Flow identified as ground water.
2016	JR-267-OF-0034	Prentis Place	36.736952	-76.585307	JR-267-OF-0034	Yes	No	No	03/08/2016	
2016	JR-267-OF-0013	Constance Rd	36.738014	-76.579211	JR-267-OF-0013	Yes	No	No	03/08/2016	
2016	JR-267-OF-0035	Constance Rd	36.739067	-76.582774	JR-267-OF-0035	Yes	No	No	03/08/2016	
2016	JR-267-OF-0073	Prentis Place	36.735784	-76.585620	JR-267-OF-0073	No	No	Yes	03/10/2016	
2016	JR-267-OF-0159	Prentis Place	36.734044	-76.586292	JR-267-OF-0159	Yes	No	Yes	03/10/2016	
2016	JR-267-OF-0070	Prentis Place	36.734883	-76.586882	JR-267-OF-0070	No	No	Yes	03/10/2016	
2016	JR-267-OF-0069	Prentis Place	36.734457	-76.587346	JR-267-OF-0069	No	No	Yes	03/10/2016	
2016	JR-267-OF-0071	Prentis Place	36.735010	-76.586882	JR-267-OF-0071	No	No	Yes	03/10/2016	
2016	JR-267-OF-0074	Prentis Place	36.734811	-76.586735	JR-267-OF-0073	No	No	Yes	03/10/2016	
2016	JR-267-OF-0158	Prentis Place	36.734035	-76.586278	JR-267-OF-0158	Yes	No	Yes	03/10/2016	
2016	JR-267-OF-0097	Prentis Place	36.734753	-76.586120	JR-267-OF-0097	No	No	Yes	03/10/2016	
2016	JR-267-OF-0137	Constance Rd	36.736973	-76.581583	JR-267-OF-0134	Yes	No	Yes	03/10/2016	
2016	JR-267-OF-0016	Constance Rd	36.738070	-76.579187	JR-267-OF-0016	Yes	No	No	03/10/2016	
2016	JR-267-OF-0156	South Suffolk	36.719037	-76.579654	JR-267-OF-0156	Yes	Yes	No	04/22/2016	
2016	JR-267-OF-0065	South Suffolk	36.719057	-76.579633	JR-267-OF-0065	Yes	Yes	No	04/22/2016	
2016	JR-267-OF-0157	South Suffolk	36.719055	-76.580436	JR-267-OF-0157	No	Yes	Yes	05/26/2016	Rust seeping from ground in gutterpan
2016	JR-267-OF-0032	Kingsboro Heights	36.734860	-76.576810	JR-267-OF-0032	No	Yes	Yes	05/26/2016	Unable to locate outfall.
2016	JR-267-OF-0061	Jefferson Street	36.721721	-76.573924	JR-267-OF-0061	No	Yes	Yes	05/26/2016	
2016	JR-267-OF-0062	Jefferson Street	36.721773	-76.574020	JR-267-OF-0062	No	No	Yes	05/26/2016	Outfall at the end of Maple St. (open drainage-curb gutter)
2016	JR-267-OF-0064	West Jericho	36.725764	-76.589030	JR-267-OF-0064	No	No	Yes	05/26/2016	Unable to locate outfall.
2016	JR-267-OF-0181	Pleasant Hill	36.713172	-76.580479	JR-267-OF-0181	No	No	Yes	05/26/2016	
2016	JR-267-OF-0197	Walnut Hill Estates	36.719132	-76.574997	JR-267-OF-0197	No	No	Yes	05/26/2016	
2016	JR-267-OF-0118	South Suffolk	36.719777	-76.581885	JR-267-OF-0118	Yes	Yes	No	05/27/2016	Unable to locate outfall, behind locked private fence.
2016	JR-268-OF-0039	Lakeside Park	36.726777	-76.605724	JR-268-OF-0039	No	No	Yes	05/27/2016	Some sediment present in pipe.
2016	JR-268-OF-0029	Wilroy Acres	36.747705	-76.559729	JR-268-OF-0029	No	No	Yes	05/27/2016	
2016	JR-268-OF-0023	Wilroy Acres	36.747688	-76.559322	JR-268-OF-0023	No	No	Yes	05/27/2016	
2016	JR-268-OF-0028	Wilroy Acres	36.748044	-76.560539	JR-268-OF-0028	No	No	Yes	05/27/2016	
2016	JR-267-OF-0078	Nansemond River Gardens	36.747825	-76.573377	JR-267-OF-0078	No	No	Yes	05/27/2016	

Permit Year 3 Dry Weather Screening

Screening Year	Screening Point ID	Location	Lat	Long	Structure Number	Commerical	Indudtrial	Residential	Screening Date	Comments
2016	JR-267-OF-0079	Nansemond River Gardens	36.747911	-76.573752	JR-267-OF-0079	No	No	Yes	05/27/2016	Unable to locate outfall, both homes have black iron fencing.
2016	JR-267-OF-0135	River Point	36.740578	-76.574170	JR-267-OF-0135	No	No	Yes	05/27/2016	Stormwater outfall on private road (yellow signs).
2016	JR-217-OF-0001	Bob White Landing	36.833590	-76.483812	JR-217-OF-0001	No	No	Yes	05/27/2016	Unable to locate outfall.
2016	JR-216-OF-0027	4220 E. Rivercliff Cres.	36.830151	-76.539663	JR-216-OF-0027	No	No	Yes	06/22/2016	Outfall is ok
2016	JR-216-OF-0028	4236 E. Rivercliff Cres.	36.832591	-76.539503	JR-216-OF-0028	No	No	Yes	06/22/2016	Unable to locate in phragmite
2016	JR-216-OF-0029	4224 W. Rivercliff Cres.	36.832508	-76.542716	JR-216-OF-0029	No	No	Yes	06/22/2016	Unable to locate
2016	JR-216-OF-0033	129 Sleepy Point Way	36.839761	-76.528495	JR-216-OF-0033	No	No	Yes	06/22/2016	Unable to locate
2016	JR-216-OF-0034	198 Sleepy Point Way	36.840216	-76.528411	JR-216-OF-0034	No	No	Yes	06/22/2016	Outfall is ok
2016	JR-216-OF-0038	113 Sleepy Ridge Ct.	36.839390	-76.527500	JR-216-OF-0034	No	No	Yes	06/22/2016	Structure covered by vegetation
2016	JR-216-OF-0039	115 Sleepy Ridge Ct.	36.837526	-76.527652	JR-216-OF-0039	No	No	Yes	06/22/2016	Vegetation covering structure
2016	JR-216-OF-0040	105 Pleasant Ridge Ct.	36.838602	-76.528801	JR-216-OF-0040	No	No	Yes	06/22/2016	Grass clippings covering outfall structure. Re-inspected after neighbor cleared area.
2016	JR-216-OF-0041	118 Sleepy Point Way	36.838602	-76.528801	JR-216-OF-0041	No	No	Yes	06/22/2016	Outfall is ok.
2016	JR-216-OF-0047	4421 Sleepy Hole Rd	36.836168	-76.526972	JR-216-OF-0047	No	No	Yes	06/22/2016	
2016	JR-216-OF-0048	409 Blue Heron Pt.	36.835069	-76.533087	JR-216-OF-0048	No	No	Yes	06/22/2016	
2016	JR-216-OF-0049	136 Nansemond Pointe Dr	36.831680	-76.526972	JR-216-OF-0049	No	No	Yes	06/22/2016	Outfall is ok.
2016	JR-216-OF-0050	101 River breeze Rd	38.832876	-76.529174	JR-216-OF-0050	No	No	Yes	06/22/2016	
2016	JR-216-OF-0061	108 Sleepy Point Way	36.837305	-76.528768	JR-216-OF-0061	No	No	Yes	06/22/2016	
2016	JR-216-OF-0074	4700 Sleepy Hole Rd.	36.844907	-76.517415	JR-216-OF-0074	Yes	No	No	06/28/2016	Heavy vegetation around structure
2016	JR-216-OF-0019	2800 Windjammer RD.	36.846753	-76.507620	JR-216-OF-0019	No	No	Yes	06/28/2016	
2016	JR-216-OF-0019	2800 Windjammer Rd.	36.846315	-76.505613	JR-216-OF-0019	No	No	Yes	06/28/2016	
2016	JR-216-OF-0006	2756 Windjammer Rd.	36.846556	-76.508768	JR-216-OF-0006	No	No	Yes	06/28/2016	
2016	JR-216-OF-0007	2753 Windjammer Rd.	36.845963	-76.508907	JR-216-OF-0007	No	No	Yes	06/28/2016	Structure covered in ivy.
2016	JR-216-OF-0008	2737 Windjammer Rd.	36.844838	-76.509046	JR-216-OF-0008	No	No	Yes	06/28/2016	
2016	JR-216-OF-0009	2728 Windjammer Dr.	36.843980	-76.509132	JR-216-OF-0009	No	No	Yes	06/28/2016	Concrete flume separated from pipe, 2 dead branches over structure
2016	JR-216-OF-0042	2701 Burning Tree Ln.	36.843550	-76.508167	JR-216-OF-0042	No	No	Yes	06/28/2016	Structure is covering in vegetation.
2016	JR-216-OF-0004	2725 Burning Tree Ln.	36.839850	-76.510119	JR-216-OF-0004	No	No	Yes	06/28/2016	Unable to locate.
2016	JR-216-OF-0054	101 Brittany Ln.	36.839326	-76.503532	JR-216-OF-0054	No	No	Yes	06/28/2016	
2016	JR-216-OF-0001	212 Charlemagne Dr.	36.833367	-76.507223	JR-216-OF-0001	No	No	Yes	06/28/2016	
2016	JR-216-OF-0058	218 King Charles Ct.	36.832542	-76.504841	JR-216-OF-0058	No	No	Yes	06/28/2016	Unable to locate area, fenced off.
2016	JR-216-OF-0056	216 Charlemagne Dr.	36.833384	-76.506901	JR-216-OF-0056	No	No	Yes	06/28/2016	
2016	JR-216-OF-0002	2747 Burning Tree Ln.	36.837042	-76.511589	JR_216-OF-0002	No	No	Yes	06/28/2016	Unable to locate.
2016	JR-216-OF-0043	4672 Schooner Blvd.	36.838347	-76.512136	JR-216-OF-0043	No	No	Yes	06/28/2016	
2016	JR-216-OF-0044	4682 Schooner Blvd.	36.841438	-76.511106	JR-216-OF-0044	No	No	Yes	06/28/2016	
2016	JR-216-OF-0045	4708 Schooner Blvd	36.847345	-76.509991	JR-216-OF-0045	No	No	Yes	06/28/2016	
2009	JR-216-OF-0046	4736 Schooner Blvd	36.842743	-76.513295	JR-216-OF-0046	No	No	Yes	06/28/2016	RCP has small hole at top of pipe
2016	JR-216-OF-0062	4770 SChooner Blvd.	36.841335	-76.513252	JR-216-OF-0062	No	No	Yes	06/28/2016	
2016	JR-216-OF-0062	4770 Schooner Blvd.	36.841335	-76.513252	JR-216-OF-0062	No	No	Yes	06/28/2016	
2016	JR-216-OF-0018	4788 Schooner Blvd.	36.840408	-76.513553	JR-216-OF-0018	No	No	Yes	06/28/2016	Leaf debris around structure.
2016	JR-216-OF-0060	4613 Schooner Blvd.	36.837592	-76.513123	JR-216-OF-0060	No	No	Yes	06/28/2016	
2016	JR-216-OF-0003	4613 Schooner Blvd.	36.837523	-76.513424	JR-216-OF-0003	No	No	Yes	06/28/2016	
2016	JR-216-OF-0057	4573 Schooner Blvd.	36.834329	-76.512952	JR-216-OF-0057	No	No	Yes	06/28/2016	

Suffolk Fire Department HAZMAT Report Permit Year 3

Suffolk Fire Rescue Chemical Spill or Leak Incidents					
Incident Date	Incident Number	Incident Type	Address	Closed	Description
<u>4/21/2016</u>	<u>1600004173</u>	<u>Chemical spill or le...</u>	<u>6623 HOLLAND RD</u>	<u>4/21/2016</u>	<u>Nothing Found</u>
<u>12/16/2015</u>	<u>1500012692</u>	<u>Chemical spill or le...</u>	<u>7386 HARBOUR TOWNE P...</u>	<u>12/16/2015</u>	<u>Nothing Found</u>
<u>11/24/2015</u>	<u>1500011920</u>	<u>Chemical spill or le...</u>	<u>2301 WILROY RD</u>	<u>11/24/2015</u>	<u>Company Cleanup</u>
<u>10/7/2015</u>	<u>1500010116</u>	<u>Chemical spill or le...</u>	<u>499 RT 58</u>	<u>10/7/2015</u>	<u>Tow Company</u>
<u>9/29/2015</u>	<u>1500009820</u>	<u>Chemical spill or le...</u>	<u>314 S BROAD ST</u>	<u>9/29/2015</u>	<u>Cleanup Company</u>
<u>7/30/2015</u>	<u>1500007638</u>	<u>Chemical spill or le...</u>	<u>1 BOB FOELLER DR</u>	<u>7/30/2015</u>	<u>Company Cleanup</u>
Suffolk Fire Rescue Gasoline / Flammable Liquid Incidents					
Incident Date	Incident Number	Incident Type	Address	Closed	Description
<u>6/26/2016</u>	<u>1600006704</u>	<u>Gasoline or other fl...</u>	<u>804 W CONSTANCE RD</u>	<u>6/26/2016</u>	<u>Gas tank leak</u>
<u>4/21/2016</u>	<u>1600004181</u>	<u>Gasoline or other fl...</u>	<u>100 E CONSTANCE RD</u>	<u>4/21/2016</u>	<u>Tow Company</u>
<u>4/16/2016</u>	<u>1600003975</u>	<u>Gasoline or other fl...</u>	<u>200 W CONSTANCE RD</u>	<u>4/16/2016</u>	<u>Tow Company</u>
<u>4/7/2016</u>	<u>1600003650</u>	<u>Gasoline or other fl...</u>	<u>100 DOVER CT Apt 30...</u>	<u>4/7/2016</u>	<u>Tow Company</u>
<u>3/6/2016</u>	<u>1600002414</u>	<u>Gasoline or other fl...</u>	<u>6019 MAINSAIL LN</u>	<u>3/6/2016</u>	<u>Owner Cleanup</u>
<u>3/1/2016</u>	<u>1600002221</u>	<u>Gasoline or other fl...</u>	<u>3920 BRIDGE RD</u>	<u>3/1/2016</u>	<u>Owner Cleanup</u>
<u>12/29/2015</u>	<u>1500013158</u>	<u>Gasoline or other fl...</u>	<u>1216 PORTSMOUTH BLVD</u>	<u>12/29/2015</u>	<u>Nothing Found</u>
<u>10/9/2015</u>	<u>1500010221</u>	<u>Gasoline or other fl...</u>	<u>804 W CONSTANCE RD</u>	<u>10/9/2015</u>	<u>Nothing Found</u>
<u>9/22/2015</u>	<u>1500009528</u>	<u>Gasoline or other fl...</u>	<u>LITTLE FORK RD and ...</u>	<u>9/22/2015</u>	<u>Cleanup Company</u>
<u>9/15/2015</u>	<u>1500009289</u>	<u>Gasoline or other fl...</u>	<u>1900 PORTSMOUTH BLVD</u>	<u>9/15/2015</u>	<u>Tow Company</u>
<u>9/14/2015</u>	<u>1500009239</u>	<u>Gasoline or other fl...</u>	<u>3900 BREEZEPORT WAY</u>	<u>9/14/2015</u>	<u>Nothing Found</u>
<u>8/8/2015</u>	<u>1500007964</u>	<u>Gasoline or other fl...</u>	<u>7386 HARBOUR TOWNE P...</u>	<u>8/8/2015</u>	<u>Tow Company</u>
Suffolk Fire Rescue Oil or other Combustibles Incidents					
Incident Date	Incident Number	Incident Type	Address	Closed	Description
<u>6/5/2016</u>	<u>1600005871</u>	<u>Oil or other combust...</u>	<u>9305 ECLIPSE DR</u>	<u>6/5/16</u>	<u>Homeowner</u>
<u>3/7/2016</u>	<u>1600002463</u>	<u>Oil or other combust...</u>	<u>NANSEMOND PKWY and ...</u>	<u>3/7/16</u>	<u>Public Works</u>
<u>3/4/2016</u>	<u>1600002344</u>	<u>Oil or other combust...</u>	<u>3300 HOLLAND RD</u>	<u>3/4/16</u>	<u>Tow Company</u>
<u>2/27/2016</u>	<u>1600002111</u>	<u>Oil or other combust...</u>	<u>1965 NORTHGATE COMME...</u>	<u>2/24/16</u>	<u>Cleanup Company</u>
<u>1/11/2016</u>	<u>1600000400</u>	<u>Oil or other combust...</u>	<u>1498 PORTSMOUTH BLVD</u>	<u>1/11/16</u>	<u>Cleanup Company</u>
<u>1/11/2016</u>	<u>1600000394</u>	<u>Oil or other combust...</u>	<u>CAROLINA RD and AIR...</u>	<u>1/11/16</u>	<u>Cleanup Company</u>
<u>12/29/2015</u>	<u>1500013144</u>	<u>Oil or other combust...</u>	<u>SOUTHWEST SUFFOLK BY...</u>	<u>12/29/15</u>	<u>Cleanup Company</u>
<u>11/16/2015</u>	<u>1500011638</u>	<u>Oil or other combust...</u>	<u>7508 S QUAY RD</u>	<u>11/16/15</u>	<u>Cleanup Company</u>
<u>10/3/2015</u>	<u>1500009976</u>	<u>Oil or other combust...</u>	<u>110 E CONSTANCE RD</u>	<u>10/3/15</u>	<u>Flooding Issue</u>

Permit Year 3 Sanitary Sewer Overflows

DEQ_IR	SSORS_ID	Date of Incident	Date Under Control	Date Reported	Reported By	Site Name	Site Address	Description	Category	Possible Receptor	Spill Duration	Latitude	Longitude	Corrective Action	Quantity Spilled (gal.)	Amount Recovered (gal.)	Amount Reached Waterway (gal.)
SSORS#2016-T-104299	104299	7/5/2015	7/6/2015	7/6/2015	William Rockwell	PS 003:	806 A East Riverview Dr.	PS 003 failed to operate normal due to capacity issues. The upstream terminal station was not operating normal due to high head pressure conditions. This incident resulted in PS 003 overflowing. These failures occurred during a heavy rain event. City sta	Maintenance-Other	Lake Meade	3 hour(s) 2 minute(s)	36.741989	-76.58694	The maintenance crew used an emergency pump to maintain the pump station until the conditions returned back to normal. PS 003 is now back in normal operation. -----July 6, 2015 02:32 PM----- --August 21, 2015 12:46 PM----- SSO Classification Change On	3600	0	3600
SSORS#2016-T-104300	104300	7/6/2015	7/6/2015	7/6/2015	Willie Barnes	PS 004: Boston	Garfield Ave.	PS 004 failed to operate normal due to high head condition during a rain event. Telog does not indicate that an overflow occurred, but our staff witnessed the overflow. City staff met with HRSD on August 11, 2015 in order to notify HRSD of the occurrence	Capacity-Weather Related	Lake Meade	1 hour(s) 45 minute(s)	36.73456	-76.601439	PS 004 is being maintained by an pump and haul truck, emergency pump and the station pumps. PS 004 is now back in normal operation. -----July 6, 2015 02:55 PM----- July 10, 2015 07:31 AM-----	2100	0	2100
SSORS#2016-T-104301	104301	7/6/2015	7/6/2015	7/6/2015	William Rockwell	PS 012: North Main St.	Northgate Lane	PS 012 failed to operate normal due to high head condition during a heavy rain event. The wet well level failed to show on Telog due to the transducer failing. These failure resulted in the manhole on Northgate Lane overflowing. The maintenance staff wit	Maintenance-Other	Lake Meade	0 hour(s) 6 minute(s)	36.754686	-76.588423	The maintenance crew used an emergency pump to maintain the station. The force main condition have returned back to normal. The transducer issue has been resolved. PS 012 is back in normal operation. -----July 6, 2015 03:25 PM----- July 10, 2015 07:	50	0	50
SSORS#2016-T-104302	104302	7/6/2015	7/6/2015	7/6/2015	Willie Barnes	PS 023	Manning Rd	PS 023 failed to operate normal due to high head conditions during a heavy rain event. There was an emergency pump on site that was having trouble pumping due to the suction hose clamp not being clamped properly. This overflow was not observed by our sta	Capacity-Weather Related	Speight Run	2 hour(s) 46 minute(s)	36.719027	-76.638494	The maintenance crew tighten the emergency pump suction hose clamps. The force main conditions have returned back to normal. PS 023 is now back in normal operation. -----July 6, 2015 03:47 PM----- July 10, 2015 09:07 AM-----	0	0	0
SSORS#2016-T-104303	104303	7/6/2015	7/6/2015	7/6/2015	Willie Barnes	PS 120	White Herons Lane	Telog indicates that an overflow occurred, but the overflow site was not witness by staff. PS 120 failed to operate normal during high head conditions. This event occurred during a heavy rain event. City staff met with HRSD on August 11, 2015 in order to	Capacity-Weather Related	Lake Meade	3 hour(s) 14 minute(s)	36.741541	-76.601043	PS 120 was being maintained by an emergency pump. PS 120 condition have returned back to normal. PS 120 is now back in normal operation. --- --July 6, 2015 04:02 PM----- July 10, 2015 11:09 AM-----	0	0	0
SSORS#2016-T-104304	104304	7/6/2015	7/6/2015	7/6/2015	Willie Barnes	PS 048	East Constance Rd	Telog indicates that an overflow occurred, but it was not observed by our staff. PS 048 failed to operate normal due to high head conditions during a rain event.	Capacity-Weather Related	Lake Meade	1 hour(s) 19 minute(s)	36.737601	-76.578668	unknown -----July 6, 2015 04:31 PM----- July 10, 2015 11:16 AM-----	0	0	0
SSORS#2016-T-104305	104305	7/6/2015	7/6/2015	7/6/2015	Willie Barnes	Constance Rd Sanitary Sewer	West Constance Rd	Telog indicates that an overflow occurred during high conditions and a heavy rain event. PS 146 failed to operate normal due to these condition. Staff did not witness this overflow.	Capacity-Weather Related	Lake Meade	1 hour(s) 37 minute(s)	36.736885	-76.585073	unknown -----July 6, 2015 04:42 PM----- July 10, 2015 11:22 AM-----	0	0	0
SSORS#2016-T-104306	104306	7/6/2015	7/6/2015	7/7/2015	William Rockwell	424 S. Main St	424 S. Main St	Call from customer stating sewer stoppage at above address. Upon arrival found no active SSO, but evidence of an SSO that had occurred recently. Unable to determine date or time. No problems with lateral.	Maintenance-Debris	Nansemond River	0 hour(s) 0 minute(s)	36.72036	-76.586215	Cleaned spill site. -----July 7, 2015 09:14 AM-----	0	0	0
SSORS#2016-T-104309	104309	7/7/2015	7/7/2015	7/8/2015	William Rockwell	313 Central Ave	313 Central Ave	SSO caused by cloth materials introduced by user into city lateral.	Maintenance-Debris	Nansemond River	0 hour(s) 35 minute(s)	36.731919	-76.577334	Cleared sewer lateral stoppage, cleaned spill site. -- ---July 8, 2015 09:10 AM-----	25	5	20
SSORS#2016-T-104310	104310	7/7/2015	7/7/2015	7/8/2015	William Rockwell	6211 Cambridge Dr	6211 Cambridge Dr	SSO caused by paper products in sewer lateral. Overflow contained in grass area only. 7/9/2015: Found and removed root mass from sewer lateral.	Maintenance-Debris	James River	0 hour(s) 15 minute(s)	36.882162	-76.416748	Cleared sewer lateral stoppage. Cleaned spill site. - ----July 8, 2015 09:26 AM----- Asset change only, W.L. Rockwell 1/21/2016 -----January 21, 2016 08:46 AM-----	200	0	200
SSORS#2016-T-104311	104311	7/7/2015	7/7/2015	7/8/2015	William Rockwell	213 N BROAD ST	213 N BROAD ST	SSO caused by sewer lateral stoppage.	Maintenance-Debris	Nansemond River	0 hour(s) 22 minute(s)	36.732408	-76.59302	Cleared sewer stoppage -----July 8, 2015 09:49 AM----- ---- Asset correction only, W.L. Rockwell 01/21/2016 -----January 21, 2016 08:54 AM-----	25	0	25
SSORS#2016-T-104313	104313	7/9/2015	7/9/2015	7/9/2015	William Rockwell	PS 012	Northgate Ln	PS 012 was experiencing pump failure issues during a rain event. There also was an oversight by City staff during this event. The combination of these failures resulted in the manhole on Northgate Ln. overflowing.	Maintenance-Other	Lake Meade	2 hour(s) 57 minute(s)	36.754686	-76.588421	PS 012 pump issues have been resolved and it is back in normal operation.The appropriate actions have been initiated for staff. -----July 14, 2015 03:58 PM----- SSO Classification Change Only ----- March 15, 2016 01:14 PM-----	0	0	0
SSORS#2016-T-104315	104315	7/11/2015	7/11/2015	7/13/2015	William Rockwell	PS 023	Manning Rd.	PS 023 was experiencing high head conditions during a rain event. The emergency pump that was on site was also experiencing difficulties pumping due to these conditions. The result of difficulties caused manhole 023-041 to overflow.	Capacity-Weather Related	Speight Run	2 hour(s) 1 minute(s)	36.719027	-76.638494	PS 023 head conditions have returned back to normal. PS 023 is now back in normal operation. --- --July 17, 2015 07:19 AM----- SSO Classification Change Only -----March 15, 2016 01:14 PM-----	6000	0	6000
SSORS#2016-T-104326	104326	8/9/2015	8/9/2015	8/10/2015	William Rockwell	CC 020-006-001	4620 Brookwood Dr apt B	SSO caused by paper product in sewer lateral	Maintenance-Debris	James River	0 hour(s) 22 minute(s)	36.876571	-76.424303	Cleared sewer lateral blockage, cleaned spill site. -- ---August 10, 2015 08:43 AM----- Asset correction only, W.L. Rockwell 01/21/2016 -----January 21, 2016 08:51 AM-----	100	0	100
SSORS#2016-T-104327	104327	8/9/2015	8/9/2015	8/10/2015	William Rockwell	CC 134-004-006	1011 Skiff Landing Ln	SSO Caused by blockage in sewer lateral	Maintenance-Debris	Nansemond River	0 hour(s) 25 minute(s)	36.872791	-76.453538	Cleared sewer lateral blockage, cleaned spill site. -- ---August 10, 2015 08:52 AM-----	10	0	10

Permit Year 3 Sanitary Sewer Overflows

DEQ_IR	SSORS_ID	Date of Incident	Date Under Control	Date Reported	Reported By	Site Name	Site Address	Description	Category	Possible Receptor	Spill Duration	Latitude	Longitude	Corrective Action	Quantity Spilled (gal.)	Amount Recovered (gal.)	Amount Reached Waterway (gal.)
SSORS#2016-T-104335	104335	8/25/2015	8/25/2015	8/26/2015	Michael Lassiter	CC 025-060-004	316 BURNETTS WAY	Sewer work crews received a sewer complaint. Upon arrival found evidence of a sewer overflow. No sso flow observed. Cleared a sewer stoppage in lateral	Maintenance-Grease	Nansemond River	0 hour(s) 30 minute(s)	36.77238	-76.571649	Cleared sewer stoppage, cleaned spill site. Work order generated to televise sewer lateral. -----August 26, 2015 09:13 AM-----	0	0	0
SSORS#2016-T-104338	104338	8/27/2015	8/27/2015	8/28/2015	Michael Lassiter	CC 110-091-004	6106 Kent Court Suffolk, Virginia	Sewer overflow at customer cleanout.	Maintenance-Debris	James River	1 hour(s) 0 minute(s)	36.883857	-76.414924	Flushed cleanout and washed down debris(sanitized site). -----August 28, 2015 03:27 PM-----	20	10	10
SSORS#2016-T-104343	104343	9/10/2015	9/10/2015	9/11/2015	William Rockwell	601 W. Washington St	601 W. Washington St	SSO caused by paper products in sewer lateral.	Maintenance-Debris	Nansemond River	0 hour(s) 10 minute(s)	36.729707	-76.593615	Cleared sewer lateral and cleaned spill site -----September 11, 2015 07:39 AM----- Sewer Lateral televised on 9/11/2015 and found root mass in lateral. Work Order to remove root mass generated. -----September 14, 2015 10:14 AM-----	10	0	10
SSORS#2016-T-104345	104345	9/13/2015	9/13/2015	9/15/2015	William Rockwell	PS 025 Burnetts Mills #1:	257 Burnett Way	PS 025 was being operated by an emergency pump during a rain event. The air release valve on the discharge section of the emergency pump blew off during the pump operation. This failure caused a spill at PS 025.	Maintenance-Other	Lake Meade	0 hour(s) 15 minute(s)	36.77066	-76.574533	PS 025 is back in normal operation. The emergency pump has been replaced with another emergency pump. The faulted emergency pump has been turned in for the necessary repairs. -----September 15, 2015 08:02 AM----- SSO Classification Change Only -----March	100	0	100
SSORS#2016-T-104352	104352	10/1/2015	10/1/2015	10/1/2015	William Rockwell	424 S. Main St	424 S. Main St	SSO observed from sewer lateral. No stoppages in lateral or gravity system observed. Overflow estimate based on time first called to responder and end time based on time that overflow had ceased. Further investigation is ongoing; overflow may be adjusted	Maintenance-Other	Nansemond River	5 hour(s) 15 minute(s)	36.72036	-76.586215	Site cleaned. -----October 1, 2015 10:45 AM-----	1600	0	1600
SSORS#2016-T-104353	104353	10/1/2015	10/1/2015	10/1/2015	Willie Barnes	PS 048 Constance Wharf	PS 048 Constance Wharf	Pump 2 circuit was tripping out due to a pump failure issue. Telog indicates that an overflow occurred, but it was not observed by our staff. The average rainfall amount collected from rain gauges in Suffolk between 9/28/2015 and 10/5/2015 was 6.85 inches	Maintenance-Other	Nansemond River	0 hour(s) 15 minute(s)	36.737601	-76.578668	PS 048 is being maintained by an emergency pump. Pump 2 has been replaced with the spare pump, but it was not ready for operation due to a power cable issue. -----October 1, 2015 03:08 PM----- -----October 6, 2015 02:26 PM-----	0	0	0
SSORS#2016-T-104354	104354	10/1/2015	10/1/2015	10/1/2015	Willie Barnes	PS 048 Constance Wharf	PS 048 Constance Wharf	Telog indicates that an overflow occurred, but it was not observed by our staff. PS 048 failed to operate normal due to high head conditions during a rain event. The average rainfall amount collected from rain gauges in Suffolk between 9/28/2015 and 10/5	Capacity-Weather Related	Nansemond River	1 hour(s) 25 minute(s)	36.737601	-76.578668	Backup by-pass pump activated automatically to assist pump station draw down. -----October 1, 2015 03:15 PM-----	0	0	0
SSORS#2016-T-104360	104360	10/2/2015	10/2/2015	10/3/2015	Willie Barnes	PS 048	PS 048	PS 048 was being maintained by the emergency pump. The emergency by-pass pump ran out fuel during extended operations. The average rainfall amount collected from rain gauges in Suffolk between 9/28/2015 and 10/5/2015 was 6.85 inches. At pump station 048,	Maintenance-Other	Nansemond River	0 hour(s) 55 minute(s)	36.737601	-76.578668	The emergency pump was refueled and placed back in operation. Pump 2 power cable was repaired and placed back in operation. -----October 3, 2015 06:36 AM----- -----October 6, 2015 02:50 PM-----	11000	0	11000
SSORS#2016-T-104361	104361	10/2/2015	10/2/2015	10/3/2015	Willie Barnes	PS 048	PS 048	PS 048 was being maintained by the emergency pump. Pump 2 failed to operate normal due to the transducer failing. Pump had to be operated manually due to this failure. The average rainfall amount collected from rain gauges in Suffolk between 9/28/2015 an	Maintenance-Other	Nansemond River	6 hour(s) 15 minute(s)	36.737601	-76.578668	PS 048 was maintained by pump and haul trucks, the emergency by pass pump and pump 2. The transducer has been repaired and pump 2 is back in normal operation. -----October 3, 2015 09:50 AM----- -----October 6, 2015 03:09 PM-----	150000	0	150000
SSORS#2016-T-104362	104362	10/2/2015	10/2/2015	10/3/2015	William Rockwell	424 S. Main St	424 S. Main St	SSO cause unknown. No lateral or gravity main stoppages observed. Overflow was intermittent during reported overflow period.	Maintenance-Other	Nansemond River	2 hour(s) 4 minute(s)	36.72036	-76.586215	Pump and haul was implemented and reduced overflow amounts. Site cleaned. -----October 3, 2015 10:03 AM-----	248	0	248
SSORS#2016-T-104368	104368	10/3/2015	10/3/2015	10/4/2015	William Rockwell	207 Eagles Nest Trace	207 Eagles Nest Trace	SSO from sewer lateral caused by grease. Televised lateral found excessive grease and slight pipe sag. Lateral is being evaluated for possible repair/replacement.	Maintenance-Grease	Nansemond River	0 hour(s) 15 minute(s)	36.834588	-76.526956	Cleared sewer stoppage from sewer lateral. Cleaned spill sight. -----October 4, 2015 01:10 PM-----	10	0	10
SSORS#2016-T-104376	104376	10/7/2015	10/7/2015	10/8/2015	William Rockwell	2007 MEADE PKWY	2007 Meade Pkwy	SSO at sewer lateral clean out, found paper products.	Maintenance-Debris	Nansemond River	0 hour(s) 25 minute(s)	36.761814	-76.595095	Cleared sewer lateral stoppage. -----October 8, 2015 02:28 PM-----	50	0	50
SSORS#2016-T-104383	104383	10/15/2015	10/15/2015	10/15/2015	Willie Barnes	North Main St #2	1807 North Main St. (at old Obici)	One of the station pumps was out of service resulting in the placement of an emergency pump in standby with the EPC valve left open to allow the standby pump to run automatically if needed which exposes the discharge hose to force main system pressures.	Maintenance-Other	Lake Meade	0 hour(s) 50 minute(s)	36.755125	-76.585222	-----October 15, 2015 02:45 PM-----The faulty fitting was replaced. The station pump is now back in service placing the station back in normal operation and the emergency pump removed -----October 19, 2015 12:30 PM-----	50	0	50
SSORS#2016-T-104388	104388	10/28/2015	10/28/2015	10/29/2015	William Rockwell	416 York St	416 York St	SSO caused by solids stopped up in sewer lateral. There is evidence that this SSO had occurred at an earlier date and time.	Maintenance-Debris	Nansemond River	0 hour(s) 14 minute(s)	36.720939	-76.587207	Cleared sewer lateral stoppage. Cleaned spill site. Sewer lateral televised. Incident is under investigation. -----October 29, 2015 09:32 AM-----	100	0	100

Permit Year 3 Sanitary Sewer Overflows

DEQ_IR	SSORS_ID	Date of Incident	Date Under Control	Date Reported	Reported By	Site Name	Site Address	Description	Category	Possible Receptor	Spill Duration	Latitude	Longitude	Corrective Action	Quantity Spilled (gal.)	Amount Recovered (gal.)	Amount Reached Waterway (gal.)
SSORS#2016-T-104390	104390	11/3/2015	11/3/2015	11/3/2015	William Rockwell	PS 124 3585 Nansemond Pkwy	3585 Nansemond Pkwy	SSO caused emergency by pass pump hoses damaged by unknown vehicle. Overflow start time un-observed, times show as observed by Pump Station crew.	Damage By Others	Nansemond River	0 hour(s) 5 minute(s)	36.807044	-76.50861	Emergency by-pass pump turned off, replaced damaged pump hoses. -----November 3, 2015 03:01 PM-----	200	0	200
SSORS#2016-T-104394	104394	11/10/2015	11/10/2015	11/10/2015	William Rockwell	PS 048:	East Constance Rd.	PS 048 was being maintained by a rental emergency pump. The belts broke on the emergency pump causing it to stop operating. Staff got pump and haul trucks to maintained the station until the vendor could change the pump out. The manhole on East Constance	Maintenance-Other	Lake Meade	4 hour(s) 20 minute(s)	36.737601	-76.578668	The vendor has supplied us with another emergency pump. This emergency pump is maintaining PS 048 at this time. -----November 10, 2015 03:30 PM----- SSO Classification Change Only. -----March 15, 2016 01:12 PM-----	26000	0	26000
SSORS#2016-T-104395	104395	11/10/2015	11/10/2015	11/10/2015	Shonia Holloway	PS 048:	East Constance Rd.	PS 048 was being maintained by a rental emergency pump. The belts broke on the emergency pump causing it to stop operating. Staff got pump and haul trucks to maintained the station until the vendor could change the pump out. The manhole on East Constance	Other	Lake Meade	4 hour(s) 20 minute(s)	36.737601	-76.578668	The vendor has supplied us with another emergency pump. This emergency pump is maintaining PS 048 at this time. -----November 10, 2015 03:34 PM-----	26000	0	26000
SSORS#2016-T-104398	104398	11/12/2015	11/12/2015	11/13/2015	William Rockwell	319 Bob White Pkwy	319 Bob White Pkwy	SSO Caused by gas contractor striking 6" sewer force main while boring gas line.	Damage By Others	Quaker Neck Creek	1 hour(s) 0 minute(s)	36.834932	-76.474424	Secured sewer force main, repaired damaged sewer force main. -----November 13, 2015 09:44 AM-----	18000	0	18000
SSORS#2016-T-104403	104403	11/18/2015	11/18/2015	11/19/2015	William Rockwell	216 River Inlet Rd	216 River Inlet Rd	SSO caused by shop rags and grease in sewer lateral.	Maintenance-Debris	Nansemond River	1 hour(s) 15 minute(s)	36.778855	-76.565421	Cleared sewer stoppage in sewer lateral, cleaned spill site. -----November 19, 2015 08:22 AM-----	100	0	100
SSORS#2016-T-104404	104404	11/18/2015	11/18/2015	11/19/2015	William Rockwell	2007 MEADE PKWY	2007 Meade Pkwy	SSO caused by roots in sewer lateral.	Maintenance-Roots	Nansemond River	0 hour(s) 20 minute(s)	36.761814	-76.595095	Cleared stoppage, cleaned spill site. -----November 19, 2015 08:34 AM-----	20	15	5
SSORS#2016-T-104407	104407	11/25/2015	11/25/2015	11/25/2015	William Rockwell	124 Forest Glen Dr	124 Forest Glen Dr	SSO caused by 6" pipe failure in sewer force main.	Infrastructure	Nansemond River	0 hour(s) 50 minute(s)	36.714797	-76.654924	Repaired pipe failure. Cleaned repair site. There is evidence that suggests that this overflow occurred prior to 11/25. That start time of SSO and amounts may not be accurate. Start Time and Amount reported are observed times and amounts. W.L. Rockwell -	1000	0	1000
SSORS#2016-T-104413	104413	12/4/2015	12/4/2015	12/4/2015	William Rockwell	924 Garfield Ave	924 Garfield Ave	SSO caused by grease blockage in sewer gravity main.	Maintenance-Grease	Lake Meade	0 hour(s) 45 minute(s)	36.734705	-76.601017	Cleared sewer stoppage in gravity sewer main. Cleaned spill site. -----December 4, 2015 08:55 AM-----	200	0	200
SSORS#2016-T-104422	104422	12/15/2015	12/15/2015	12/16/2015	William Rockwell	1549 Wilkins Dr	1549 Wilkins Dr.	SSO Caused by grease in gravity sewer main.	Maintenance-Grease	Speights Run	1 hour(s) 10 minute(s)	36.719653	-76.637612	Cleared gravity main sewer stoppage, cleaned spill site. Resident at 1549 Wilkins reports that SSO started on 12/09/15. However resident did not report SSO to City until 12/15/2015. Reported release is observed release only. -----December 16, 2015 08:59	3250	0	3250
SSORS#2016-T-104424	104424	12/19/2015	12/19/2015	12/20/2015	William Rockwell	332 Ashwood Dr	332 Ashwood Dr	SSO Caused by grease in sewer service lateral.	Maintenance-Grease	Nansemond River	0 hour(s) 20 minute(s)	36.752951	-76.55336	Cleared lateral stoppage. -----December 20, 2015 02:51 PM-----W\ Address correction only. -----December 30, 2015 08:30 AM-----	25	0	25
SSORS#2016-T-104432	104432	1/5/2016	1/5/2016	1/6/2016	William Rockwell	304 Linden Ave	304 Linden Ave	SSO caused by stoppage in sewer lateral.	Maintenance-Grease	Lake Kilby	12 hour(s) 2 minute(s)	36.726098	-76.592819	Cleared sewer lateral stoppage, clean spill site -----January 6, 2016 09:36 AM-----	25	0	25
SSORS#2016-T-104433	104433	1/6/2016	1/6/2016	1/7/2016	William Rockwell	123 Delany Dr	123 Delany Ct	SSO Caused by sewer stoppage in sewer lateral.	Maintenance-Grease	Speights Run	0 hour(s) 10 minute(s)	36.726736	-76.642414	Cleared sewer stoppage. Cleaned spill site. -----January 7, 2016 07:51 AM-----	10	0	10
SSORS#2016-T-104437	104437	1/7/2016	1/7/2016	1/8/2016	Michael Lassiter	MH 048-124:	109 Chestnut Street Suffolk, Va	Sewer overflow at sanitary sewer manhole.	Maintenance-Grease	Nansemond River	1 hour(s) 35 minute(s)	36.729729	-76.586852	Cleared sewer main line and cleared grease blockage. -----January 8, 2016 10:02 AM-----	25	0	25
SSORS#2016-T-104440	104440	1/12/2016	1/12/2016	1/13/2016	William Rockwell	6406 Sandgate Dr. N.	6406 Sandgate Dr. N.	SSO Caused by stoppage in sewer lateral.	Maintenance-Debris	Nansemond River	0 hour(s) 8 minute(s)	36.886023	-76.41146	Cleared sewer lateral stoppage, cleaned spill site. -----January 13, 2016 08:15 AM-----	25	25	0
SSORS#2016-T-104458	104458	1/23/2016	1/23/2016	1/25/2016	William Rockwell	CC 004-028-002:	424 S. Main St	SSO at above address is undetermined, found no blockages in lateral or sewer main.	Maintenance-Other	Nansemond River	2 hour(s) 35 minute(s)	36.72036	-76.586215	Stopped overflow by pump and haul. -----January 25, 2016 09:12 AM-----	2325	0	2325
SSORS#2016-T-104462	104462	1/23/2016	1/23/2016	1/25/2016	Willie Barnes	PS 004: Boston	Garfield Ave.	Telog data indicates that an overflow occurred, but there wasn't any evidence of an overflow when witnessed by staff. PS 004 was being maintained by both internal pumps,an emergency pump and by pump and haul trucks during inclement weather .	Capacity-Weather Related	Lake Meade	0 hour(s) 21 minute(s)	36.73456	-76.601439	PS 004 is back in normal operation. -----January 25, 2016 03:47 PM-----	0	0	0
SSORS#2016-T-104463	104463	1/23/2016	1/23/2016	1/25/2016	Willie Barnes	PS 004: Boston	Garfield Ave.	Telog data indicates that an overflow occurred, but there wasn't any evidence of an overflow when witnessed by staff. PS 004 was being maintained by both internal pumps, an emergency pump and by pump and haul trucks during inclement weather .	Capacity-Weather Related	Lake Meade	0 hour(s) 16 minute(s)	36.73456	-76.601439	PS 004 is back in normal operation. -----January 25, 2016 03:53 PM-----	0	0	0
SSORS#2016-T-104469	104469	1/30/2016	1/30/2016	2/1/2016	William Rockwell	4620 Brookwood Ct B	4620 Brookwood Ct B	SSO Caused by solid blockage in sewer lateral	Maintenance-Debris	James River	0 hour(s) 15 minute(s)	36.876571	-76.424303	Cleared sewer lateral blockage, cleaned spill site -----February 1, 2016 08:04 AM-----	25	0	25

Permit Year 3 Sanitary Sewer Overflows

DEQ_IR	SSORS_ID	Date of Incident	Date Under Control	Date Reported	Reported By	Site Name	Site Address	Description	Category	Possible Receptor	Spill Duration	Latitude	Longitude	Corrective Action	Quantity Spilled (gal.)	Amount Recovered (gal.)	Amount Reached Waterway (gal.)
SSORS#2016-T-104475	104475	2/4/2016	2/4/2016	2/5/2016	William Rockwell	424 S. Main St	424 S Main St	SSO due to capacity issues due to rain events. Rain fall data to follow.	Maintenance-Other	Nansemond River	2 hour(s) 55 minute(s)	36.72036	-76.586215	Initiated pump and haul to mitigate overflow. ----- February 5, 2016 08:19 AM----- SSO Classification change from "Maintenance-Roots to Capacity-Weather Related. -----February 25, 2016 11:12 AM----- SSO Classification change only. -----May 16, 2016 10:25	17500	0	17500
SSORS#2016-T-104476	104476	2/4/2016	2/4/2016	2/5/2016	William Rockwell	200 Brook Ave	200 Brook Ave	SSO Caused by capacity issues.	Maintenance-Other	Nansemond River	2 hour(s) 25 minute(s)	36.721019	-76.58767	Performed pump and haul. -----February 5, 2016 09:06 AM----- SSO Classification change only. ----- May 16, 2016 10:26 AM-----	3625	0	3625
SSORS#2016-T-104488	104488	2/5/2016	2/5/2016	2/8/2016	Willie Barnes	MH 004-022:	963 Garfield Ave	SSO caused by pump station and bypass pumps inability to overcome sewer force main pressures. Pump and Haul was also initiated to reduce overflow. Rain fall data to follow as an amendment to this report.	Capacity-Weather Related	Lake Meade	0 hour(s) 2 minute(s)	36.7345	-76.601937	Pump & Haul used to minimize overflow. ----- February 8, 2016 11:57 AM-----	1000	0	1000
SSORS#2016-T-104489	104489	2/4/2016	2/5/2016	2/8/2016	Willie Barnes	MH 146-077:	216 Dumville Ln: In ravine adjacent to address.	SSO caused by pump station pumps and by pass pump inability to pump into sewer force main. More information to follow as data become available.	Capacity-Weather Related	Nansemond River	22 hour(s) 28 minute(s)	36.736538	-76.584941	Pump & Haul efforts initiated to limit overflow amounts. -----February 8, 2016 12:35 PM-----	202200	0	202200
SSORS#2016-T-104490	104490	2/3/2016	2/3/2016	2/8/2016	William Rockwell	CC 048-129-026:	238 Pine St	SSO caused by blockage in sewer lateral. SSO is being reported due to evidence of overflow. No SSO was directly observed.	Maintenance-Debris	Nansemond River	0 hour(s) 16 minute(s)	36.731579	-76.58537	Cleared sewer stoppage, cleaned spill site. ----- February 8, 2016 12:46 PM-----	10	0	10
SSORS#2016-T-104507	104507	2/14/2016	2/14/2016	2/16/2016	William Rockwell	644 Adkins Cir	644 Adkins Cir	SSO cause by stoppage in sewer lateral.	Maintenance-Debris	Nansemond River	0 hour(s) 25 minute(s)	36.723654	-76.558577	Cleared stoppage in lateral, cleaned spill site. ----- February 16, 2016 09:52 AM-----	30	0	30
SSORS#2016-T-104509	104509	2/16/2016	2/16/2016	2/17/2016	William Rockwell	PS 072:Cove Point	109 Lakefront Drive	PS 072 showed evidence of a spill on the site, but the source of the spill was not able to be determined.	Maintenance-Other	Speight Run	0 hour(s) 15 minute(s)	36.718574	-76.649045	The spill site has been investigated by Maintenance and Line Maintenance staff. The source of this incident could not be determined. PS 072 is operating normal without any visible deficiencies. -----February 17, 2016 03:38 PM----- -- February 19, 2016	50	0	50
SSORS#2016-T-104513	104513	2/22/2016	2/22/2016	2/22/2016	William Rockwell	3521 Godwin Blvd	3521 Godwin Blvd: Across Rt 10 from address	Evidence of unobserved overflow	Maintenance-Debris	Nansemond River	0 hour(s) 0 minute(s)	36.793346	-76.58318	Sewer Force Main air relief valve checked for defects. No defects found with force main air relief valve. 1500 gallon overflow is estimated release based on site inspection. -----February 22, 2016 12:26 PM----- Further inspections found that a 2" gate va	1500	0	1500
SSORS#2016-T-104516	104516	2/23/2016	2/23/2016	2/24/2016	William Rockwell	2832 E WASHINGTON ST	2832 E WASHINGTON ST	SSO caused by stoppage in sewer lateral.	Maintenance-Debris	Nansemond River	1 hour(s) 30 minute(s)	36.744353	-76.541788	Cleared stoppage, lateral is being investigated for defects. -----February 24, 2016 08:00 AM----- Investigation found no pipe defects, stoppage was caused by grease build up in sewer lateral. ----- March 2, 2016 11:22 AM-----	50	30	20
SSORS#2016-T-104533	104533	3/14/2016	3/14/2016	3/15/2016	William Rockwell	2404 E Washington St	2404 E Washington St	SSO from sewer lateral	Maintenance-Debris	Shingle Creek	0 hour(s) 17 minute(s)	36.736944	-76.553348	Cleared sewer lateral stoppage. Site cleaned. ----- March 15, 2016 07:33 AM-----	50	0	50
SSORS#2016-T-104534	104534	3/15/2016	3/15/2016	3/16/2016	William Rockwell	Dogwoods Estates:	509 Kilby Shores Drive	PS 035 was being maintained by an emergency pump. The cam lock fitting on the discharge hose on the emergency pump faulted and it resulted in a spill.	Maintenance-Other	Lake Kilby	0 hour(s) 15 minute(s)	36.71996	-76.622051	The discharge hose has been replaced and a safety strap has been installed on the cam lock fitting to help prevent reoccurrence of this incident. ----- March 16, 2016 10:06 AM----- SSO Classification Change from other to Maintenance-Other Only ---- -May 25	50	0	50
SSORS#2016-T-104535	104535	3/17/2016	3/17/2016	3/17/2016	William Rockwell	Westhaven Lakes #1:	985 Pitchkettle Rd	PS 120 had a rental emergency pump on site on standby. The Godwin Pumps tech. reported that the cam lock connection to the pump was leaking on the discharge hose.	Maintenance-Other	Lake Meade	0 hour(s) 11 minute(s)	36.740462	-76.600511	The emergency pump has been removed from PS 120. -----March 17, 2016 04:12 PM----- SSO Classification from Other to Maintenance-Other Only. -----May 25, 2016 11:18 AM-----	5	0	5
SSORS#2016-T-104541	104541	3/28/2016	3/28/2016	3/29/2016	William Rockwell	Madison Ave and Maple St	End Of Madison Ave and Maple St	SSO caused by grease and solids in gravity sewer main.	Maintenance-Grease	Shingle Creek	0 hour(s) 20 minute(s)	36.721706	-76.574149	Cleared sewer gravity main stoppage at approximately 304 Mulberry St. GM 601-048: Spill Site Cleaned. -----March 29, 2016 10:35 AM-----	3000	0	3000
SSORS#2016-T-104542	104542	3/26/2016	3/26/2016	3/29/2016	William Rockwell	1109 LAKE KENNEDY DR	1109 LAKE KENNEDY DR	SSO caused by grease in sewer lateral.	Maintenance-Grease	Shingle Creek	0 hour(s) 15 minute(s)	36.724128	-76.558934	Cleared sewer lateral stoppage. Cleaned spill site. -----March 29, 2016 11:02 AM-----	25	10	15
SSORS#2016-T-104543	104543	3/27/2016	3/27/2016	3/29/2016	William Rockwell	211 HIGHLAND AVE	211 HIGHLAND AVE	SSO caused by grease blockage in sewer lateral.	Maintenance-Grease	Nansemond River	0 hour(s) 20 minute(s)	36.736067	-76.575625	Cleared sewer lateral stoppage. Cleaned spill site. -----March 29, 2016 11:10 AM-----	5	2	3
SSORS#2016-T-104544	104544	3/30/2016	3/30/2016	3/30/2016	William Rockwell	Godwin Commercce Park:	2904 Godwin Blvd	Engineering contractor was performing some test at PS 029. They closed PS 029 influent valve to perform the required test. They did not reopen the valve in time and because of this failure MH 029-027 overflowed.	Damage By Others	Lake Meade	0 hour(s) 2 minute(s)	36.775064	-76.578048	The engineering group reopened the valve and it resolved the problem. PS 029 is back in normal operation. -----March 30, 2016 11:50 AM----- SSO Classification change only. -----May 16, 2016 10:27 AM-----	5	0	5
SSORS#2016-T-104551	104551	4/12/2016	4/12/2016	4/13/2016	William Rockwell	3500 North River Rd	3500 North River Rd See Attachment	SSO caused by 1/2" hole in sewer force main pipe	Infrastructure	Nansemond River	4 hour(s) 15 minute(s)	36.890314	-76.437633	Repaired 8" Sewer Force Main. -----April 13, 2016 10:23 AM----- Correction to Asset ID only. -----April 18, 2016 11:04 AM-----	12750	3000	9750

Permit Year 3 Sanitary Sewer Overflows

DEQ_IR	SSORS_ID	Date of Incident	Date Under Control	Date Reported	Reported By	Site Name	Site Address	Description	Category	Possible Receptor	Spill Duration	Latitude	Longitude	Corrective Action	Quantity Spilled (gal.)	Amount Recovered (gal.)	Amount Reached Waterway (gal.)
SSORS#2016-T-104553	104553	4/11/2016	4/12/2016	4/13/2016	William Rockwell	950 Kings Hwy	950 Kings Hwy	SSO caused by sewer force main pipe separation at bell and spigot.	Infrastructure	Nansemond River	18 hour(s) 0 minute(s)	36.840399	-76.55067	Repaired 12" sewer force main. Spill site treated and cleaned. -----April 13, 2016 01:16 PM-----	200	50	150
SSORS#2016-T-104555	104555	4/13/2016	4/13/2016	4/15/2016	William Rockwell	1229 WILROY RD	1229 WILROY RD	SSO caused by stoppage in sewer lateral	Maintenance-Debris	Nansemond River	1 hour(s) 1 minute(s)	36.751125	-76.563134	Cleared stoppage in sewer lateral -----April 15, 2016 09:48 AM-----	15	5	10
SSORS#2016-T-104556	104556	4/15/2016	4/15/2016	4/15/2016	William Rockwell	3500 North River Rd	3500 North River Rd	SSO Caused by possible pipe failure.	Infrastructure	Nansemond River	4 hour(s) 15 minute(s)	36.890314	-76.437633	Repaired pipe failure. Site treated and cleaned. Note: Amount of material released & recovered may change when report is finalized. -----April 15, 2016 03:22 PM----- Asset ID Change Only -----May 25, 2016 11:16 AM-----	26000	24000	2000
SSORS#2016-T-104565	104565	5/19/2016	5/19/2016	5/19/2016	William Rockwell	Crowdy Blvd:	Crowdy Blvd	Ch2mhill was performing a curve test at PS 016. They closed the force main valve on Crowdy Blvd. When they closed it and turned the pumps on at PS 016 the valve began to leak.	Infrastructure	Knotts Creek	0 hour(s) 2 minute(s)	36.861909	-76.439794	Ch2mhill reopened the valve and the leak stopped. This incident has been reported to the City of Suffolk Line Maintenance Manager for further review. -----May 19, 2016 11:59 AM----- Asset Id change only. -----May 25, 2016 11:19 AM-----	5	0	5
SSORS#2016-T-104567	104567	5/22/2016	5/22/2016	5/23/2016	William Rockwell	1500 OLDE MILL CREEK DR	1500 OLDE MILL CREEK DR	SSO caused by grease stoppage in pipe segment 123-012.	Maintenance-Grease	Burnett's Mill Creek	0 hour(s) 45 minute(s)	36.762368	-76.55205	Cleared stoppage, cleaned spill site. -----May 23, 2016 11:16 AM-----	1200	0	1200



Sanitary Sewer Overflows PY3

Legend



SSOs PY3



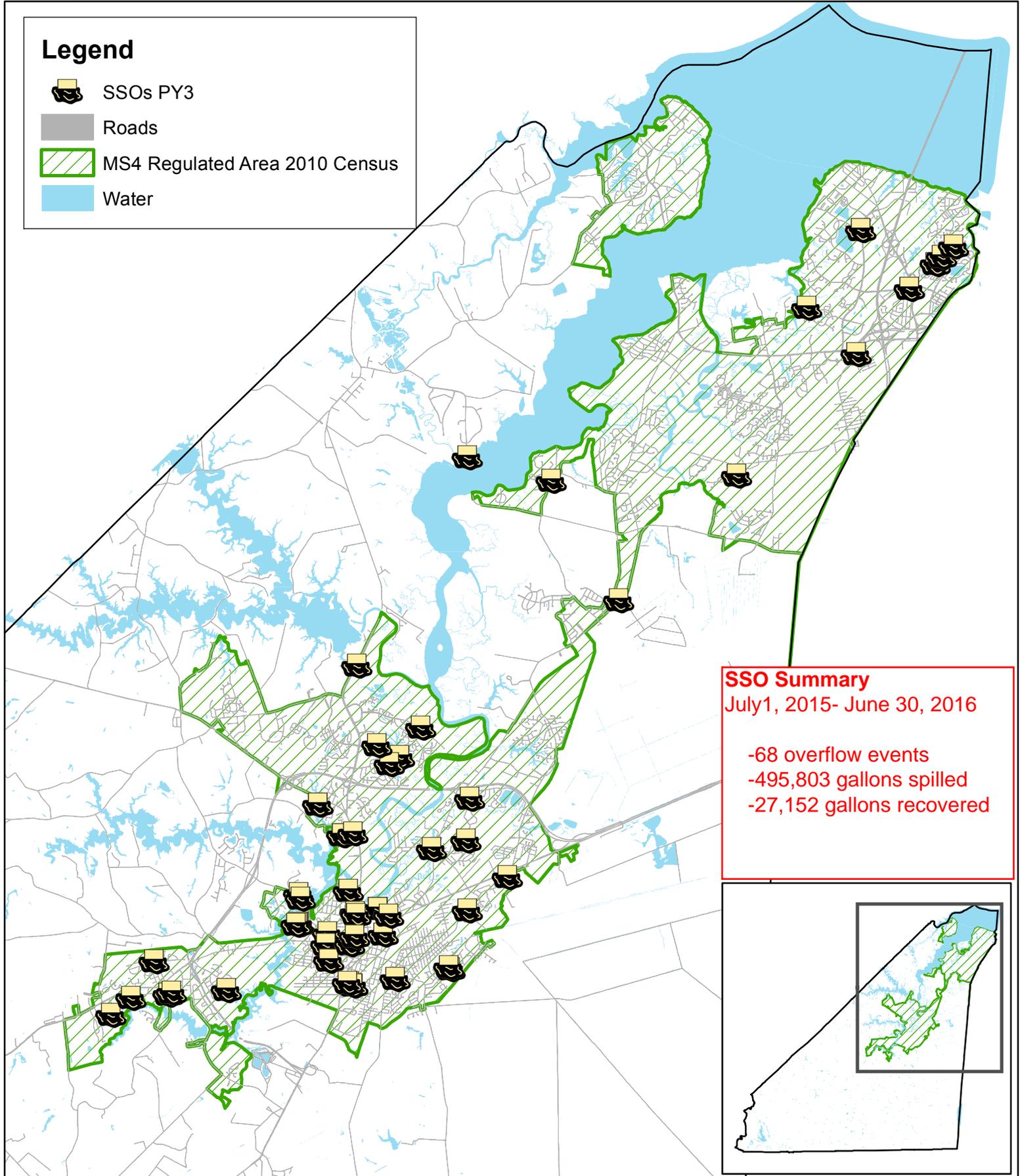
Roads



MS4 Regulated Area 2010 Census



Water



SSO Summary

July 1, 2015- June 30, 2016

- 68 overflow events
- 495,803 gallons spilled
- 27,152 gallons recovered

Illicit Discharge Response by Public Works Engineering Permit Year 3

Complaint Date	Complaint Description	Respondent(s)	NOV Issued	Incident Location	Follow Up Date(s)	Resolution	Close Date
7/15/2015	Neighborhood resident called to report the sound of running water in storm drains during periods of dry weather	David Keeling Lacie Nixon	No	Riverwood		By tracking upstream from outfall, groundwater was found to be infiltrating through pipe joint etc. Issue was not considered an illicit discharge.	7/16/2015
7/16/2015	Missing manhole cover on a grease trap behind Food Lion on Bridge Road	David Keeling Lacie Nixon	No	Food Lion Bridge Road	10/15/2015	Public Utilities contacted and covered manholes. Verified lids to grease interceptor replaced.	10/15/2015
7/17/2015	Citizen called suspecting a neighbor had dug a trench to direct water overflow to the roadside ditch. Overflow was suspected to be composed of sewage.	David Keeling Lacie Nixon	No	8321 Hudgins Circle		Water was found to be from a well pipe connected to community well and was not considered an illicit discharge	7/17/2015
8/25/2015	Citizen called suspecting septic water leaking into the storm drain from a neighbors house. Grass near water flow had died and algae buildup had accumulated along curblin from water flow.	Lacie Nixon Samuel Wesley	No	8796 Adams Drive	9/11/2015 10/28/15 10/30/15 11/12/15 11/13/15 11/18/15	A septic take overflow was clearly present. Virginia Department of Health was contacted. VDH required resident to fix septic tank and a final investigation was done to confirm leak had been fixed and illicit discharge had been stopped.	11/18/2015
9/16/2015	Received complaint about leaking car throughout the neighborhood. Car owner's car leaking power steering fluid from driveway to the corner or Kensington BLVD. No redimal action was taken when asked.	Samuel Wesley Lacie Nixon	Yes	114 Ashford Drive	9/21/15, 10/4/15, 11/12/15, 12/7/15, 1/7/16, 1/11/16, 1/12/16, 1/13/16, 1/14/16, 2/18/16, 2/24/16, 2/25/16, 3/1/16, 3/7/16, 4/5/16, 4/20/16, 6/20/16, 6/24/16, 7/1/16, 7/6/16, 7/20/16,7/27/16, 8/5/16, 8/9/16, 8/17/16	Verified car in driveway is leaking power steering fluid and has rejected inspection sticker, NOV issued, referred to Community Development, Attorney's Office and Police Dept., finally Ms. Kanta has bought another car, she stated leaking vehicle not being driven and power steering reservoir is empty, no staining in driveway and street but still monitoring, she informed me plans to sell vehicle by weight for scrap. Contacted Property maintenance, car must be sold or gotten rid of by 10/25/16; or will be towed by City or owner taken to court.	
9/21/2015	Noticeable paint stain identified from the yard edge of 1588 Steeple Drive to the storm drain across the street.	Samuel Wiley Lacie Nixon	No	1588 Steeple Drive	9/23/15 9/28/15	Residue (most likely from paint), notified builder to collect solvents when cleaning brushes and properly depose, area abated	10/21/2015
9/29/2015	There was an overturned truck filled with fertilizer on Route 58/Holland Road.	Samuel Wesley Lacie Nixon	No	Tractor Trailer Route 58		The incident commander (Suffolk Fire Department) on scene the night of the accident ensured no diesel fuel had spilled on the ground. 2 fertilizer bags spilled on the ground and was properly cleaned and disposed of .	9/29/2015
10/1/2015	Numerous pollutants leaving Suffolk Recycling center at 277 Suburban Drive and entering the MS4 system.	Steven Long (DEQ), Erin Rountree, David Keeling	Letter sent by DEQ	227 Suburban Drive	10/1/2015	Investigation and enforcement is being led by Steven Long of DEQ. A report of his findings was received by the City.	
10/16/2015	Complainant suspected septic water being pumped from 1414 Wilroy Road #13 to the lake in the community.	Lacie Nixon Samuel Wesley	No	1414 Wilroy Road #13	10/21/15 10/26/15	The lake contained algae, but no odor, stains or evidence of discharge. Virginia Health Department contacted, who did not have any open complaints and confirmed past complaints had been resolved.	11/18/2015
10/26/2015	Curb line contained standing water near Baron's Pub along Market Street.	Samuel Wesley Ed Heide	No	Main and Market Sts.	10/30/2015	The steady flow of water from the curb was identified as a water leak. Public Utilities was called to fix the issue.	10/30/2015
10/30/2015	Suspected oil leaking from car.	Lacie Nixon Samuel Wesley	No	115 Cross Terrace	12/10/2015 1/04/2016 2/10/16	After opening storm drain it seemed as if oil/grease had been poured down the storm drain as evidenced by the coagulation and stains on the grate. Third visit to area showed no signs of grease or any other illicit discharge.	2/10/2016

Illicit Discharge Response by Public Works Engineering Permit Year 3

Complaint Date	Complaint Description	Respondent(s)	NOV Issued	Incident Location	Follow Up Date(s)	Resolution	Close Date
11/19/2015	DEQ sent a complaint from a homeowner who suspected inappropriate materials had been dumped in the backyard years ago and polluted soil was causing rare disease	David Keeling Lacie Nixon	No	5529 Weatherby Way	12/10/2015 12/17/2015	No evidence of pollutants entering stormwater system. Asked resident(s) to call if anything was seen again. No further contact from residents. Followed up in wet and dry weather, nothing seen during follow up visits.	12/17/2015
12/3/2015	Resident was reported to be stuffing leaves down stormdrain.	Samuel Wesley Lacie Nixon	Yes	2741 Burning Tree Lane	12/04/15 12/11/15 12/15/15	Complaints was confirmed upon opening suspected stormdrain to the left of 2741 Burning Tree Lane. Owner approached and admitted to dumping leaves annually. Notice of Violation given requiring resident to have the leaves removed by 12/11/15. Observed leaves were removed on final investigation. Mailed letter of compliance.	12/15/2015
12/4/2015	Complaint received about "WBE Construction" truck pumping an unknown material into the stormdrain	David Keeling	No	422 Beamons Mill		Site foreman was interviewed and confirmed it was uncontaminated stormwater being pumped out of a stormwater pipe during maintenance operations. Not found to be an illicit discharge.	12/4/2015
12/14/2015	Resident has placed PVC pipe from yard leading to driveway. A steady stream of water is flowing from the driveway, down the road, and into the nearest stormdrain.	Samuel Wesley and Lacie Nixon	No	2012 Jehu Street	12/15/2015 12/22/15 1/04/2016	Water was found to be AC condensate and not considered to be an illicit discharge.	1/4/2016
12/30/2015	Mud was tracked in the road by TFC recycling	Samuel Wesley	No	227 Suburban Drive	1/12/2016	Roadway was swept and cleared of debris	1/12/2016
1/8/2016	Complaint about excessive littering down Hannah Hunt Blvd	David Keeling	No	Hannah Hunt Blvd		Complaint forwarded to Litter Control Coordinator. Resident adopted the road to facilitate maintenance.	1/8/2016
1/27/2016	Resident concerned about plastic bags spewing from Waste Management trash truck along Western Frwy	Lacie Nixon	No	Western Freeway		Called Waste Management to inform them of complaint. Was not able to make contact with complainant.	1/27/2016
2/1/2016	Complaint about possible detergent water in ditches near 1853 Nansemond Parkway	Lacie Nixon Samuel Wesley	No	1853 Nansemond Parkway	2/2/2016	Detergent test done on the water was inconclusive. No physical signs of detergent. Operations cleaning ditches to help water flow more easily	2/2/2016
2/10/2016	A possible illicit discharge noticed in the Wynnwood neighborhood. Water bubbling up, iron floc present and water around the discharge has green/blue tint	Ed Heide, David Keeling		4601 Camelia Drive	2/11/2016	Not able to determine the composition of the water. No mapped sewer or water mains or laterals near the discharge. Suspected of being a natural spring.	2/15/2016
2/11/2016	Resident concerned about illicit discharge from contractor washing off objects in parking lot	Lacie Nixon David Keeling	No	185 N Main Street		Restaurant hood vents being washed outside were already cleaned. Contractor was rinsing the vents. Contractor was aware of stormwater and illicit discharge regulations. No illicit discharge found.	2/13/2016
2/18/2016	illicit discharge complaint about vector truck flushing stormwater pipe	David Keeling	No	Bennett's Creek Landing		Decanting water from storm pipe flushing, not considered an illicit discharge	2/18/2016
2/18/2016	Received information about cars being washed on asphalt pavement	Samuel Wesley	No	450 E. Washington Street	2/18/2016	Informed owner they would need to stop operations and get proper permits. Contacted Ricky from Community Development who states a request for a car washing permit will be denied stopping future discharge.	2/18/2016
2/23/2016	Complaint about possible dumping of leaves and yard debris into the ditch that runs between two properties	Lacie Nixon and Samuel Wesley	No	1544 Olde Mill Creek	2/23/2016	Leaf pile does not seem to be impeding water flow nor is it located near the outfall opening. No sign of illicit discharge.	2/23/2016

Illicit Discharge Response by Public Works Engineering Permit Year 3

Complaint Date	Complaint Description	Respondent(s)	NOV Issued	Incident Location	Follow Up Date(s)	Resolution	Close Date
2/24/2016	Received information of a possible septic tank overflow at Citgo gas station.	Samuel Wesley and Lacie Nixon	No	6500 Whayleville Blvd.	2/26/16, 3/23/16, 5/25/16	Contacted Carey Horne from VDH. Owner has been told to have the tank pumped until he can schedule repairs. VDH will keep us aware of progress. Carey from VDH closing complaint.	5/25/2016
2/25/2016	Visited Enterprise Rental to investigate illicit discharge from car washing. Unsure where wash water is going.	David Keeling, Samuel Wesley	No	2101 N Main Street	2/26/16 2/29/16 3/3/16 3/9/16 3/11/16	Observed car washing under awning area, but wash water not in SW system, water stays under awning and evaporates. No evidence of wash water entering storm sewers.	3/11/2016
3/7/2016	Complaint from caller stating that a contractor (concrete truck) is washing concrete equipment into the ditch, stopping it up.	Lacie Nixon Samuel Wesley	No	4417 Coltrane Ave.	3/8/16 3/9/16 3/15/16 3/23/16	Project leader contacted and cement was cleaned up from site	3/23/2016
3/22/2016	Received information that there may be sewage being pumped into the waterway along Hickory Neck Lane.	Lacie Nixon Samuel Wesley	No	106 Hickory Neck Lane	3/22/2016	Contacted Jayme Humphrey from VDH. Sewage system has a permit to discharge into existing pond because of lack of space for an adequate drain field	3/26/2016
3/24/2016	Received call about biker club sweeping pine straw into storm drain	David Keeling Lacie Nixon	No	6767 Everetts Road	3/25/2016	Left a door hanger informing the citizens of the suspected illicit discharge and contacted operations to have pine straw removed	3/25/2016
4/1/2016	Citizen reported an orange film in the ditch next to his house	David Keeling Lacie Nixon	No	8828 Adams Drive		After investigation, it was confirmed that the orange film is iron floc bacteria, which is natural and harmless	4/1/2016
4/4/2016	Forwarded a call from DEQ from a resident reporting a leaking septic system	David Keeling Lacie Nixon		Hess Gas Station		The illicit discharge was confirmed after investigation and the complaint has been forwarded to Carey at VDH. Carey confirmed the blockage was cleared.	4/4/2016
4/7/2016	Call from citizen about a possible septic tank overflow at neighbors home	Samuel Wesley Lacie Nixon	No	6245 Godwin Blvd	4/7/2016, 4/8/16, 4/11/16, 5/2/16, 5/25/16	Carey has been working with the responsible party and will be issuing him a repair permit. In the meantime, he has put lime on the sewage and has had his tank pumped. VDH has resolved drainfield issue.	7/27/2016
4/20/2016	Complaint received concerning oil stains in street	Samuel Wesley and Lacie Nixon	No	248 Burnetts Way	4/20/2016, 5/25/16, 5/31/16, 6/17/16, 6/20/16, 7/1/16	Visited residence fresh oil stains in street and driveway; left hanger no answer at door. Finally, met resident and wife, absorbant used to clean up spill, was informed a friend's car was leaking (while visiting); verified area is dry.	7/8/2016
4/27/2016	Neighbor called to complain about neighbor at two locations not picking up after their dog	Lacie Nixon		8328 and 8000 Hudgins Circle		Placed educational material at the doors of suspected responsible party along with pet waste bags	4/27/2016
5/9/2016	Citizen contacted Operations concerning church which continues to push grass cuttings into storm drain at Pruden Blvd. and Lida Ave.	Samuel Wesley	No	Pruden Blvd. and Lida Ave.	5/9/2016	Grass recently cut, little bit of grass in storm drain; educated Pastor on illicit discharge (Grass cuttings), he stated church uses 72" zero-turn mower (mulching); they blow cutting from weed edging back onto grass and then mowed over cuttings.	5/9/2016
5/9/2016	Citizen mentioned to Operations Real Estate Company maintaining yard blows grass into drain.	Samuel Wesley	No	206 Edwards Ave.	5/9/2016, 5/19/16, 5/31/16	No storm drains in neighborhood; grass recently cut, no grass cuttings in gutter pan	5/31/2016
5/23/2016	Citizen reports empty cat food cans tossed into River	Samuel Wesley	No	KFC 915 Main St.	5/23/2016, 5/24/2016, 5/31/16	No cat food cans in river, little trash along banks, reported to restaurant manager.	5/31/2016
5/25/2016	Citizen reported large amounts of water leaving Planters Peanuts site	Ed Heide, David Keeling	No	245 Culloden St		Fire suppression pump system testing, discharging treated drinking water, not considered an illicit discharge.	5/25/2016

Illicit Discharge Response by Public Works Engineering Permit Year 3

Complaint Date	Complaint Description	Respondent(s)	NOV Issued	Incident Location	Follow Up Date(s)	Resolution	Close Date
5/25/2016	Complaint received from Refuse Division, street sweeper observed grass clippings blown into storm drain	Samuel Wesley	No	1012 Snead Dr.	5/25/2016, 6/1/16, 6/17/16, 6/24/16	Observed grass cuttings in gutterpan, not in basin; spoke with daughter informed her of illicit discharge complaint; recommended blowing grass into yard in future. Lifted manhole lid, no clippings.	6/24/2016
5/31/2016	Complaint received concerning oil leaking from car onto street	Samuel Wesley	No	4004 Gunston Dr.	6/1/2016, 6/14/16, 6/16/16, 6/24/16, 6/29/16, 7/5/16	A few locations on street (motor oil) stains; spoke with resident and informed her son fixed problem. Followed up and verified.	7/5/2016
6/3/2016	Received complaint excessive water pumped into ditch and roadway	Samuel Wesley	No	1606 Upton Pl.	6/3/2016, 6/6/16, 6/9/16	Resident has trenched and laid PVC pipe for a french drain.	6/9/2016
6/14/2016	Black oil residue in ditch leading to BMP	Samuel Wesley	No	2026 Smalley's Dam Cir	6/14/16, 6/24/16, 7/5/16	Called resident, she stated you may not see black oil. Did not see oil, she stated she will call if residue returns to ditch. Dis several follow ups and no call from resident.	7/5/2016
6/14/2016	Wash water or detergent spilled at Suffolk Glass Co.	Samuel Wesley	No	420 Pinner St	6/14/2016, 6/20/16, 6/22/16	Visited location, area around business dry, spoke with owner of business, was informed no wash water dumped outside of building	6/23/2016
6/14/2016	Backwashing pool water into neighboring BMP	Samuel Wesley	No	3604 Coachhouse Ct	6/14/2016, 6/20/16	Spoke with homeowner will drain on his property until french drain or mop sink is installed; hose no longer draining outside fence or into BMP.	6/23/2016
6/16/2016	Unwanted household items dumped on vacant property	Samuel Wesley	No	2900 block of Box Elder Rd	6/16/2016	Wayne referred to Jennifer with Operations to have refuse pick up items.	6/16/2016
6/16/2016	Mattress ,cardboard boxes, trash dumped at end of lane	Samuel Wesley	No	2275 Bridge Rd	6/16/2016	Wayne referred to Jennifer of Operations to have refuse pickup debris	6/16/2016
6/16/2016	Cleaning air conditioning units over storm drain	Samuel Wesley	No	Super 8 633 N Main St	6/16/2016, 6/17/16, 6/20/16	Instructed staff to wash air conditioning unit over mop sink or in grass area; verified practices not continuing.	6/20/2016
6/29/2016	Human waste odor reported at 7-11	Samuel Wesley	No	7-11 853 Carolina Rd	6/29/2016	Investigate complaint at 7-11 and Davis Lake Campground found no sewage discharge, all septic tanks pumped recently, awaiting Carey (VDH) findings. Received e-mail from Carey, didn't find any problems.	7/1/2016
6/20/2016	Possible Illicit connection discovered by HRSSD sampling staff. Found indications of human waste while doing bacteria source tracking.	David Keeling, Samuel Wesley	No	106 Kilby Ave	6/20/16, 7/8/2016, 7/19/16, 8/2/2016	CCTV, dye testing, and smoke testing did not reveal the source of the pipe pipe was plugged with concrete	8/2/2016

Appendix F

Supporting Documentation for Minimum Control Measure 4: Construction Site Stormwater Runoff Control

ESC and SWM Certified Personnel Permit Year 3

Employee Name	Certification Type	Cert. No	Expires
Bradshaw, Charles	Dual Inspector	#DIN0176	12/2/2017
Cereske, Farris	Erosion and Sediment Control Inspector, Stormwater Management Inspector	#5560, #SWIN0466	5/31/2018, 12/29/2018
Earley, Sherry	Erosion and Sediment Control Program Administrator, Stormwater Management Program Administrator	#446, #SWPA0129	11/30/2017, 06/18/2018
Heide, Edward	Dual Plan Reviewer	#DPR0106	8/20/2018
Hunt, Ryan	Dual Plan Reviewer	#DPR0103	3/26/2018
Jarriel, David	Dual Inspector	#DIN0124	11/30/2018
Keeling, David	Dual Inspector	#DIN0241	10/16/2018
Liverman, Dyan	Dual Inspector	#DIN0186	8/12/2018
Madray, Louis	Dual Inspector	#DIN0184	7/27/2018
Mushett, George Alan	Dual Plan Reviewer	#DPR0120	4/5/2019
Ross, Beth	Dual Plan Reviewer	#DPR0113	7/9/2018
Rountree, Adam	Dual Plan Reviewer	#DPR0107	9/10/2018
Rountree, Erin	Dual Plan Reviewer	#DPR0108	7/8/2018
Joseph Rountree	Currently in class	#ESIN0366	3/5/2019
Trimyer, Jason	Dual Inspector	#DIN0179	7/9/2018
Gill, Beth	Erosion and Sediment Control Plan Reviewer	#8044	11/30/2016
Williams, Jeannetta	Erosion and Sediment Control Plan Reviewer	#529	5/31/2019
Samuel Wesley	Dual Inspector	#DIN0234	11/21/2018
James Weaver	Erosion and Sediment Control Inspector	#5875	11/30/2018
Dean Adams	Erosion and Sediment Control Inspector	#3963	5/31/2017
Carlton Evans	Erosion and Sediment Control Inspector	#3647	5/31/2019
Michael Orvis	Erosion and Sediment Control Inspector	#5822	11/30/2018
Dale Wells	Erosion and Sediment Control Inspector	#5876	11/30/2018
Victor Williams	Erosion and Sediment Control Inspector	#6046	5/31/2019
Earl Allison	Dual Inspector	#DIN0471	8/25/2019
Antonio Jordan	Erosion and Sediment Control Combined Administrator	#6191	5/31/2019
Chad Oxtan	Erosion and Sediment Control Inspector	#5825	11/30/2018
Amanda Medley	Erosion and Sediment Control Plan Reviewer, Stormwater Management Plan Reviewer	#ESPR0114, #SWPR0229	3/25/2019, 5/17/2019
Michael Wiggins	Erosion and Sediment Control Inspector, Stormwater Management Inspector (provisional)	#6043	5/31/2019

ESC and SWM Enforcement Actions Summary Permit Year 3

SINGLE FAMILY

HUC	Current Active	Total Inspections	Yearly Complete	Total Enforcement Actions	Stop Work Orders
AS02	4	45	4	11	
AS03	0	0		0	
AS04	0	9	2	0	
AS05	1	38	3	1	
AS06	0	0		0	
CL01	3	55	4	4	
CL02	1	22	3	3	
CL03	0	4		0	
CL05	0	0		0	
CU66	0	0		0	
CU69	5	10		0	
CU70	0	5	1	0	
JL42	0	31	2	4	
JL43	0	0		0	
JL44	13	167	8	27	2
JL45	12	170	25	38	1
JL46	0	3	2	0	
JL47	0	0	2	0	
JL48	62	754	78	56	3
JL49	57	2252		260	3
JL50	0	0			
JL55	0	0		0	
JL59	0	0		0	
Total	158	3565	126	404	9

PROJECTS - SP, EP, ESC

HUC	Current VAR Permits	Current Active Projects	Total Yearly Inspections	MS Violations	Notice to Comply	Stop Work Orders	SWPPP Inspections
AS02	0	0	0				
AS03	0	0	0				
AS04	0	0	0				
AS05	0	0	0				
AS06	0	0	0				
CL01	1	0	1				
CL02	0	0	0				
CL03	0	0	0				
CL05	0	0	0				
CU66	0	0	0				
CU69	0	0	0				
CU70	1	1	0				
JL42	0	0	0				
JL43	0	0	0				
JL44	17	7	218	93	0	7	12
JL45	17	6	183	61	2		27
JL46	0	0	3				
JL47	1	0	0				
JL48	26	17	420	83	3	4	19
JL49	41	12	484	102	3		15
JL50	25	6	393	78		2	10
JL55	0	0	0				
JL59	0	0	0				
Total	129	49	1704	417	8	13	83

Erosion and Sediment Control Complaint Tracking Permit Year 3

#	Date of Complaint	Inspector	Location	Date Complete	Complaint Origination	Brief Discription of Complaint and Resolution
1	9/30/2015	JT	829 General Pickett Dr	9/30/2015	phone	Home owner called to complain of stained water outfalling into private pond behind her residence. It was found that due to the heavy rains, the sediment trap had overflowed it's banks. Could not handle the volume of water for the intended drainage area. Discussed this with the contractor and installed upstream check dams to help reduce volume of sediment laden runoff.
2	12/12/2015	DJ	Foxfield Meadows	12/12/2016	In-person	Resident notified City inspector of Stained water in Mill Pond. Required Contractor to install dewatering device as designed on approved plan.
3	2/11/2016	DJ	Main Street	2/12/2016	Phone	Resident complaint of stained water in private pond from Obici project. Required contractor to install additional measure on site and at the outfall to the pond. A turbidity curtain was installed in the pond and sediment traps with diversions re-established onsite.
4	2/29/2016	DJ	Foxfield Meadows	2/29/2016	phone	Dust complaint. Water truck requested on site. Contractor complied.
5	3/4/2016	JT	Foxfield Meadows	4/18/2016	e-mail	Continuing complaint noted above. Complaint was reviewed by DEQ personnel and project was found to be in compliance.
6	3/6/2016	JT	Bennets Creek Square	4/29/2016	phone	Complaint from adjacent property owner that site grading has caused his property to flood. ACOE reviewed site and determined that was not the case.
7	4/12/2016	DJ	Main Street	4/12/2016	phone	Continuing complaint noted above. Complaint was forwarded by DEQ personnel. City found the project to be in compliance.
8	6/29/2016	JT	1115 White Herons Lane	Still under review	phone	Mr. Jack Sharkey called in a complaint about flooding with respect to the drainage ditch beside his house. The ditch is being inundated with water during moderate to heavy rainfall. I have gotten the design engineer involved with review of the drainage area and to give recommendations for correction. This site is still under developer responsibility.



Standard Operating Procedure:

Project Inspection (Land Disturbance)

Created October 2013

Revised April 2016

1. Background and Purpose

1.1. Projects within the City of Suffolk that create Land Disturbance in excess of 2,500 sq ft inside of the CBPA or 10,000 sq ft outside of the CBPA are required to have an approved E&S plan and regular inspections by city staff to ensure compliance with the adopted standards set forth by the Department of Environmental Quality and Environmental Protection Agency. These inspections ensure that the City of Suffolk complies with the regulations and requirements within the cities VSMP Program.

2. Policies

2.1. Land Disturbance inspections will be conducted by Public Works Engineering Construction inspectors to ensure compliance with the project SWPPP, the approved E&S plan, the approved storm water management plan, additional control measures to address approved TMDL's, and Chapter 34 and 35 of the City of Suffolk Municipal Code.

3. Definitions

3.1. The following is a list of commonly used terms associated with performing Land Disturbance inspections :

Chesapeake Bay Protection Area (CBPA) – Any land designated by a local government pursuant to Part III (9VAC25-830-70 et seq.) of the Chesapeake Bay Preservation Area Designation and Management Regulations and §62.1-44.15:74 of the Chesapeake Bay Preservation Act. A CBPA shall consist of a Resource Protection Area and a Resource Management Area as defined in 9VAC25-830

Erosion and Sediment Control (E&SC) Plan – A plan associated with a project SWPPP that details the design and implementation of erosion and sediment control measures and devices for a specific project.

Land Disturbance – A manmade change to the land surface that potentially changes it's runoff characteristics.

Operator –Individuals with day-to-day operational control over SWPPP implementation

Responsible Land Disturber (RLD) – Individual responsible for the Land Disturbance on a particular project. The RLD may be a certified Professional Engineer, Architect, Land Surveyor, or hold a Responsible Land Disturber Certificate.

Stormwater Pollution Prevention Plan (SWPPP) – A document that identifies the potential sources of pollutants that may reasonably be expected to affect the quality of storm water

discharges from a construction site. It also identifies and requires the implementation of control measures for the project.

TMDL – “Total Maximum Daily Load” – sum of the individual waste load allocations for point sources, load allocations for nonpoint sources, natural background loading and margin of safety.

Virginia Erosion and Sediment Control Handbook (VESCH) – Handbook containing guidelines for compliance with the Storm water Act.

4. Health and Safety

4.1. A wide variety of insects, reptiles, and rodents may inhabit project sites and the surrounding areas. These hazards include snakes, bees, and mosquitos; field personnel should wear appropriate clothing while performing inspections and be cognizant of the potential dangers in the field. Inspection personnel should also be able to identify poison ivy so it can be avoided. Weather conditions involving heat and cold; unstable ground creating loose footing, and working in close proximity to heavy equipment will also be factors when inspecting project sites involving land disturbance. Approved footwear and long pants are mandatory and additional clothing types and safety apparel should be considered depending upon circumstances. The use of sunscreen and insect repellent may also be needed during warmer months. Inspection personnel should always be on the lookout for these factors to help avoid harmful situations.

5. Equipment

5.1. Steel toe boots

5.2. Camera

5.3. Hard Hat

5.4. Safety Glasses

5.5. Safety Vest

5.6. Erosion and Sediment Control Handbook

5.7. Approved ESC, Site, or Engineering Plan

5.8. Field Book, NOV Form, NTC Form, and Stop Work Placard

5.9. Pen

5.10. Notepad or other writing material

6. Procedure

6.1. Site Inspections

- 6.1.1. A Pre-construction Meeting involving the site inspector, contractor, subcontractors and/or owner is mandatory prior to any land disturbance. The inspector to be assigned to the project should schedule this meeting with the contractor and owner(s) allowing ample time to review the project plans and prepare comments to address during the meeting. The inspector should at this time review and confirm that the project has obtained state permit coverage if required. If State permit coverage is required, the developer or contractor must have a copy of the state permit onsite before any Land Disturbance begins. The meeting should be held, if possible, at the project site. A date should be set at the meeting by the contractor to begin land disturbance, and agreed upon by the project inspector. A preliminary SWPPP inspection should also be performed with the operator to identify information that will be required during land disturbance.
- 6.1.2. A project folder should be created prior to, or immediately following the pre-construction meeting. This folder will be a four section folder that contains all of the site information including: The land disturbance package, Contact information, email correspondence and eventually all of the project E&S violations, inspection reports, daily construction logs, pictures of violations or problems, and all correspondence with the contractor, owner and city personnel. See example project folder located within the inspection office.
- 6.1.3. Land Disturbance: Each land disturbing project which exceeds 2500 sq. ft. in the CBPA and 10,000 sq. ft. outside of the CBPA must have an approved E&SC plan. The inspector reviewing each of these sites must inspect the land disturbing activity for compliance to the approved E&SC plan. Inspections will be required during initial installation of E&S measures to confirm they follow the approved E&S plan. In addition, for projects exceeding one acre of disturbance, the VSMP authority will be responsible for the review of the SWPPP and E&SC plan and determine its effectiveness as it pertains to the project site. Once the contractor has begun tree and stump removal and grading or excavating, regular inspections should be scheduled following the guidelines set forth in the VESCH and by DEQ. Daily site visits may be warranted to verify that all first step measures are in place according to the approved plan and are satisfactory to the site inspector. Additional or alternate measures may be required in lieu of what is shown on the approved E&SC plan included in the site SWPPP.
- 6.1.4. Site Inspections: Project inspections for E&S measures will be required to be performed continuously as required by DEQ until release of the project E&S surety. Projects obtaining a General Construction Permit will be required to be inspected at a frequency determined by the site inspector, but not less than once every 8 weeks unless approved by the Construction Manager. SWPPP inspections will be required for those projects until a termination letter has been submitted to, and approved by the City. All activities associated with the construction of a project should be noted within the inspector's daily

construction log, field book or SWPPP and E&S inspection form and placed in the project folder.

Include photos and add captions as necessary to help the reader understand what has taken place.

In general, E&SC inspections are warranted after each runoff producing rain event, or at least once every two weeks. All requirements for project E&SC inspections are located in the VESCH.

6.2. Enforcement:

- 6.2.1. The following is a list of general site conditions and the associated enforcement plan of action.
- 6.2.2. If a project involving land disturbance is found to be in good order and is acceptable, a site inspection report (either E&S or Storm water) shall be filled out and placed in the project folder for the respective inspection cycle and no further action is required until the next required inspection.
- 6.2.1. If a project is found to be in noncompliance, an E&S or Storm Water Site Inspection Form shall be filled out describing the violation and a copy sent to the Responsible Land Disturber via fax, e-mail, USPS or hand delivery. The inspection form should identify items requiring repair, maintenance or installation, and give a specific date as to when the site will re-inspected. The maximum allowable time given on the form should be seven days. Questions concerning severability of deficiencies should be discussed with the Construction Manager or reviewing Engineer to determine if a NTC or NOV is required. Typically, an additional Inspection report may be an alternative method of enforcement for issues that may not warrant a NTC or NOV. If an additional inspection report has been issued, the time limit for correction shall be less than given on the previously issued report.
- 6.2.2. If a project is found to be in noncompliance and has deficiencies requiring immediate attention, or the RLD has failed to comply with the initial site inspection form, a Notice to Comply (NTC) form (or (NOV) Notice of Violation Form for Storm Water) shall be filled out and issued to the site RLD or Operator. The NTC or NOV, will identify the deficiencies requiring immediate attention, and include a timeframe as to when these repairs will need to be corrected. The NTC or NOV form should be Faxed or e-mailed to the RLD or Operator with a signed copy of the original form sent via USPS registered mail or hand

delivered. Consultation with the City's Construction Manager or Civil Engineer on an appropriate time frame for correction may be warranted.

- 6.2.3. If the NTC or NOV has been sent to an appropriate address and the registered mail receipt has been returned signed as to indicate acceptance (or the notice was signed in person), and still no correction has been made after the given time period, a STOP WORK order will be issued for all Land Disturbing activities at the site. The Stop Work order shall be placed at all entrances to the site, and a copy shall be sent via registered mail to the RLD, operator, and/or the site owner and will be in effect for seven (7) days, at which time another STOP WORK order must be issued to remain in force without interruption. At this time, it is advisable that a meeting with the project owner, RLD or operator, and contractor be initiated with city personnel to resolve the deficiencies.

A Stop Work Order may also be placed at a location where land disturbing activities have commenced without obtaining the proper permits, paying associated fees, or observation that sediment is leaving site.

- 6.2.4. Additional Enforcement Actions: If the RLD or owner has not initiated contact with the site inspector, or the corrective actions indicated on the STOP WORK order have not begun on the project site to a point satisfactory to the project inspector so as to prevent sedimentation of downstream properties and control sediment laden runoff, the project inspector should make sure that the STOP Work Order is current and then contact the Construction Manager. The Construction Manager, at this time should evaluate the site conditions, and if warranted, begin the process of revoking the site permit, or calling the Erosion and Sediment Control Bond and have a third party contractor hired to mobilize immediately to control site runoff and erosion from impacting downstream properties, ditches, wetland areas, ponds, lakes, streams or rivers. If the site permit has been revoked, the City of Suffolk will require that the property owner re-submit the Erosion and Sediment Control Plan to be re-evaluated and approved prior to resuming construction on the subject property. Once the E&S Bond has been pulled, and the City has initiated a third party contractor to address the violations stated in the STOP WORK order, a STOP WORK ORDER will remain in effect on the project until all violations have been corrected to the satisfaction of the City of Suffolk Director of Public Works and the E&S plan has been re-submitted, approved, and implemented by same.

7. Documentation

- 7.1. The inspection reports, photos, Daily Logs and notes should be kept in the project folder. As an alternative, a copy may also be saved on the N drive under N:\Engineering\P.W. Engineering\ (Inspectors Name- file location\ (Project Name -folder).
- 7.2. Any correspondence regarding inspections or violations, maintenance required and performed, and monthly calendars indicating rain events and inspections should also be kept in the folder.

8. References

- 8.1. Virginia Stormwater Management Handbook – Volumes I & II
- 8.2. Virginia Erosion and Sediment Control Handbook
- 8.3. City of Suffolk Municipal Code Article I – Sec. 35

Appendix G

Supporting Documentation for Minimum Control Measure 5: Post-Construction Stormwater Management

Maintenance Agreements Recorded Permit Year 3

PLANNING FILE #	TAX MAP/PARCEL	PARCEL ID NO (PIN)	PROJECT NAME	PROJECT LOCATION	REVIEWING ENGINEER	AGREEMENT DATE
SP-2015-00001	25*29G*2	253374400	Goodwill (Parcels G & H)	Kensington Square	Ryan Hunt	7/22/2015
SP2013-00029		5300500	The Church of El Shaddai	117 Philhower Drive	Ryan Hunt	7/29/2015
SP2014-00015	34G15(A)*3, 34G15(7)*1, 34*35	350236000, 350652000, 152619000	Lake Kilby WTF Phase IV Improvements	105 Maury Place	Ryan Hunt	8/21/2015
SP2015-00009	34*45	154000639	Oak Ridge Substation Expansion	111 Davenport Court	Ryan Hunt	11/13/2015
SP-2006-25C	34G10(A)*31	353164000	Prentis Place	315 West Constance Road	Ryan Hunt	1/19/2016
SP-2015-00031	34G25(2)28*4*5*6	350324000	Birdsong Peanuts Office Expansion	208 Mulberry Street	Ryan Hunt	2/18/2016
SP-2015-00010	6*3*20	304886200	Towne Bank - Public Easements	6001 Harbour View Blvd	Ryan Hunt	3/14/2016

*List includes maintenance agreements for facilities inside and outside of MS4 regulated area

Post Construction Stormwater Management Facilities Inspected Permit Year 3

ID	Site ID	BMP Name	Pratice Descripton	Latitude	Longitude	HUC12	Inspect Date
JR-267-BR-0001	SP-2007-57	Bioretention Basins	JR-267-BR-0001 SP-2007-57	36.706448	-76.599585	JL44	07/22/2015
JR-266-IP-0001	SP-2010-00004	Retention Basin	JR-266-IP-0001 SP-2010-00004	36.7158213	-76.65455093	JL44	07/22/2015
JR-241-WP-0027	Murphys Mill Road	Detention Basin	JR-241-WP-0027 Murphys Mill Road	36.757177	-76.590726	JL45	07/23/2015
JR-241-DB-0013	Murphys Mill Road	Detention Basin	JR-241-DB-0013 Murphys Mill Road	36.7580487	-76.59620215	JL45	07/23/2015
JR-241-WP-0025	Route 10/ Godwin Blvd BMP	Detention Basin	JR-241-WP-0025 Route 10/ Godwin Blvd BMP	36.77456747	-76.58202446	JL48	07/23/2015
JR-241-DB-0003	Route 10/ Godwin Blvd BMP	Detention Basin	JR-241-DB-0003 Route 10/ Godwin Blvd BMP	36.801094	-76.578209	JL48	07/23/2015
JR-241-WP-0023	Route 10/ Godwin Blvd BMP	Detention Basin	JR-241-WP-0023 Route 10/ Godwin Blvd BMP	36.786855	-76.586782	JL48	07/23/2015
JR-241-WP-0026	Route 10/ Godwin Blvd BMP	Detention Basin	JR-241-WP-0026 Route 10/ Godwin Blvd BMP	36.798659	-76.579457	JL48	07/23/2015
JR-218-WP-0002	EP-2006-29	Retention Basin	JR-218-WP-0002 EP-2006-29	36.87354432	-76.43285036	JL50	07/29/2015
JR-215-RB-0001	Fire Sation 9 BMP	General Infiltration Practices	JR-215-RB-0001 Fire Sation 9 BMP	36.860447	-76.570646	JL42	07/29/2015
JR-267-DB-0004	Fire Station 3 BMP	General Infiltration Practices	JR-267-DB-0004 Fire Station 3 BMP	36.722276	-76.569884	JL48	07/29/2015
JR-267-DB-0005	Fire Station 3 BMP	General Infiltration Practices	JR-267-DB-0005 Fire Station 3 BMP	36.72236779	-76.57003848	JL48	07/29/2015
JR-217-WP-0031	SP-2005-32	Retention Basin	JR-217-WP-0031 SP-2005-32	36.85243132	-76.46989271	JL49	07/29/2015
JR-241-MB-0001	SP-2008-32	Bioretention Basins	JR-241-MB-0001 SP-2008-32	36.787172	-76.592897	JL45	07/29/2015
JR-241-MB-0002	SP-2008-32	Bioretention Basins	JR-241-MB-0002 SP-2008-32	36.78670801	-76.59394843	JL45	07/29/2015
JR-241-MB-0003	SP-2008-32	Bioretention Basins	JR-241-MB-0003 SP-2008-32	36.78768754	-76.59377676	JL47	07/29/2015
JR-241-RB-0004	SP-2008-32	Detention Basin	JR-241-RB-0004 SP-2008-32	36.78794531	-76.59349781	JL47	07/29/2015
JR-266-WP-0011	Route 13/58 Bypass BMP	Retention Basin	JR-266-WP-0011 Route 13/58 Bypass BMP	36.728365	-76.631766	JL44	07/30/2015
JR-266-WP-0012	Route 13/58 Bypass BMP	Retention Basin	JR-266-WP-0012 Route 13/58 Bypass BMP	36.725533	-76.630674	JL44	07/30/2015
JR-267-WP-0029	Route 13/58 Bypass BMP	Detention Basin	JR-267-WP-0029 Route 13/58 Bypass BMP	36.701609	-76.599161	JL44	07/30/2015
JR-266-WP-0013	Route 13/58 Bypass BMP	Retention Basin	JR-266-WP-0013 Route 13/58 Bypass BMP	36.72362	-76.631195	JL44	07/31/2015
JR-267-DB-0001	Route 13/58 Bypass BMP	Detention Basin	JR-267-DB-0001 Route 13/58 Bypass BMP	36.700926	-76.606178	JL44	07/31/2015
JR-267-WP-0027	Route 13/58 Bypass BMP	Retention Basin	JR-267-WP-0027 Route 13/58 Bypass BMP	36.707231	-76.61384	JL44	07/31/2015
JR-267-WP-0028	Route 13/58 Bypass BMP	Retention Basin	JR-267-WP-0028 Route 13/58 Bypass BMP	36.70270441	-76.60003734	JL44	07/31/2015
JR-267-WP-0026	Route 13/58 Bypass BMP	Retention Basin	JR-267-WP-0026 Route 13/58 Bypass BMP	36.713941	-76.624182	JL44	07/31/2015
JR-217-RB-0006	Northern Public Safety Center	Retention Basin	JR-217-RB-0006 Northern Public Safety Center	36.86100388	-76.45324577	JL49	08/03/2015
JR-267-MB-0051	SP-2008-16	Manufactured BMP Systems	JR-267-MB-0051 SP-2008-16	36.725777	-76.580928	JL48	08/03/2015
JR-267-WP-0015	SP-2008-16	Retention Basin	JR-267-WP-0015 SP-2008-16	36.725833	-76.581111	JL48	08/03/2015
JR-267-MB-0002	SP-2007-43	Manufactured BMP Systems	JR-267-MB-0002 SP-2007-43	36.73048776	-76.59001146	JL48	08/06/2015
JR-267-MB-0003	SP-2007-43	Manufactured BMP Systems	JR-267-MB-0003 SP-2007-43	36.73048776	-76.59001146	JL48	08/06/2015
JR-267-MB-0005	SP-2007-43	Manufactured BMP Systems	JR-267-MB-0005 SP-2007-43	36.73048776	-76.59001146	JL48	08/06/2015
JR-267-MB-0007	SP-2007-43	Manufactured BMP Systems	JR-267-MB-0007 SP-2007-43	36.73048776	-76.59001146	JL48	08/06/2015
JR-267-MB-0008	SP-2007-43	Manufactured BMP Systems	JR-267-MB-0008 SP-2007-43	36.73048776	-76.59001146	JL48	08/06/2015
JR-267-MB-0058	EP-2005-15	Manufactured BMP Systems	JR-267-MB-0058 EP-2005-15	48.650882	-76.586128	JL48	08/07/2015
JR-267-MB-0059	EP-2005-15	Manufactured BMP Systems	JR-267-MB-0059 EP-2005-15	27.690806	-76.586512	JL48	08/07/2015
JR-267-MB-0006	SP-2007-43	Manufactured BMP Systems	JR-267-MB-0006 SP-2007-43	36.73048776	-76.59001146	JL48	08/10/2015
JR-241-RB-0007	Kings Fork Middle School	Retention Basin	JR-241-RB-0007 Kings Fork Middle School	36.788126	-76.598319	JL47	08/11/2015
JR-241-RB-0006	SP-2002-10	Retention Basin	JR-241-RB-0006 SP-2002-10	36.779808	-76.595425	JL45	08/11/2015
JR-267-WP-0025	Booker T. Washington Elementary	Detention Basin	JR-267-WP-0025 Booker T. Washington Elementary	36.721027	-76.572556	JL48	08/12/2015
JR-267-MB-0030	SP-2006-61	Manufactured BMP Systems	JR-267-MB-0030 SP-2006-61	36.72717955	-76.58285387	JL48	08/12/2015
JR-267-MB-0031	SP-2006-61	Manufactured BMP Systems	JR-267-MB-0031 SP-2006-61	36.72718815	-76.58284314	JL48	08/12/2015
JR-215-DB-0001	SP-2007-24	Detention Basin	JR-215-DB-0001 SP-2007-24	36.847837	-76.591175	JL49	08/12/2015
JR-242-RB-0006	Mack Benn Jr. Elementary	Retention Basin	JR-242-RB-0006 Mack Benn Jr. Elementary	36.75534627	-76.53927429	JL48	08/13/2015
JR-242-BR-0003	SP-1978-01A	Bioretention Basins	JR-242-BR-0003 SP-1978-01A	36.79552249	-76.52390599	JL49	08/13/2015
JR-217-WP-0052	SP-2005-02	Retention Basin	JR-217-WP-0052 SP-2005-02	36.85098199	-76.46542725	JL49	08/13/2015
JR-215-IP-0001	SP-2007-24	General Infiltration Practices	JR-215-IP-0001 SP-2007-24	36.84874706	-76.59205476	JL42	08/13/2015
JR-242-WP-0017	SP-2007-02	Retention Basin	JR-242-WP-0017 SP-2007-02	36.775223	-76.561686	JL48	08/31/2015
JR-242-WP-0003	EP-2004-15	Retention Basin	JR-242-WP-0003 EP-2004-15	36.80703	-76.523651	JL49	09/01/2015

Post Construction Stormwater Management Facilities Inspected Permit Year 3

ID	Site ID	BMP Name	Pratice Descripton	Latitude	Longitude	HUC12	Inspect Date
JR-242-WP-0004	EP-2004-15	Retention Basin	JR-242-WP-0004 EP-2004-15	36.80629125	-76.52905833	JL49	09/01/2015
Bad Entry	EP-2004-15	Retention Basin	Bad Entry EP-2004-15	36.809064	76.531041	JL49	09/01/2015
JR-242-WP-0029	EP-2004-15	Infiltration 1	JR-242-WP-0029 EP-2004-15	36.85474	76.531827	JL49	09/01/2015
JR-217-WP-0045	SP-2008-05	Retention Basin	JR-217-WP-0045 SP-2008-05	36.819817	-76.465827	JL49	09/01/2015
JR-266-WP-0002	EP-1999-01	Retention Basin	JR-266-WP-0002 EP-1999-01	36.716563	-76.652742	JL44	09/03/2015
JR-241-WP-0014	EP-2001-11	Retention Basin	JR-241-WP-0014 EP-2001-11	36.76947838	-76.59062707	JL45	09/03/2015
JR-266-RB-0002	EP-2005-10	Detention Basin	JR-266-RB-0002 EP-2005-10	36.714897	-76.657136	JL44	09/03/2015
JR-241-WP-0022	SP-2008-39	Retention Basin	JR-241-WP-0022 SP-2008-39	36.773361	-76.578319	JL48	09/03/2015
JR-241-WP-0006	Applewood	Retention Basin	JR-241-WP-0006 Applewood	36.7677983	-76.57202665	JL48	09/04/2015
JR-240-WP-0001	EP-2002-05	Retention Basin	JR-240-WP-0001 EP-2002-05	36.782662	-76.625927	JL46	09/04/2015
JR-242-BR-0002	EP-2004-14	Bioretention Basins	JR-242-BR-0002 EP-2004-14	36.754757	-76.537887	JL48	09/04/2015
JR-194-NT-0001	Sleepy Lake	Retention Basin	JR-194-NT-0001 Sleepy Lake	36.90572047	-76.50427759	JL42	09/11/2015
JR-195-NT-0001	Sleepy Lake	Retention Basin	JR-195-NT-0001 Sleepy Lake	36.90218582	-76.49919212	JL42	09/11/2015
JR-241-DB-0010	SP-2008-33	Retention Basin	JR-241-DB-0010 SP-2008-33	36.781881	-76.584623	JL48	09/11/2015
JR-241-MB-0018	SP-2008-33	Manufactured BMP Systems	JR-241-MB-0018 SP-2008-33	36.78182944	-76.58455863	JL48	09/11/2015
JR-241-MB-0019	SP-2008-33	Manufactured BMP Systems	JR-241-MB-0019 SP-2008-33	36.78076391	-76.58400073	JL48	09/11/2015
JR-242-WP-0001	Beamons Mill	Detention Basin	JR-242-WP-0001 Beamons Mill	36.751457	-76.533124	JL48	09/14/2015
JR-196-WP-0018	Heather Glen Townhouses	Retention Basin	JR-196-WP-0018 Heather Glen Townhouses	36.88059405	-76.42057022	JL50	09/14/2015
JR-196-WP-0017	SP-2003-01	Retention Basin	JR-196-WP-0017 SP-2003-01	36.891081	-76.431743	JL50	09/15/2015
JR-196-WP-0019	SP-2003-01	Retention Basin	JR-196-WP-0019 SP-2003-01	36.88711662	-76.43429646	JL50	09/15/2015
JR-196-WP-0020	SP-2003-01	Retention Basin	JR-196-WP-0020 SP-2003-01	36.89053183	-76.43249402	JL50	09/15/2015
JR-266-WP-0014	Fleet Management BMP	Retention Basin	JR-266-WP-0014 Fleet Management BMP	36.71679	-76.65544	JL44	09/22/2015
JR-241-NT-0001	Route 10/ Godwin Blvd BMP	Detention Basin	JR-241-NT-0001 Route 10/ Godwin Blvd BMP	36.785635	-76.586546	JL48	09/23/2015
JR-241-WP-0003	EP-2002-11	Retention Basin	JR-241-WP-0003 EP-2002-11	36.77759632	-76.60643783	JL45	10/01/2015
JR-241-WP-0004	EP-2002-11	Detention Basin	JR-241-WP-0004 EP-2002-11	36.77512137	-76.60521474	JL45	10/01/2015
JR-241-WP-0012	EP-2002-11	Detention Basin	JR-241-WP-0012 EP-2002-11	36.77556824	-76.60697427	JL45	10/01/2015
JR-241-WP-0001	EP-2003-21	Retention Basin	JR-241-WP-0001 EP-2003-21	36.780626	-76.598928	JL45	10/01/2015
JR-241-WP-0002	EP-2003-21	Retention Basin	JR-241-WP-0002 EP-2003-21	36.77830583	-76.59849885	JL45	10/01/2015
JR-242-WP-0011	EP-2003-08	Retention Basin	JR-242-WP-0011 EP-2003-08	36.798109	-76.521991	JL49	10/05/2015
JR-242-WP-0012	EP-2003-08	Retention Basin	JR-242-WP-0012 EP-2003-08	36.80065193	-76.5225489	JL49	10/05/2015
JR-242-WP-0013	EP-2003-08	General Infiltration Practices	JR-242-WP-0013 EP-2003-08	36.80403665	-76.5271623	JL49	10/05/2015
JR-242-WP-0014	EP-2003-08	Retention Basin	JR-242-WP-0014 EP-2003-08	36.80475824	-76.52370761	JL49	10/05/2015
JR-242-WP-0019	EP-2003-08	Retention Basin	JR-242-WP-0019 EP-2003-08	36.80384766	-76.52083229	JL49	10/05/2015
JR-242-DB-0003	Woodshire Landing	Retention Basin	JR-242-DB-0003 Woodshire Landing	36.781196	-76.529501	JL48	10/05/2015
JR_241-SF-0001	EP-2002-11	Detention Basin	JR_241-SF-0001 EP-2002-11	36.77697	-76.6077866	JL48	10/06/2015
JR-267-WP-0019	Bridge Road Medical Center	Retention Basin	JR-267-WP-0019 Bridge Road Medical Center	36.4253	76.3546	JL44	10/13/2015
JR-267-WP-0010	SP-2007-51	Retention Basin	JR-267-WP-0010 SP-2007-51	36.7165918	-76.59604407	JL44	10/13/2015
JR-242-WP-0005	EP-2002-03	Detention Basin	JR-242-WP-0005 EP-2002-03	36.75612915	-76.5381216	JL48	10/14/2015
JR-242-WP-0016	EP-2005-22	Retention Basin	JR-242-WP-0016 EP-2005-22	36.75607758	-76.5354823	JL48	10/14/2015
JR-242-RB-0001	Old Mill Creek	Retention Basin	JR-242-RB-0001 Old Mill Creek	36.763192	-76.541608	JL48	10/14/2015
JR-242-RB-0003	Old Mill Creek	Retention Basin	JR-242-RB-0003 Old Mill Creek	36.76221216	-76.53909745	JL48	10/14/2015
JR-241-WP-0028	SP-2003-48	Retention Basin	JR-241-WP-0028 SP-2003-48	36.776827	-76.618677	JL45	10/19/2015
JR-242-RB-0005	Suburban Woods	Retention Basin	JR-242-RB-0005 Suburban Woods	36.747703	-76.556756	JL48	11/02/2015
JR-242-WP-0015	Suburban Woods	Retention Basin	JR-242-WP-0015 Suburban Woods	36.75065164	-76.55152033	JL48	11/02/2015
JR-242-WP-0020	Suburban Woods	Retention Basin	JR-242-WP-0020 Suburban Woods	36.75027339	-76.55382703	JL48	11/02/2015
JR-268-WP-0001	Suburban Woods	Retention Basin	JR-268-WP-0001 Suburban Woods	36.74826179	-76.55663798	JL48	11/02/2015
JR-268-WP-0002	Suburban Woods	Retention Basin	JR-268-WP-0002 Suburban Woods	36.74870022	-76.55133794	JL48	11/02/2015
JR-242-RB-0004	Magnolia Lakes	Retention Basin	JR-242-RB-0004 Magnolia Lakes	36.750872	-76.542587	JL48	11/04/2015

Post Construction Stormwater Management Facilities Inspected Permit Year 3

ID	Site ID	BMP Name	Pratice Descripton	Latitude	Longitude	HUC12	Inspect Date
JR-242-RB-0005	Magnolia Lakes	Retention Basin	JR-242-RB-0005 Magnolia Lakes	36.75021867	-76.54282303	JL48	11/04/2015
JR-242-WP-0026	Magnolia Lakes	Retention Basin	JR-242-WP-0026 Magnolia Lakes	36.75073446	-76.53936835	JL48	11/04/2015
JR-268-RB-0004	Magnolia Lakes	Retention Basin	JR-268-RB-0004 Magnolia Lakes	36.74956533	-76.54408904	JL48	11/04/2015
JR-217-WP-0063	BENNETT'S CREEK CROSSING	Retention Basin	JR-217-WP-0063 BENNETT'S CREEK CROSSING	36.859774	-76.468819	JL49	11/05/2015
JR-242-WP-0028	Magnolia Lakes	Retention Basin	JR-242-WP-0028 Magnolia Lakes	36.75123305	-76.53994771	JL48	11/05/2015
JR-217-MB-0008	SP-2008-63	Manufactured BMP Systems	JR-217-MB-0008 SP-2008-63	36.861151	-76.470063	JL49	11/05/2015
JR-217-WP-0049	EP-2004-13	Retention Basin	JR-217-WP-0049 EP-2004-13	36.856649	-76.478393	JL49	11/06/2015
JR-217-WP-0073	EP-2004-13	Retention Basin	JR-217-WP-0073 EP-2004-13	36.85403166	-76.47157942	JL49	11/06/2015
JR-267-DB-0010	SP-2010-00005	Detention Basin	JR-267-DB-0010 SP-2010-00005	36.72834638	-76.576445	JL48	11/06/2015
JR-267-MB-0056	SP-2010-00005	Manufactured BMP Systems	JR-267-MB-0056 SP-2010-00005	36.72867314	-76.57663812	JL48	11/06/2015
JR-267-MB-0057	SP-2010-00005	Manufactured BMP Systems	JR-267-MB-0057 SP-2010-00005	36.72862155	-76.57646646	JL48	11/06/2015
JR-242-BR-0004	SP-2012-00024	Bioretention Basins	JR-242-BR-0004 SP-2012-00024	36.75049008	-76.56222929	JL48	11/09/2015
JR-217-WP-0037	SP-2006-16	Retention Basin	JR-217-WP-0037 SP-2006-16	36.873736	-76.441072	JL49	11/10/2015
JR-217-MB-0001	SP-2006-16	Manufactured BMP Systems	JR-217-MB-0001 SP-2006-16	36.87347852	-76.44042827	JL49	11/10/2015
JR-217-WP-0078	0337-133-101	Detention Basin	JR-217-WP-0078 0337-133-101	36.819264	-76.469315	JL49	11/24/2015
JR-217-WP-0080	0337-133-101	Detention Basin	JR-217-WP-0080 0337-133-101	36.819093	-76.468854	JL49	11/24/2015
JR-217-RB-0009	0337-133-101	Retention Basin	JR-217-RB-0009 0337-133-101	36.819264	-76.469315	JL49	11/24/2015
JR-267-MB-0032	SP-2004-49	Manufactured BMP Systems	JR-267-MB-0032 SP-2004-49	36.72517695	-76.58145985	JL48	11/24/2015
JR-267-MB-0033	SP-2004-49	Manufactured BMP Systems	JR-267-MB-0033 SP-2004-49	36.72507376	-76.58090195	JL48	11/24/2015
JR-267-MB-0034	SP-2004-49	Manufactured BMP Systems	JR-267-MB-0034 SP-2004-49	36.72495337	-76.58049425	JL48	11/24/2015
JR-217-WP-0061	SP-2006-13	Retention Basin	JR-217-WP-0061 SP-2006-13	36.862022	-76.446359	JL49	12/01/2015
JR-267-MB-0052	SP-2012-00005	Manufactured BMP Systems	JR-267-MB-0052 SP-2012-00005	36.746762	-76.584336	JL48	12/01/2015
JR-217-DB-0003	SP-2012-00013	Detention Basin	JR-217-DB-0003 SP-2012-00013	36.86773635	-76.44435485	JL49	12/01/2015
JR-241-DB-0001	SP-2004-32	Detention Basin	JR-241-DB-0001 SP-2004-32	36.777618	-76.614382	JL45	12/02/2015
JR-241-RB-0005	SP-2004-32	Retention Basin	JR-241-RB-0005 SP-2004-32	36.7780133	-76.61545488	JL45	12/02/2015
JR-266-DB-0002	SP-2010-00025	Detention Basin	JR-266-DB-0002 SP-2010-00025	36.7249903	-76.63303792	JL44	12/02/2015
JR-266-IP-0002	SP-2010-00025	Manufactured BMP Systems	JR-266-IP-0002 SP-2010-00025	36.7249903	-76.63303792	JL44	12/02/2015
JR-217-WP-0022	EP-2003-24	Retention Basin	JR-217-WP-0022 EP-2003-24	36.85123459	-76.47588362	JL49	12/04/2015
JR-217-WP-0023	EP-2003-24	Retention Basin	JR-217-WP-0023 EP-2003-24	36.84760064	-76.47741784	JL49	12/04/2015
JR-218-RB-0001	Harbour View Grande	Retention Basin	JR-218-RB-0001 Harbour View Grande	36.872769	-76.436673	JL49	12/04/2015
JR-196-WP-0018	SP-2007-3A	Retention Basin	JR-196-WP-0018 SP-2007-3A	36.88025567	-76.42597318	JL50	01/04/2016
JR-195-MB-0004	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0004 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0005	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0005 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0006	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0006 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0007	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0007 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0008	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0008 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0009	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0009 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0010	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0010 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0011	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0011 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0012	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0012 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-195-MB-0013	SP-2007-42	Manufactured BMP Systems	JR-195-MB-0013 SP-2007-42	36.87560398	-76.43937339	JL49	01/04/2016
JR-216-WP-0002	Driver Station	Retention Basin	JR-216-WP-0002 Driver Station	36.82742437	-76.50514126	JL49	01/06/2016
JR-216-WP-0006	Driver Station	Retention Basin	JR-216-WP-0006 Driver Station	36.82735566	-76.50445461	JL49	01/06/2016
JR-216-WP-0001	EP-2001-05	Retention Basin	JR-216-WP-0001 EP-2001-05	36.82833467	-76.50660038	JL49	01/06/2016
JR-216-DB-0001	EP-2005-07	Detention Basin	JR-216-DB-0001 EP-2005-07	37.035447	-76.322021	JL49	01/06/2016
JR-216-WP-0003	Nansemond Pointe	Detention Basin	JR-216-WP-0003 Nansemond Pointe	36.83598596	-76.53134644	JL49	01/06/2016
JR-216-WP-0007	Driver Station	Retention Basin	JR-216-WP-0007 Driver Station	36.82821444	-76.50110722	JL49	01/07/2016
JR-217-IP-0001	SP-2002-02	General Infiltration Practices	JR-217-IP-0001 SP-2002-02	36.82848925	-76.49780273	JL49	01/07/2016

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JR-195-MB-0001	SP-2002-35	Manufactured BMP Systems	JR-195-MB-0001 SP-2002-35	36.91000547	-76.49809707	JL49	01/08/2016
JR-195-MB-0014	SP-2002-35	Manufactured BMP Systems	JR-195-MB-0014 SP-2002-35	36.91000547	-76.49809707	JL49	01/08/2016
JR-195-MB-0015	SP-2002-35	Manufactured BMP Systems	JR-195-MB-0015 SP-2002-35	36.91000547	-76.49809707	JL49	01/08/2016
JR-195-MB-0016	SP-2002-35	Manufactured BMP Systems	JR-195-MB-0016 SP-2002-35	36.91000547	-76.49809707	JL49	01/08/2016
JR-195-MB-0017	SP-2002-35	Manufactured BMP Systems	JR-195-MB-0017 SP-2002-35	36.91000547	-76.49809707	JL49	01/08/2016
JR-195-RB-0001	SP-2002-35	Detention Basin	JR-195-RB-0001 SP-2002-35	36.91000547	-76.49809707	JL49	01/08/2016
JR-241-WP-0010	Kings Landing	Retention Basin	JR-241-WP-0010 Kings Landing	36.77783802	-76.58721597	JL45	01/11/2016
JR-267-WP-0002	Cypress Farm	Retention Basin	JR-267-WP-0002 Cypress Farm	36.719147	-76.568521	JL48	01/13/2016
JR-267-WP-0003	Cypress Farm	Retention Basin	JR-267-WP-0003 Cypress Farm	36.7185278	-76.56860683	JL48	01/13/2016
JR-267-WP-0004	Cypress Farm	Retention Basin	JR-267-WP-0004 Cypress Farm	36.71601654	-76.56854246	JL48	01/13/2016
JR-267-WP-0005	Cypress Farm	Retention Basin	JR-267-WP-0005 Cypress Farm	36.71668737	-76.57085989	JL48	01/13/2016
JR-267-WP-0006	Cypress Farm	Retention Basin	JR-267-WP-0006 Cypress Farm	36.71481249	-76.57017324	JL48	01/13/2016
JR-216-WP-0004	EP-1999-06A	Extended Detention Basin	JR-216-WP-0004 EP-1999-06A	36.84135257	-76.50318325	JL49	02/01/2016
JR-217-WP-0035	SP-2007-05	Retention Basin	JR-217-WP-0035 SP-2007-05	36.8620683	-76.48359765	JL49	02/01/2016
JR-217-DB-0002	SP-2010-00020	Detention Basin	JR-217-DB-0002 SP-2010-00020	36.86766924	-76.49002422	JL49	02/01/2016
JR-266-DB-0001	SP-2006-08	Extended Detention Basin	JR-266-DB-0001 SP-2006-08	36.71313493	-76.66705804	JL44	02/02/2016
JR-266-MB-0006	SP-2006-08	Manufactured BMP Systems	JR-266-MB-0006 SP-2006-08	36.714167	76.665556	JL44	02/02/2016
JR-266-MB-0007	SP-2006-08	Manufactured BMP Systems	JR-266-MB-0007 SP-2006-08	36.71	-76.67	JL44	02/02/2016
JR-266-MB-0008	SP-2006-08	Manufactured BMP Systems	JR-266-MB-0008 SP-2006-08	36.71	-76.67	JL44	02/02/2016
JR-217-WP-0033	SP-2003-35	Retention Basin	JR-217-WP-0033 SP-2003-35	36.81945429	-76.45938267	JL49	02/03/2016
JR-195-WP-0002	SP-2006-52	Retention Basin	JR-195-WP-0002 SP-2006-52	36.90054045	-76.43939485	JL49	02/03/2016
JR-217-WP-0029	SP-2006-48	Retention Basin	JR-217-WP-0029 SP-2006-48	36.81804572	-76.47550811	JL49	02/04/2016
JR-217-WP-0030	SP-2006-48	Detention Basin	JR-217-WP-0030 SP-2006-48	36.81560644	-76.47512187	JL49	02/04/2016
JR-217-RB-0002	SP-2007-54	Detention Basin	JR-217-RB-0002 SP-2007-54	36.82036871	-76.47967626	JL49	02/04/2016
JR-217-WP-0042	SP-2007-54	Retention Basin	JR-217-WP-0042 SP-2007-54	36.81914911	-76.47999813	JL49	02/04/2016
JR-217-RB-0003	SP-2008-23	Retention Basin	JR-217-RB-0003 SP-2008-23	36.81667149	-76.47222509	JL49	02/08/2016
JR-217-RB-0004	SP-2008-23	Retention Basin	JR-217-RB-0004 SP-2008-23	36.8157954	-76.47304048	JL49	02/08/2016
JR-217-RB-0005	SP-2008-23	Retention Basin	JR-217-RB-0005 SP-2008-23	36.81598436	-76.4698862	JL49	02/08/2016
JR-241-DB-0007	Starr Motors	Detention Basin	JR-241-DB-0007 Starr Motors	36.76683882	-76.60033812	JL45	02/08/2016
JR-241-DB-0001	SP-2007-06	Detention Basin	JR-241-DB-0001 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-DB-0002	SP-2007-06	Detention Basin	JR-241-DB-0002 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-MB-0012	SP-2007-06	Manufactured BMP Systems	JR-241-MB-0012 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-MB-0013	SP-2007-06	Manufactured BMP Systems	JR-241-MB-0013 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-MB-0014	SP-2007-06	Manufactured BMP Systems	JR-241-MB-0014 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-MB-0015	SP-2007-06	Manufactured BMP Systems	JR-241-MB-0015 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-MB-0016	SP-2007-06	Manufactured BMP Systems	JR-241-MB-0016 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-241-MB-0017	SP-2007-06	Manufactured BMP Systems	JR-241-MB-0017 SP-2007-06	36.76129508	-76.5960144	JL45	02/09/2016
JR-217-WP-0077	SP-2005-15	Retention Basin	JR-217-WP-0077 SP-2005-15 SP-2008-55	36.81629357	-76.47222509	JL49	02/19/2016
JR-217-WP-0071	SP-2005-15B	Other SWMF	JR-217-WP-0071 SP-2005-15B	36.4853	76.2817	JL49	02/19/2016
JR-196-CW-0001	Bridgeway Commerce Center	Constructed Wetland 1	JR-196-CW-0001 Bridgeway Commerce Center	36.5333	-76.2629	JL55	02/23/2016
JR-266-EB-0002	SP-2008-53	Extended Detention Basin	JR-266-EB-0002 SP-2008-53	36.4249	-76.4005	JL43	03/02/2016
JR-267-DB-0002	Wal-mart at Suffolk Commons	Retention Basin	JR-267-DB-0002 Wal-mart at Suffolk Commons	36.74527185	-76.57973875	JL48	03/02/2016
JR-266-EB-0001	SP-2008-01	Detention Basin	JR-266-EB-0001 SP-2008-01	36.72023315	-76.64350022	JL44	03/03/2016
JR-266-MB-0009	SP-2008-01	Manufactured BMP Systems	JR-266-MB-0009 SP-2008-01	36.72007836	-76.64338221	JL44	03/03/2016
JR-266-MB-0010	SP-2008-01	Manufactured BMP Systems	JR-266-MB-0010 SP-2008-01	36.72042235	-76.64337148	JL44	03/03/2016
JR-266-MB-0001	SP-2008-01	Manufactured BMP Systems	JR-266-MB-0001 SP-2008-01	36.72075774	-76.64307107	JL44	03/03/2016
JR-266-MB-0002	SP-2008-01	Manufactured BMP Systems	JR-266-MB-0002 SP-2008-01	36.72075774	-76.64274921	JL44	03/03/2016
JR-217-WP-0015	EP-2003-12A	Retention Basin	JR-217-WP-0015 EP-2003-12A	36.83741996	-76.46870613	JL49	03/04/2016

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JL-217-WP-0018	EP-2003-12A	Retention Basin	JL-217-WP-0018 EP-2003-12A	36.83712801	-76.47334099	JL49	03/04/2016
JR-217-WP-0016	EP-2003-12A	Constructed Stormwater Wetland	JR-217-WP-0016 EP-2003-12A	36.83529027	-76.47608747	JL49	03/04/2016
JR-217-WP-0017	EP-2003-12A	Retention Basin	JR-217-WP-0017 EP-2003-12A	36.83551353	-76.47851218	JL49	03/04/2016
JR-217-WP-0040	EP-2003-12A	Constructed Stormwater Wetland	JR-217-WP-0040 EP-2003-12A	36.83350416	-76.47746076	JL49	03/04/2016
JR-217-WP-0041	EP-2003-12A	Constructed Stormwater Wetland	JR-217-WP-0041 EP-2003-12A	36.83274849	-76.47975673	JL49	03/04/2016
JR-217-WP-0027	Hargrove Tavern	Retention Basin	JR-217-WP-0027 Hargrove Tavern	36.82680589	-76.48000349	JL49	03/07/2016
JR-217-WP-0010	EP-2003-04	Detention Basin	JR-217-WP-0010 EP-2003-04	36.8411465	-76.46746159	JL49	03/08/2016
JR-217-WP-0011	EP-2003-04	Detention Basin	JR-217-WP-0011 EP-2003-04	36.84016766	-76.46578789	JL49	03/08/2016
JR-217-WP-0046	SP-2005-22	Retention Basin	JR-217-WP-0046 SP-2005-22	36.85409354	-76.45975828	JL49	03/08/2016
JR-217-WP-0020	EP-2003-01A	Retention Basin	JR-217-WP-0020 EP-2003-01A	36.85	-76.46	JL49	03/09/2016
JR-217-WP-0019	EP-2003-01A	Retention Basin	JR-217-WP-0019 EP-2003-01A	36.85	-76.46	JL49	03/09/2016
JR-217-WP-0021	EP-2003-01A	Retention Basin	JR-217-WP-0021 EP-2003-01A	36.84	-76.46	JL49	03/09/2016
JR-217-WP-0012	EP-2000-03	Retention Basin	JR-217-WP-0012 EP-2000-03	36.85179277	-76.47417784	JL49	03/10/2016
JR-217-WP-0013	EP-2000-03	Retention Basin	JR-217-WP-0013 EP-2000-03	36.84988685	-76.47462845	JL49	03/10/2016
JR-217-WP-0014	EP-2000-03	Retention Basin	JR-217-WP-0014 EP-2000-03	36.84660719	-76.47441387	JL49	03/10/2016
JR-217-MB-0003	EP-2000-03	Manufactured BMP Systems	JR-217-MB-0003 EP-2000-03	36.8475001	-76.4744997	JL49	03/10/2016
JL-217-MB-0004	EP-2000-03	Manufactured BMP Systems	JL-217-MB-0004 EP-2000-03	36.84785211	-76.47226274	JL49	03/10/2016
JL-217-MB-0005	EP-2000-03	Manufactured BMP Systems	JL-217-MB-0005 EP-2000-03	36.84959495	-76.47113085	JL49	03/10/2016
JL-217-MB-0006	EP-2000-03	Manufactured BMP Systems	JL-217-MB-0006 EP-2000-03	36.8498611	-76.46891534	JL49	03/10/2016
JR-217-WP-0004	EP-2000-03	Retention Basin	JR-217-WP-0004 EP-2000-03	36.84999996	-76.46526384	JL49	03/10/2016
JR-217-MB-0007	SP-2004-43	Manufactured BMP Systems	JR-217-MB-0007 SP-2004-43	36.87114099	-76.44394387	JL49	03/11/2016
JR-217-RB-0007	SP-2004-43	Retention Basin	JR-217-RB-0007 SP-2004-43	36.8715873	-76.44385804	JL49	03/11/2016
JR-196-RB-0001	SP-2008-55B	Retention Basin	JR-196-RB-0001 SP-2008-55B	36.87538084	-76.41984691	JL50	03/11/2016
JR-241-RB-0009	Fairways Crossing	Retention Basin	JR-241-RB-0009 Fairways Crossing	36.77491735	-76.56496514	JL48	04/01/2016
JR-241-RB-0003	SP-2001-13	Detention Basin	JR-241-RB-0003 SP-2001-13	36.7838543	-76.57729258	JL48	04/01/2016
JR-217-WP-0057	SP-2008-24	Retention Basin	JR-217-WP-0057 SP-2008-24	36.86126155	-76.45808458	JL49	04/01/2016
JR-267-WP-0011	EP-2001-07	Retention Basin	JR-267-WP-0011 EP-2001-07	36.71609651	-76.60097112	JL44	04/04/2016
JR-267-WP-0018	EP-2001-07	Retention Basin	JR-267-WP-0018 EP-2001-07	36.71872816	-76.60150756	JL44	04/04/2016
JR-217-WP-0034	SP-2005-07	Retention Basin	JR-217-WP-0034 SP-2005-07	36.86810272	-76.44218445	JL49	04/04/2016
JR-241-BR-0004	SP-2004-48	Bioretention Basins	JR-241-BR-0004 SP-2004-48	36.77632566	-76.5874206	JL45	04/05/2016
JR-242-WP-0006	Woodlake North	Retention Basin	JR-242-WP-0006 Woodlake North	36.780086	-76.537249	JL48	04/05/2016
JR-242-WP-0007	Woodlake North	Retention Basin	JR-242-WP-0007 Woodlake North	36.77841891	-76.53611174	JL48	04/05/2016
JR-242-WP-0008	Woodlake North	Retention Basin	JR-242-WP-0008 Woodlake North	36.78103124	-76.53420201	JL48	04/05/2016
JR-241-WP-0011	Hillpoint Greens	Retention Basin	JR-241-WP-0011 Hillpoint Greens	36.78086398	-76.56634916	JL48	04/06/2016
JR-241-RB-0008	SP-2005-03	Retention Basin	JR-241-RB-0008 SP-2005-03	36.78112177	-76.58675541	JL48	04/06/2016
JR-217-WP-0004	Steeplechase	Retention Basin	JR-217-WP-0004 Steeplechase	36.85019592	-76.46561623	JL49	04/08/2016
JR-217-WP-0005	Steeplechase	Retention Basin	JR-217-WP-0005 Steeplechase	36.84758595	-76.46531582	JL49	04/08/2016
JR-217-WP-0006	Steeplechase	Retention Basin	JR-217-WP-0006 Steeplechase	36.84681325	-76.46789074	JL49	04/08/2016
JR-217-WP-0007	Steeplechase	Retention Basin	JR-217-WP-0007 Steeplechase	36.8468991	-76.46934986	JL49	04/08/2016
JR-217-WP-0008	Steeplechase	Retention Basin	JR-217-WP-0008 Steeplechase	36.84595468	-76.47169948	JL49	04/08/2016
JR-217-WP-0009	Steeplechase	Retention Basin	JR-217-WP-0009 Steeplechase	36.84512185	-76.46938205	JL49	04/08/2016
JR-241-WP-0007	Hillpoint Regional Facilities	Retention Basin	JR-241-WP-0007 Hillpoint Regional Facilities	36.77474547	-76.57221784	JL48	04/18/2016
JR-217-WP-0003	Harbour View Village	Retention Basin	JR-217-WP-0003 Harbour View Village	36.8708315	-76.44916908	JL49	05/02/2016
JR-195-SF-0001	Linkside Cove	Manufactured BMP Systems	JR-195-SF-0001 Linkside Cove	36.88953	-76.450328	JL49	05/02/2016
JR-195-SF-0002	Linkside Cove	Manufactured BMP Systems	JR-195-SF-0002 Linkside Cove	36.88970596	-76.45045943	JL49	05/02/2016
JR-195-WP-0004	Linkside Cove	Retention Basin	JR-195-WP-0004 Linkside Cove	36.88816139	-76.44640393	JL49	05/02/2016
JR-217-WP-0001	Masters Condos	Constructed Stormwater Wetland	JR-217-WP-0001 Masters Condos	36.87270322	-76.44353628	JL49	05/03/2016
JR-217-WP-0002	Masters Condos	Retention Basin	JR-217-WP-0002 Masters Condos	36.87441975	-76.44364357	JL49	05/03/2016

Post Construction Stormwater Management Facilities Inspected Permit Year 3

ID	Site ID	BMP Name	Pratice Descripton	Latitude	Longitude	HUC12	Inspect Date
JR-195-MB-0002	SP-2007-37	Manufactured BMP Systems	JR-195-MB-0002 SP-2007-37	36.87922829	-76.43893043	JL49	05/03/2016
JR-195-MB-0003	SP-2007-37	Manufactured BMP Systems	JR-195-MB-0003 SP-2007-37	36.87859414	-76.43907795	JL49	05/03/2016
JR-196-WP-0009	EP-2004-11	Detention Basin	JR-196-WP-0009 EP-2004-11	36.87740642	-76.41325951	JL50	05/04/2016
JR-267-EB-0001	SP-2003-29	Detention Basin	JR-267-EB-0001 SP-2003-29	36.72179016	-76.57893918	JL48	05/04/2016
JR-217-FB-0001	SP-2006-54	Retention Basin	JR-217-FB-0001 SP-2006-54	36.86394831	-76.44827843	JL49	05/04/2016
JR-195-WP-0001	The Riverfront at Harbourview	Constructed Stormwater Wetland	JR-195-WP-0001 The Riverfront at Harbourview	36.87912079	-76.45404254	JL49	05/05/2016
JR-195-WP-0008	The Riverfront at Harbourview	Constructed Stormwater Wetland	JR-195-WP-0008 The Riverfront at Harbourview	36.87893198	-76.44591008	JL49	05/05/2016
JR-195-WP-0009	The Riverfront at Harbourview	Constructed Stormwater Wetland	JR-195-WP-0009 The Riverfront at Harbourview	36.88330871	-76.45075952	JL49	05/05/2016
JR-195-WP-0010	The Riverfront at Harbourview	Constructed Stormwater Wetland	JR-195-WP-0010 The Riverfront at Harbourview	36.88160954	-76.45200406	JL49	05/05/2016
JR-195-WP-0011	The Riverfront at Harbourview	Constructed Stormwater Wetland	JR-195-WP-0011 The Riverfront at Harbourview	36.87706107	-76.45189678	JL49	05/05/2016
JR-195-WP-0012	The Riverfront at Harbourview	Constructed Stormwater Wetland	JR-195-WP-0012 The Riverfront at Harbourview	36.87694092	-76.44391452	JL49	05/05/2016
JR-195-WP-0005	The Riverfront - Section II	Retention Basin	JR-195-WP-0005 The Riverfront - Section II	36.88867169	-76.44236588	JL49	05/06/2016
JR-195-WP-0006	The Riverfront - Section II	Retention Basin	JR-195-WP-0006 The Riverfront - Section II	36.89454084	-76.44251608	JL49	05/06/2016
JR-196-WP-0015	SP-2007-35	Retention Basin	JR-196-WP-0015 SP-2007-35	36.87573368	-76.43439213	JL49	05/09/2016
JR-196-WP-0003	Burbage Grant	Retention Basin	JR-196-WP-0003 Burbage Grant	36.88753278	-76.41617775	JL50	05/10/2016
JR-196-WP-0004	Burbage Grant	Retention Basin	JR-196-WP-0004 Burbage Grant	36.88483827	-76.41720772	JL50	05/10/2016
JR-196-WP-0005	Burbage Grant	Retention Basin	JR-196-WP-0005 Burbage Grant	36.88865689	-76.4119184	JL50	05/10/2016
JR-196-WP-0006	Burbage Grant	Retention Basin	JR-196-WP-0006 Burbage Grant	36.89281854	-76.41165018	JL50	05/10/2016
JR-196-WP-0007	Burbage Grant	Retention Basin	JR-196-WP-0007 Burbage Grant	36.8940198	-76.40787363	JL50	05/10/2016
JR-196-WP-0008	Burbage Grant	Retention Basin	JR-196-WP-0008 Burbage Grant	36.89343634	-76.41514778	JL50	05/10/2016
JR-196-WP-0002	Burbage Grant	Retention Basin	JR-196-WP-0002 Burbage Grant	36.88106236	-76.41094208	JL50	05/11/2016
JR-196-MB-0004	Burbage Grant	Manufactured BMP Systems	JR-196-MB-0004 Burbage Grant	36.88100229	-76.41343117	JL43	05/11/2016
JR-268-WP-0004	SP 2007-65	Retention Basin	JR-268-WP-0004 SP 2007-65	36.4429	76.325	JL49	05/11/2016
JR-267-WP-0016	EP-2003-06	Retention Basin	JR-267-WP-0016 EP-2003-06	36.71859192	-76.6243459	JL44	06/01/2016
JR-196-MB-0002	SP-2008-60	Manufactured BMP Systems	JR-196-MB-0002 SP-2008-60	36.88408295	-76.42570485	JL50	06/01/2016
JR-196-MB-0003	SP-2008-60	Manufactured BMP Systems	JR-196-MB-0003 SP-2008-60	36.88408295	-76.42570485	JL50	06/01/2016
JR-196-MB-0001	SP-2008-60	Manufactured BMP Systems	JR-196-MB-0001 SP-2008-60	36.88356806	-76.42546882	JL50	06/01/2016
JR-266-WP-0001	EP-2002-06	Retention Basin	JR-266-WP-0001 EP-2002-06	36.72142852	-76.65656795	JL44	06/03/2016
JR-217-WP-0051	EP-2003-10	Retention Basin	JR-217-WP-0051 EP-2003-10	36.85575025	-76.44927611	JL49	06/03/2016
JR-195-IP-0003	SP-2005-04	General Infiltration Practices	JR-195-IP-0003 SP-2005-04	36.89649076	-76.49580707	JL49	06/03/2016
JR-241-WP-0017	SP-2006-11	General Infiltration Practices	JR-241-WP-0017 SP-2006-11	36.76845459	-76.5839981	JL48	06/03/2016
JR-195-WP-0013	EP-2003-14	Retention Basin	JR-195-WP-0013 EP-2003-14	36.9	-76.5	JL49	06/06/2016
JR-195-WP-0014	EP-2003-14	Retention Basin	JR-195-WP-0014 EP-2003-14	36.89	-76.5	JL49	06/06/2016
JR-242-DB-0002	SP-2009-06	Detention Basin	JR-242-DB-0002 SP-2009-06	36.77087819	-76.54792775	JL48	06/07/2016
JR-267-IP-0001	SP-20012-00015	General Infiltration Practices	JR-267-IP-0001 SP-20012-00015	36.74852146	-76.58301105	JL48	06/17/2016
JR-196-WP-0016	Bridgeway Technology Center	Retention Basin	JR-196-WP-0016 Bridgeway Technology Center	36.89460312	-76.43502821	JL50	06/20/2016
JR-217-WP-0043	SP-1998-41A	Retention Basin	JR-217-WP-0043 SP-1998-41A	36.85788795	-76.45342827	JL49	06/20/2016
JR-217-WP-0044	SP-1998-41A	Retention Basin	JR-217-WP-0044 SP-1998-41A	36.85927861	-76.45297766	JL49	06/20/2016
JR-266-WP-0004	Reids Crossing	Retention Basin	JR-266-WP-0004 Reids Crossing	36.72191011	-76.6511177	JL44	06/21/2016
JR-217-DB-0004	SP-2003-44	Extended Detention Basin	JR-217-DB-0004 SP-2003-44	36.83026292	-76.46321823	JL49	06/24/2016

Stormwater Management Facilities Accepted During Permit Year 3

Plan Number	Site Name	SWMF ID	Lattitude	Longitude	Type	HUC	Receiving Surface Water	Acres Treated	Impervious Acres Treated
SP2011-00004	Bridge Road Medical Office	JR-217-RB-0008	36.8604	-76.4578	Retention Basin	JL49	Nansemond River	11.8811	0.906
SP2014-00018	Rite-Aid (Holland Rd)	JR-266-MB-0013	36.6334	-76.6334	Retention Basin	JL44	Speights Run	2.92	1.21
SP2014-00010	7-Eleven (Portsmouth Blvd)	JR-268-PP-0001	36.7463	-76.7463	Pervious Pavement	JL48	Nansemond River	0.87	0.46

*Digital spreadsheet to be submitted seperately with annual report

Appendix H

Supporting Documentation for Minimum Control Measure 6: Pollution Prevention/Good Housekeeping for Municipal Operations

Pollution Prevention and Good Housekeeping Training Permit Year 3

Location	Department	Date	Time	Number Attending	Trainers
800 Carolina Road	Public Works Operations	6/20/2016	1:00	65	David Keeling
272 Benton Rd	Public Utilities	5/24/2016	8:00	39	David Keeling
321 W Washington St	Parks and Recreation	5/25/2016	7:30	21	David Keeling
248 Chestnut St	Public Works Sanitation	5/18/2016	3:30	25	David Keeling
2325 E Washington St	Public Schools Head Custodians and Groundskeepers	6/21/2016	9:00	17	David Keeling
N/A	Fire and EMS Personnel	May-June 2016	N/A	180	Self Trained from prepared PowerPoint

Certified Pesticide Applicator Personnel Permit Year 3

Name	Certification Type	Expiration Date
Charles Abadam	Category 8 Public Health Pest Control	6/30/2018
Karen Akaratovic	Category 8 Public Health Pest Control	6/30/2016
Mary Ann Herring	Category 8 Public Health Pest Control	6/30/2017
Jay Kiser	Category 8 Public Health Pest Control	6/30/2018
Sean Riley	Category 60 Registered Technician	6/30/2017
Richard White	Category 60 Registered Technician	6/30/2017
Kerry Bond	Category 60 Registered Technician	6/30/2017
Earl Allison	Category 60 Registered Technician	6/30/2017
Frank Deans	Category 60 Registered Technician	6/30/2017
Curtis Saunders	Category 60 Registered Technician	6/30/2017
LaMarr Norman	Category 60 Registered Technician	6/30/2017
Kevin Lee	Category 60 Registered Technician	6/30/2017
Earl Allison	Category 60 Registered Technician	6/30/2017
Kerry Bond	Category 60 Registered Technician	6/30/2017
Scott Cogswell	Category 60 Registered Technician	6/30/2017
Frank Deans	Category 60 Registered Technician	6/30/2017
Mark McClenny	Category 60 Registered Technician	6/30/2017
Broderick Reid	Category 60 Registered Technician	6/30/2017
Curtis Saunders	Category 60 Registered Technician	6/30/2017
Mark Everitt	Category 60 Registered Technician	6/30/2017

City Municipal Facility Inspection Summary Permit Year 3

Site	Address	Date of Inspection	In 2010 Urbanized Area?
Fleet Maintenance	120 Forest Glen Dr	6/10/2016	Yes
Suffolk Public Schools Bus Lot	119 Forest Glen Dr	6/8/2016	Yes
Refuse Collection Equipment Storage Yard	248 Chestnut St	5/13/2016	Yes
Road Maintenance Yard Zone A	5881 Whaleyville Blvd	5/11/2016	No
Road Maintenance Yard Zone B	6750 Brentwood Rd	5/11/2016	No
Road Maintenance Yard Zone C	401 Kings Highway	5/12/2016	No
Road Maintenance Yard Zone	3901 Sleepy Hole Rd	5/12/2016	No
Road Maintenance Yard Zone D	866 Carolina Rd	5/11/2016	No
Road Maintenance Yard Zone D	800 Carolina Rd	5/11/2016	No
Public Utilities Operations Center	272 Benton Rd	6/3/2016	No
Public Utilities Water Treatment Plant	100 Bob House Parkway	5/12/2016	No

Nutrient Management Plan Summary

City Facilities	Acres	Latitude	Longitude
Sleepy Hole Golf Course*	125.31	36.839	-76.516
Constant's Wharf	3.5	36.739	-76.581
6th Street	1	36.726	-76.564

total **129.81**

School Facilities

Lakeland High School	9		
Football Field	2	36.723	-76.663
Field Hockey Field	2	36.722	-76.661
Baseball Field	2	36.72	-76.663
Softball Field	1.5	36.72	-76.662
Practice Field	1.5	36.72	-76.663

Nansemond River High School	49	Complete PY2	
Football Field	2	36.804	-76.518
Field Hockey Field	2	36.802	-76.515
Baseball Field	2.5	36.802	-76.52
Softball Field	1.5	36.803	-76.519
Practice Field	2.5	36.803	76.516

Kings Fork High School	9.5		
Football Field	2	36.783	-76.594
Field Hockey Field	1.5	36.781	-76.595
Baseball Field	3	36.783	-76.595
Softball Field	1.5	36.782	-76.596
Practice Field	1.5	36.782	-76.592

		PY 2 (15%)	PY 3 (40%)	PY 4 (75%)	PY5 (100%)
City Total	197.31	29.5965	78.924	147.9825	158.81
Completed NMPs		49	174.31		

* Sleepy Hole Golf Course was added to the list in PY 3 due to previous oversight as it is City owned but privately leased facility.

Appendix I
Surface Water Monitoring Program
July 1, 2015-June 30, 2016

City of Suffolk Surface Water Monitoring Program

In response to the numerous waterway impairments and TMDL studies being conducted within the municipality and decreased funding for analytical testing by the Virginia Department of Environmental Quality, the city of Suffolk initiated a Surface Water Monitoring Program in 2011. The program is primarily focused on the Nansemond River, but incorporates other water bodies as the need arises. The program is designed to augment the sampling being performed by the Virginia Department of Environmental Quality and Virginia Department of Health Division of Shellfish Sanitation.

Samples were routinely collected by Public Works staff at predetermined sampling locations on the Nansemond River and Hoffer Creek. The City continued a partnership with HRSD to study bacteria concentrations in Shingle Creek. A new partnership was started between the City, The Virginia Department of Health Division of Shellfish Sanitation (VDH DSS) and the Nansemond River Preservation Alliance (NRPA) with the goal of coordinating sampling events between the organizations to better identify sources of bacteria. The Hoffer Creek Sampling program was suspended in order to focus time and resources on other projects.

The City's surface water monitoring program is certified by DEQ as a level III program, allowing data that is collected to be used to list or delist waters on the 303(d) List. Sample analyses are performed by the Hampton Roads Sanitation District. Sampling data is uploaded to the DEQ citizen water quality monitoring database for use by the state and public.

The ultimate objectives of the surface water sampling program are to assist with source identification, illicit discharge detection and to identify areas of water bodies that may not need to be listed as impaired.

Nansemond River

Public Works staff continued monthly sampling along the Nansemond River and its tributaries during PY3. 16 sites are sampled in total, with 12 sites along the main stem of the Nansemond River from the mouth at the confluence with the James River, to the base of the Lake Meade Dam. Sampling is also conducted with one sampling site each at the Nansemond River tributaries of Knotts Creek, Bennetts Creek, Western Branch, and Shingle Creek.

In addition to field conditions; parameters measured include E. coli, enterococcus, total phosphorus, ammonia, nitrate + nitrite nitrogen, and total suspended solids.

Hoffler Creek

Monthly monitoring of Hoffler Creek in Partnership with the City of Portsmouth continued through June 2016. Following the June sampling event, Suffolk suspended its Hoffler Creek sampling program to focus time and resources on other projects. Samples were collected at 8 sites, with Suffolk and Portsmouth each sampling 4 sites.

The goal of this program was to gather additional information regarding bacteria levels in Hoffler Creek and assist staff in locating potential sources of bacteria loading. In addition to field conditions, parameters measured include fecal coliform and enterococcus.

Shingle Creek

A bacteria source tracking study was done in the Shingle Creek watershed in 2010 in partnership with HRSD. Following that study, the question was raised if bacteria loads enter Shingle Creek with runoff from storm events, or if loads enter Shingle Creek in a more dispersed and continuous nature.

HRSD Staff installed automated sampling equipment at a large culvert that conveys Shingle Creek under Factory Street. This equipment included a flow meter placed to measure flow at the culvert and sample collection equipment that pulled water samples from the stream directly below the flow meter. The Auto sampler was programmed by HRSD staff to take 12 samples at set time intervals during periods of increased flow characteristic of storm events. Suffolk staff collected samples from the auto sampler, following storm events, as well as a grab sample. Samples bottles were chosen based on their location on the hydrograph and analyzed for E. coli and Enterococcus by the HRSD lab.

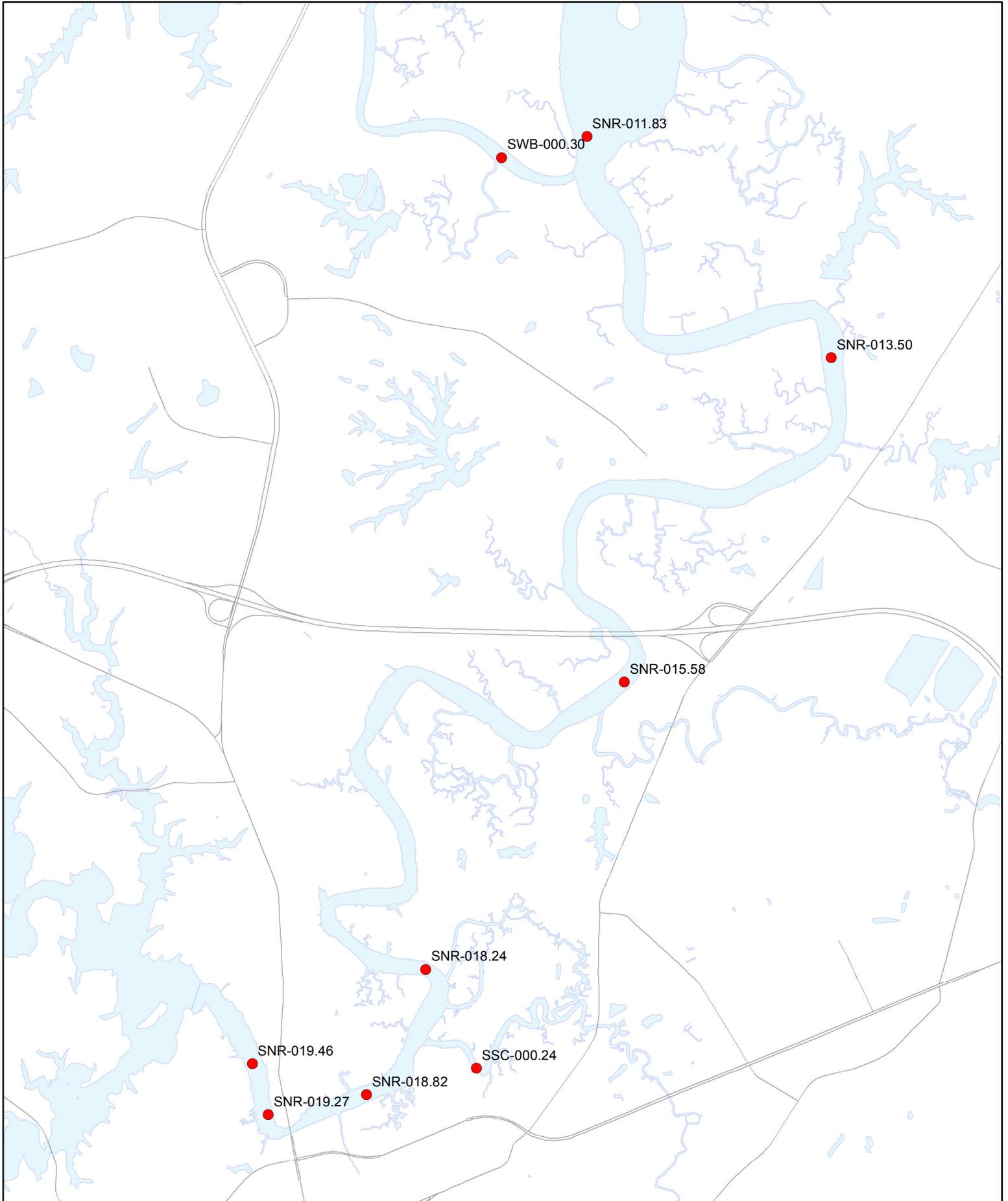
Four storm events were sampled during PY2. Following the analysis of the initial results it was decided to continue sampling upstream during wet weather and in dry weather base flow in an effort to identify areas where there may be discrete sources of bacteria. The sampling plan for this effort is included following this Water Monitoring Program summary.

After several wet weather collection events the decision was made to focus on sampling in dry weather base flows, as source areas were more easily identified. Sampling led to the discovery of one direct connection that was disconnected. This program will continue according to the needs of those involved.



Upper Nansemond River

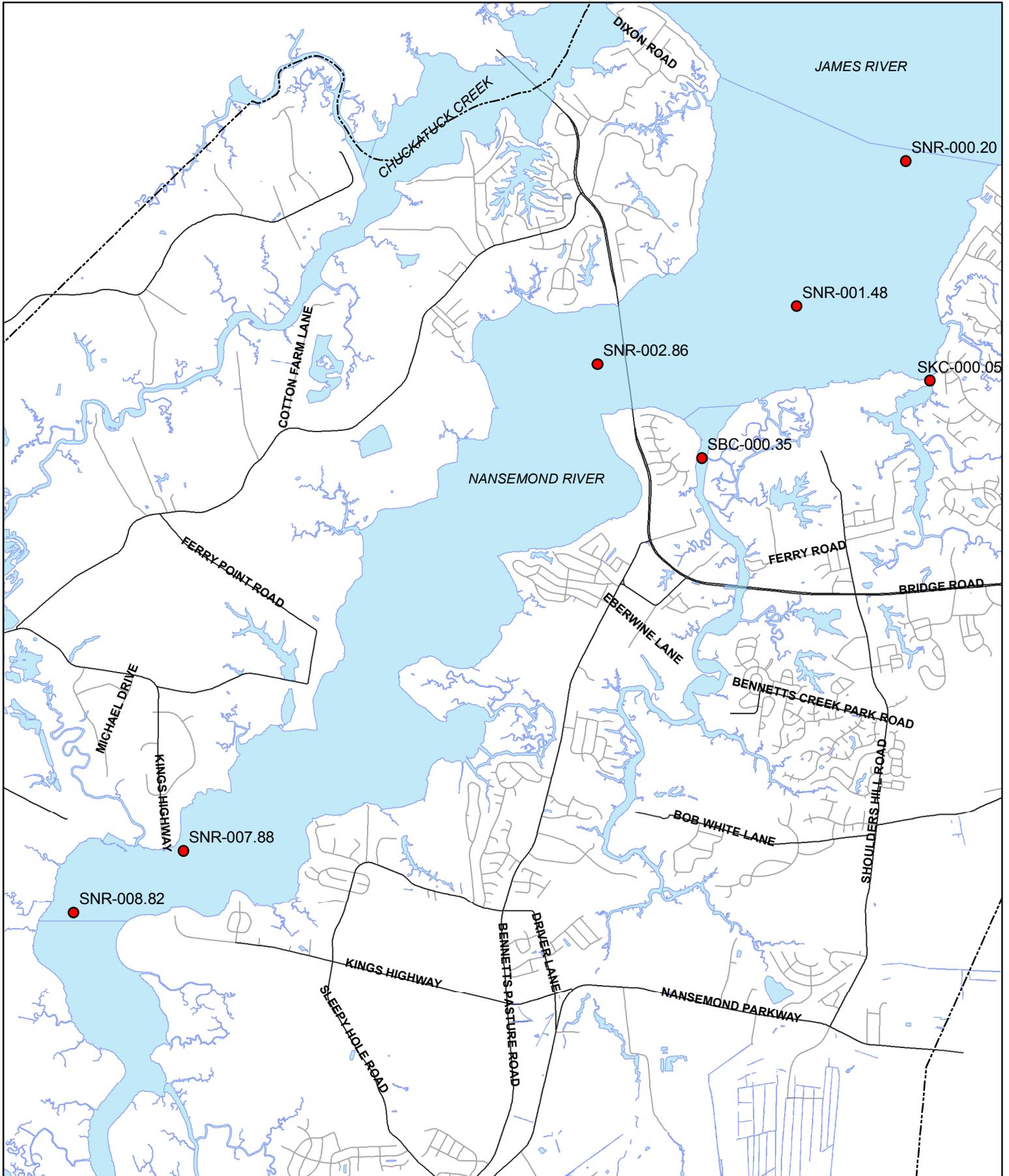
● Sampling Sites





Lower Nansemond River

● Sampling Sites



Nansemond River Water Monitoring Summary Permit Year 3

Fecal Coliform (CFU/100mL) Analyzed with FDA-MTEC method

Sampling Station ID	SBC-000.35	SNR-000.20	SKC-000.05	SNR-001.48	SNR-002.86	SNR-007.88	SNR-008.82	SNR-011.83	SWB-000.30	SNR-013.50	SNR-015.58	SNR-018.24	SSC-000.24	SNR-018.82	SNR-019.27	SNR-019.46
7/27/2015	10	10	30	10	10	10	20	70	100	20		100	160	1100	5900	6000
8/26/2015	200	10	80	10	10	20	30	90	740	60	170	290	120	8000	3300	18800
9/24/2015																
10/7/2015	1000	210	1600	190	320	260	1400	1800	720	2100	2500	2700	2400	450	340	300
11/23/2015	150		370	20	20	90	170	5240	460	480	570	700	770	400	240	410
12/7/2015	30	10	30	10	10	10	20	70	100	100	310	110	140	200	30	40
1/20/2016	10	10		10	10	120	80	140	200	140	60					
2/18/2016	20	10	10	10	10	30	30	100	70	130	130	90	80	10	30	20
3/17/2016	40	10	190	10	20	80	100	250	340	110	580	90	180	50	20	20
4/14/2016	20			10	10	10	10	10	120	40	70	90	250	140	160	80
5/17/2016	50	10		10	10	70	20	30	60	10	30	120	150	110	110	130
6/16/2016	90	10	40	10	10	80	30	90	70	140	150	210	170	4600	3100	3300

Enterococcus (MPN/100mL) Analyzed with Enterolert method

Sampling Station ID	SBC-000.35	SNR-000.20	SKC-000.05	SNR-001.48	SNR-002.86	SNR-007.88	SNR-008.82	SNR-011.83	SWB-000.30	SNR-013.50	SNR-015.58	SNR-018.24	SSC-000.24	SNR-018.82	SNR-019.27	SNR-019.46
7/27/2015	41	10	31	10	10	31	20	20	131	459		443	7270	602	2360	2360
8/26/2015	41	10	134	10	10	100	10	173	504	85	414	1500	1790	1840	1350	24200
9/24/2015																
10/7/2015	97	20	121	10	30	75	98	197	369	368	404	733	645	1050	201	359
11/23/2015	134		272	20	52	173	285	594	448	408	399	794	862	414	305	309
12/7/2015	10	10	10	10	10	10	10	173	145	223	145	52	75	31	20	10
1/20/2016	10	10		10	10	75	145	145	63	110	85					
2/18/2016	10	10	31	10	10	31	148	155	10	146	144	30	20	10	10	10
3/17/2016	10	10	74	10	10	53	63	132	189	146	160	121	63	10	31	10
4/14/2016	31			10	10	31	20	41	10	20	41	85	52	52	63	10
5/17/2016	41	10		10	10	10	20	41	10	108	130	153	341	221	152	116
6/16/2016	10	10	41	20	10	10	10	31	31	75	145	155	373	602	1200	609

Ammonia (mg/L)

Sampling Station ID	SBC-000.35	SNR-000.20	SKC-000.05	SNR-001.48	SNR-002.86	SNR-007.88	SNR-008.82	SNR-011.83	SWB-000.30	SNR-013.50	SNR-015.58	SNR-018.24	SSC-000.24	SNR-018.82	SNR-019.27	SNR-019.46
7/27/2015	0.04	0.01	0.02	0.01	0.02	0.12	0.09	0.02	0.02	0.14		0.02	0.19	0.23	0.08	0.13
8/26/2015	0.09	0.04	0.03	0.03	0.05	0.03	0.04	0.04	0.03	0.04	0.03	0.09	0.1	0.04	0.03	0.06
9/24/2015																
10/7/2015	0.08	0.04	0.08	0.06	0.06	0.04	0.05	0.07	0.09	0.11	0.1	0.14	0.13	0.15	0.15	0.15
11/23/2015	0.02		0.01	0.01	0.01	0.03	0.03	0.04	0.03	0.06	0.08	0.1	0.07	0.19	0.2	0.2
12/7/2015	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.05	0.07	0.07	0.08	0.12	0.09	0.17	0.17	0.17
1/20/2016	0.05	0.04		0.05	0.03	0.06	0.17	0.1	0.11	0.12	0.12					
2/18/2016	0.01	0.01	0.01	0.01	10	0.04	0.05	0.1	0.02	0.07	0.06	0.06	0.06	0.08	0.05	0.05
3/17/2016	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.09	0.08	0.05	0.03	0.02	0.05	0.01	0.01	0.01
4/14/2016	0.01			0.01	0.01	0.01	0.02	0.02	0.02	0.4	0.07	0.09	0.05	0.02	0.01	0.01
5/17/2016	0.02	0.01		0.01	0.01	0.03	0.02	0.07	0.04	0.06	0.04	0.08	0.15	0.1	0.06	0.04
6/16/2016	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.04	0.03	0.04	0.03	0.11	0.16	0.07	0.04	0.06

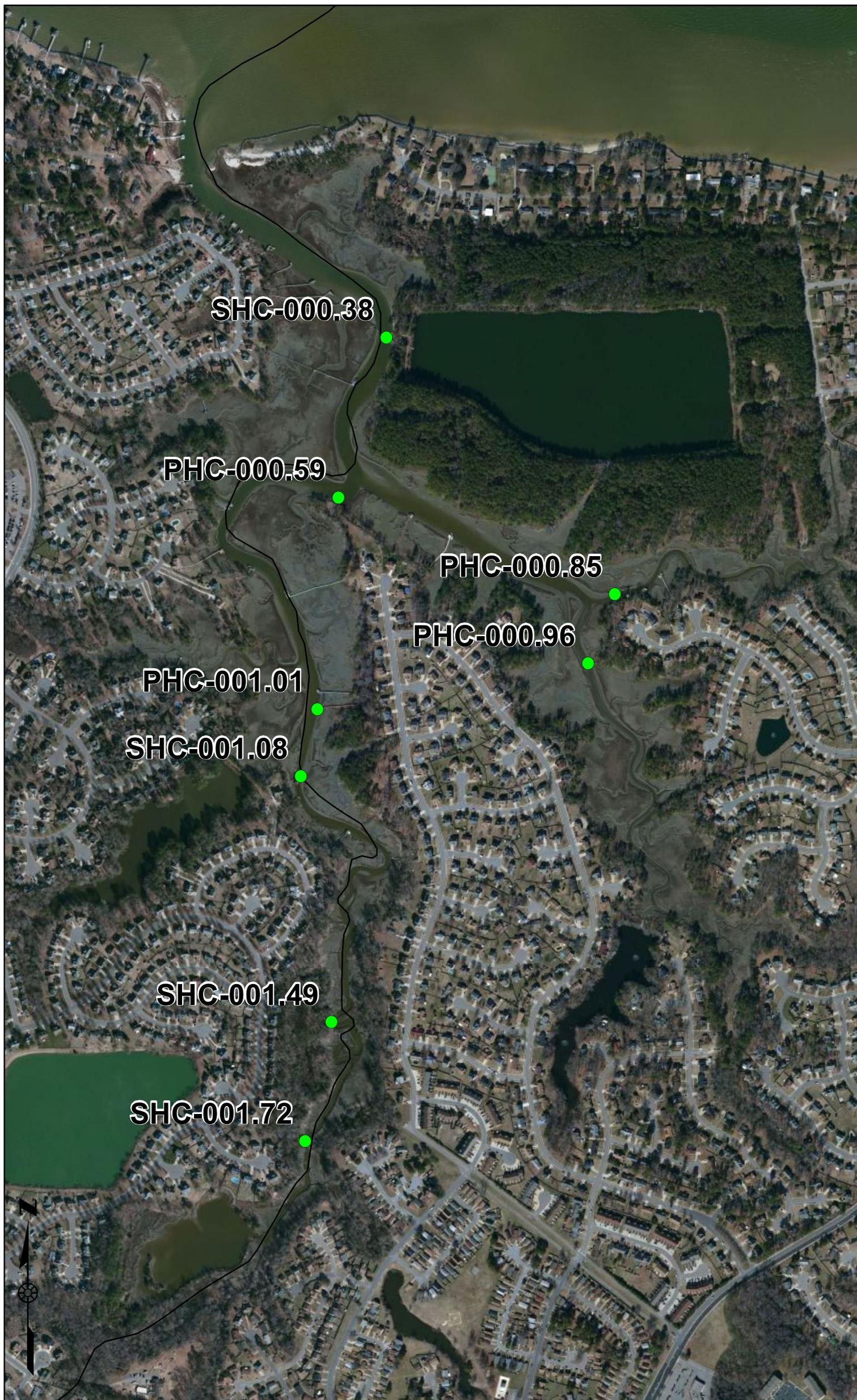
Nansemond River Water Monitoring Summary Permit Year 3

Nitrate/Nitrite-N (mg/L)																
Sampling Station ID	SBC-000.35	SNR-000.20	SKC-000.05	SNR-001.48	SNR-002.86	SNR-007.88	SNR-008.82	SNR-011.83	SWB-000.30	SNR-013.50	SNR-015.58	SNR-018.24	SSC-000.24	SNR-018.82	SNR-019.27	SNR-019.46
7/27/2015	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.03		0.03	0.03	0.03	0.01	0.01
8/26/2015	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.04	0.04	0.02	0.03	0.01	0.01	0.03
9/24/2015																
10/7/2015	0.07	0.15	0.06	0.12	0.08	0.05	0.05	0.09	0.04	0.11	0.11	0.11	0.21	0.07	0.06	0.06
11/23/2015	0.01		0.01	0.01	0.01	0.02	0.03	0.05	0.03	0.1	0.13	0.15	0.17	0.13	0.12	0.12
12/7/2015	0.01	0.16	0.02	0.07	0.02	0.02	0.05	0.08	0.07	0.11	0.12	0.14	0.12	0.14	0.13	0.13
1/20/2016	0.02	0.11		0.02	0.01	0.09	0.13	0.17	0.15	0.2	0.22					
2/18/2016	0.01	0.01	0.01	0.01	10	0.04	0.05	0.1	0.02	0.07	0.06	0.06	0.08	0.05	0.05	0.05
3/17/2016	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.15	0.1	0.19	0.17	0.3	0.19	0.36	0.4	0.41
4/14/2016	0.01			0.01	0.02	0.01	0.01	0.01	0.01	0.05	0.08	0.08	0.08	0.07	0.07	0.08
5/17/2016	0.01	0.01		0.01	0.01	0.01	0.02	0.07	0.01	0.08	0.06	0.06	0.08	0.04	0.03	0.02
6/16/2016	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.03	0.02	0.04	0.02	0.03	0.04	0.03	0.03	0.03

Total Phosphorus (mg/L)																
Sampling Station ID	SBC-000.35	SNR-000.20	SKC-000.05	SNR-001.48	SNR-002.86	SNR-007.88	SNR-008.82	SNR-011.83	SWB-000.30	SNR-013.50	SNR-015.58	SNR-018.24	SSC-000.24	SNR-018.82	SNR-019.27	SNR-019.46
7/27/2015	0.14	0.11	0.19	0.11	0.12	0.14	0.12	0.15	0.13	0.1		0.2	0.2	0.2	0.17	0.17
8/26/2015	0.11	0.08	0.14	0.09	0.1	0.14	0.15	0.12	0.13	0.1	0.09	0.08	0.09	0.08	0.07	0.08
9/24/2015																
10/7/2015	0.09	0.07	0.12	0.1	0.07	0.08	0.08	0.08	<.02	0.09	0.09	0.09	0.11	0.06	0.04	0.04
11/23/2015	0.08		0.07	0.07	0.06	0.12	0.25	0.11	0.13	0.11	0.11	0.09	0.1	0.07	0.08	0.06
12/7/2015	0.04	0.03	0.05	0.04	0.04	0.06	0.07	0.1	0.1	0.08	0.08	0.08	0.08	0.07	0.07	0.08
1/20/2016	0.04	0.03		0.03	0.04	0.08	0.09	0.11	0.12	0.09	0.08					
2/18/2016	0.09	0.03	0.01	0.02	0.02	0.15	0.18	0.26	0.06	0.33	0.39	0.4	0.27	0.44	0.42	0.41
3/17/2016	0.07	0.03	0.12	0.04	0.15	0.2	0.12	0.09	0.01	0.09	0.07	0.06	0.08	0.06	0.03	0.03
4/14/2016	0.07			0.02	0.06	0.11	0.11	0.13	0.14	0.1	0.09	0.03	0.09	0.08	0.04	0.05
5/17/2016	0.09	0.12		0.07	0.11	0.09	0.38	0.11	0.11	0.1	0.09	0.12	0.11	0.1	0.17	0.05
6/16/2016	0.09	0.05	0.3	0.06	0.07	0.06	0.08	0.1	0.1	0.1	0.11	0.14	0.14	0.11	0.08	0.08

Total Suspended Solids (mg/L)																
Sampling Station ID	SBC-000.35	SNR-000.20	SKC-000.05	SNR-001.48	SNR-002.86	SNR-007.88	SNR-008.82	SNR-011.83	SWB-000.30	SNR-013.50	SNR-015.58	SNR-018.24	SSC-000.24	SNR-018.82	SNR-019.27	SNR-019.46
7/27/2015	21.4	14.4	47.2	15	28	18.2	15.4	16	19.7	7.9		8.3	6.7	10	8.3	8
8/26/2015	30.8	21.5	47.6	26.3	17.5	24.4	28.4	21.4	26.3	20	11.8	10.5	13.6	9	8	7.4
9/24/2015																
10/7/2015	19.3	13.9	35.3	18.7	12.4	20.4	14	15.1	18.8	14.5	13	13.5	5.4	7.4	2.4	1.8
11/23/2015	31		22.2	15.2	18.5	61.6	84	49	41.5	29	23.3	14.9	14.4	6.9	5.1	4
12/7/2015	5.8	2.1	7.1	5	4.3	8.1	8.5	9	22.3	6.1	6.4	8.7	5.2	6.6	6	4.5
1/20/2016	7.1	8.8		5	3.3	15.1	14.2	19.5	16.2	11	10					
2/18/2016	0.06	0.03	0.06	0.06	0.04	0.07	0.09	0.08	0.05	0.08	0.07	0.06	0.13	0.24	0.05	0.05
3/17/2016	24.4	9.5	34	8.7	28	35.1	25.3	16.7	23	10.4	11.8	5.9	5.6	3.5	1.9	2.1
4/14/2016	17			29.1	20.8	38.8	27.7	27.5	26.8	16.9	13.1	11.3	8.9	16	6.7	6.3
5/17/2016	34	18.4		28	35	39.5	32	20.5	28.8	17.7	10.3	14.3	8.5	12.6	8.4	8.5
6/16/2016	28.6	23.4	39.1	27.1	30.4	22.4	25.8	23.3	29.1	14.9	10.3	9.5	6.2	7.7	8	8.8

Hoffler Creek Sampling Sites



0 0.05 0.1 0.2 0.3 0.4 Miles 1:8,000

Hoffler Creek Surface Water Monitoring Data Permit Year 3

Fecal Coliform (CFU/100ml) Analyzed with FDA-MTEC Method								
Sample Station ID	SHC-001.08	SHC-001.49	SHC-001.72	SHC-000.08	PHC-000.85	PHC-000.96	PHC-000.59	PHC-001.01
7/28/2015	180	140	160	80	470	150	50	110
8/25/2015	150	170	80	20	120	180	110	140
9/22/2015	1500	1680	4400	330	230	180	230	2600
10/6/2015	6700	4800	5100	4100	3000	4500	4800	6100
11/4/2015	300	190	250	180	650	630	390	380
12/21/2015	360	310	390	300	660	>8000	290	230
1/19/2016	160	140	50	610	250	4500	250	100
2/16/2016	180	400	860	260	3200	1500	330	810
3/16/2016	490	510	480	240	680	630	390	500
4/13/2016	750	850	670	430	850	780	750	900
5/16/2016	120	190	210	100	200	240	60	170
6/15/2016	450	400	170	290	100	170	60	560

Enterococcus (MPN/100ml) Analyzed with Enterolert Method								
Sample Station ID	SHC-001.08	SHC-001.49	SHC-001.72	SHC-000.08	PHC-000.85	PHC-000.96	PHC-000.59	PHC-001.01
7/28/2015	63	74	85	10	211	52	96	86
8/25/2015	135	148	121	10	75	183	62	98
9/22/2015	487	816	882	146	173	285	171	281
10/6/2015	183	231	960	121	98	52	145	132
11/4/2015	816	393	355	98	583	327	602	583
12/21/2015	246	295	120	341	789	24200	97	171
1/19/2016	173	52	41	228	211	8660	146	107
2/16/2016	464	275	1670	301	1720	3080	305	719
3/16/2016	417	420	285	120	345	369	285	364
4/13/2016	556	435	295	231	860	464	341	529
5/16/2016	98	52	41	31	63	63	52	63
6/15/2016	158	145	246	41	75	146	63	31

Appendix J

MS4 Program Plan Matrix Permit Year 4

City of Suffolk MS4 Program Plan Permit Year 4

1. Public Outreach and Education						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.b	Design plan to educate citizens on techniques to reduce impacts of stormwater pollution on public waterways with an emphasis on impaired waters.					
1.b.1	Regional Media Campaign	Participate in the askHRgreen.org regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), radio, and social media	Demographic, reach and frequency	askHRgreen.org Stormwater Education Subcommittee	Annually	Copies of ads within askHRgreen.org Annual Report
1.b.2	Educate homeowners on hazards and legal implications of illegal discharges and improper disposal of waste.	Promote askHRgreen.org for list of locality contacts for citizens to report illicit discharges and to learn about proper disposal methods.	Number of page visits	askHRgreen.org Stormwater Education Subcommittee	Post New info in PY1	askHRgreen.org website
1.c	Updated Public Education and Outreach Program					
1.c.1	High-priority water quality issues	Identify at least 3 high priority water quality issues that contribute to the discharge of stormwater	Number of high-priority issues	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report
1.b.3 1.c.2	Target Audience	Identify and estimate the population size of target audience(s) who are likely to have significant impacts for each high priority issue	Estimated target audience population	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report
1.c.3	Relevant Message Development					
1.c.3a	Stormwater materials	Develop relevant message(s) and associated educational and outreach materials for distribution to target audience	Message Materials	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report
1.c.5	Relevant Message Implementation	Conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high priority audience.	Percentage of target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	End of PY1 & Annually thereafter	askHRgreen.org Annual Report
1.c.5a	Distribute educational materials developed through askHRgreen.org	Distribute materials developed through askHRgreen.org to target audience in locality.	Number of materials distributed	askHRgreen.org Representative	Continuously	
1.c.5b	Maintain and enhance askHRgreen.org website	Increase website visits to industry standard by end of permit cycle.	Annual askHRgreen.org website visits	HRPDC & askHRgreen.org	Permit Cycle	askHRgreen.org Annual Report
1.c.5c	<i>Scoop the Poop</i> campaign	Make <i>Scoop the Poop</i> information and giveaways available where citizens receive animal licenses and at pet-related events as appropriate	Number of giveaways distributed	askHRgreen.org Representative	Annually	Rack cards, dog waste bag holders
1.c.5d	Promote Lawn Care campaign	Run media campaigns and make lawn care best management practice guides available.	Demographic, reach and frequency	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report
1.c.6	Provide for adjustment of target audiences and messages to address any observed weaknesses or shortcomings	Website feedback reports, regional meeting feedback	Demographic, reach, frequency, & website click-through rates	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report

City of Suffolk MS4 Program Plan Permit Year 4

1. Public Outreach and Education						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.d	Participate in regional committees: askHRgreen.org , RSMC, and SW Phase II Subcommittee			PW Engineering & askHRgreen.org Representative		askHRgreen.org Annual Report, MOA, HRPDC Regional Cooperation in Stormwater Management
1.d.1	Regional Cooperation	Renew MOA with the HRPDC to participate in the regional processes, including the Regional Stormwater Management Committee, Stormwater Phase II Subcommittee and askHRgreen.org	Maintain valid MOA	HRPDC	Every 5 years (concurrent with MS4 permit cycle).	MOA
1.d.2	askHRgreen.org	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	askHRgreen.org Representative	Annually	askHRgreen.org Annual Report
1.d.3	Stormwater Phase II Subcommittee	Participate in at least 50% of Stormwater Phase II Subcommittee Meetings.	Number of meetings attended/Number of meetings held	PW Engineering	Annually	Attendance chart
1.e	Update Program Plan	Update Public Outreach and Education plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering, askHRgreen.org , askHRgreen.org Representative & HRPDC	As scheduled in permit	Revised Program Plan
1.f	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual Report

City of Suffolk MS4 Program Plan Permit Year 4

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.a	Public Involvement					
2.a.1	Provide Public Notice of Program Plan and Modifications	Promote the availability of the operator's MS4 Program Plan and any modifications for public review and comment in accordance with public law.	Public notice of modifications.	PW Engineering	As necessary	Virginia Code reference, updated plan
2.a.2	Make Program Plan and other Stormwater Program Information Available to Public					
2.a.2a	Updated Program Plan	Post copies of updated program plan to City website within 30 days of submittal of annual report.	Presence of materials on website	PW Engineering	Annually	Locality website
2.a.2b	Annual Report	Post copies of annual report to City website within 30 days of submittal to DEQ.	Presence of materials on website	PW Engineering	Annually	Locality website
2.a.2c	Reapplication Public Involvement	Prior to reapplying for coverage, notify public and provide for receipt of comments on the proposed MS4 Program Plan.	Presence of materials on website	PW Engineering	6 mo. prior to end of permit cycle	Locality website
2.b	Public Participation in a minimum of four local activities annually	Clean the Bay Day, Stormwater Medallion Placement events, Recycling and Electronic Drives, Tire Amnesty days, Clean-Up events	# events, # of items distributed, # of participants, # of pounds collected, or # of volunteer hours	PW Engineering	Annually	
2.c	Update Program Plan	Update Public Involvement/ Participation plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering	As scheduled in permit	
2.d	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report

City of Suffolk MS4 Program Plan Permit Year 4

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.a	Storm Sewer System Map					
3.a.1	MS4 outfall map	Maintain and update mapping including location and name of waters receiving discharges	Updated Map	PW Engineering	Annually	Outfall map
3.a.2	MS4 outfall information table	Table listing outfall ID, acreage served, receiving water, applicable TMDL(s).	Updated Table	PW Engineering	Annually	Information Table
3.a.3	MS4 boundaries map and information table	Map and information table identifying MS4 watershed within 2010 urbanized area.	Boundary Map	PW Engineering	End of PY4	MS4 Catchments Map
3.a.4	Public information	Make MS4 map and information table available to the public	Presence of materials on website or refer to availability location	PW Engineering	Annually	Locality website
3.a.5	New outfalls	Identify new points of discharge	List of new outfalls	PW Engineering	Annually	New outfall list
3.a.5a	Cooperation with adjacent MS4s	Identify and notify, in writing, any downstream regulated MS4 to which the small regulated MS4 is physically interconnected.	Develop map, Regional Phase II Stormwater Subcommittee Meetings, letters	PW Engineering	Annually	Letters; meeting attendance
3.b	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Current Ordinance	PW Engineering/ Fire Dept	As necessary	Ordinance
3.c	Dry Weather Screening					
3.c.1	Dry Weather Screening Procedures	Develop written dry weather field screening methodologies for IDDE.	SOP	PW Engineering	End of PY1	DWS Protocol
3.c.2	Field Screening	Perform dry weather screening of a minimum of 50 outfalls.	Documentation of screening performed and results	PW Engineering/ SW Inspector	Annually	Map and ORI Field sheets
3.d	Promote, Publicize, and facilitate public reporting of illicit discharges into or from MS4s					
3.d.1	Public IDDE Reporting	Promote & Publicize IDDE reporting	Presence of phone number & information on website	PW Engineering	Continuously	Locality website
3.d.2	Prevent or minimize the discharge of hazardous substances and oil in the MS4 stormwater discharge.	Yard inspections; Develop/enhance reporting relationship with FD/Haz Mat Team; targeted education	Number of responses/ number of inspections	PW Engineering/ Fire Dept	Continuously	Inspection forms
3.e	Illicit Discharge Detection & Elimination Procedures					
3.e.1	IDDE program implementation	Continue implementing an illicit discharge detection and elimination program for the municipally-owned MS4 within the Urbanized Area.	Develop written protocol for responding and investigating IDDE	PW Engineering/ Fire Dept	End of PY1	IDDE Protocol
3.e.2	IDDE activity tracking	Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	PW Engineering/ Fire Dept	Ongoing	List of Activities
3.e.3	Report spills that reach state waters to DEQ					
3.e.3a	Report non sewer spills and releases from small MS4 operated properties that reach State waters to DEQ.	Report spills to the DEQ's Pollution Response Program (PREP).	Number of internal reports. If applicable, obtain PREP number.	PW Engineering / Fire Dept	Fire Dept. Report in accordance to Section III. G.	Internal Summary Report
3.e.3b	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	Public Utilities	Continuously	List from SSORS
3.f	Update Program Plan	Update Illicit Discharge Detection and Elimination plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering/ Fire Dept	As scheduled in permit	
3.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report

City of Suffolk MS4 Program Plan Permit Year 4

4. Construction Site Storm Water Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.a	Legal Authorities					
4.a.1	LD Activities > 10,000 SF	Continue to implement the Stormwater Management Ordinance & the Erosion and Sedimentation Control Ordinance	Stormwater Management Ordinance & Erosion and Sedimentation Control Ordinance	PW Engineering	Continuously	SWM & E&SC Ordinances
4.a.2	CBPA LD Activities >2,500 SF	Continue to implement the Chesapeake Bay Preservation Ordinance and Stormwater Management Ordinance	Chesapeake Bay Preservation Ordinance & Stormwater Management Ordinance	PW Engineering	Continuously	CBPA & SWM Ordinance
4.a.4	Individual Lot or CPOD LD Activities > 10,000 SF	Continue to implement the SWM, E&SC, & CBPA ordinances	SWM, E&SC, & CBPA Ordinances	PW Engineering	Continuously	Ordinances
4.b	Local Programs					
4.b.1	E&SC Plan Reviews	Continue to implement the site plan review, LID implementation where deemed appropriate, provisions of the local SWM, E&SC, and CBPA Ordinances.	# plan reviews	Planning/ PW Engineering	Annually	Summary from Locality tracking system
4.c	Compliance and Enforcement					
4.c.1	E&SC Inspections	Continue to inspect land-disturbing activities for compliance with an approved erosion and sediment control plan.	# of inspections	PW Engineering	Annually	Summary from Locality tracking system
4.c.2	E&SC Inspection Schedule	Continue to implement inspection schedule per Erosion and Sediment Control Law	# of inspections; # enforcement actions	PW Engineering	Annually	Summary from Locality tracking system
4.c.3	Certifications					
4.c.3a	E&SC Certifications	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law	Certifications obtained	PW Engineering	Ongoing	Certifications
4.c.3b	SWM Certifications	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Stormwater Management Act	Certifications obtained	PW Engineering	Beginning in PY2	Certifications
4.c.4	Public Inquiry	Continue to receive and respond to information from citizens relating to the local erosion and sediment control program through personal visits, email, telephone, and the City web page.	# of calls/requests, #site visits	PW Engineering	Annually	Summary from Locality tracking system
4.c.5	E&SC Enforcement	Continue to implement enforcement provisions of the local Erosion and Sediment Control and Stormwater Management Ordinance.	# enforcement actions	PW Engineering	Annually	Summary from Locality tracking system
4.c.6	E&SC Modifications due to inadequacy	Continue to implement provisions of the local Erosion and Sediment Control Ordinance and Stormwater Mangement Ordinance requiring changes to the plan due to inadequacy.	# of inspections; # enforcement actions	PW Engineering	Annually	Summary from Locality tracking system
4.c.7	VSMP Inspections	Implement inspection provisions of the local Stormwater Management Ordinance for VSMP authority permits including Pollution Prevention Plans contained within the SWPPP	# of inspections; # enforcement actions	PW Engineering	Beginning in PY2	Summary from Locality tracking system
4.d	VSMP Authority Permits					

City of Suffolk MS4 Program Plan Permit Year 4

4. Construction Site Storm Water Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.d.2	Local VSMP program (after July 1, 2014)	Implement the site plan review, construction site BMP, and inspection provisions of the local Stormwater Management Ordinance.	#of permit applications and permits issued.	PW Engineering	Beginning in PY2	VSMP permit numbers
4.e	Update Program Plan	Update Construction Site Stormwater Runoff Control plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering & HRPDC	As scheduled in permit	Project Inspection (Land Disturbance) SOP
4.f	Tracking and Reporting	Continue to track and report the total number of permitted land disturbing activities as well as the total disturbed acreage.	Number of permits & acres disturbed	PW Engineering	Annually	Annual Report
4.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual Report

City of Suffolk MS4 Program Plan Permit Year 4

5. Post Construction Storm Water Management in New Development and Redevelopment						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
5.a 5.d.2	Applicable oversight requirements	Address post-construction stormwater runoff from new development and redevelopment from large or small construction activities and CBPA Land disturbing activities < 1 Ac but >2,500 SF.	Stormwater Management Ordinance	PW Engineering	Continuously	SWM Ordinance Plan Review Procedures
5.b	Stormwater Management Ordinance	Implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment, and update ordinance to comply with Section II.B.5 of the General Permit.	Stormwater Management Ordinance	PW Engineering	Update in PY1	SWM Ordinance
5.c	BMP Inspection and O&M Verification					
5.c.1	Non-operator (Private) BMPs					
5.c.1a	BMP Maintenance Agreements	Require BMP maintenance agreements as directed by the Stormwater Management Ordinance.	# of Agreements & Inspection Schedules	PW Engineering	Ongoing	List of Maintenance Agreements
5.c.1b 5.d.3 5.e.9	Inspection activities	Conduct BMP site inspections in accordance with written policies and procedures	Inspection Schedule	PW Engineering	Annually	Inspection Report Summary; Inspection Procedures
5.c.1c 5.d.4 5.e.9	Enforcement activities	Enforce BMP maintenance responsibilities in accordance with written policies and procedures	# of Reinspections & NOVs	PW Engineering	Annually	Inspection Report Summary; Enforcement Procedures
5.c.2 5.d.5	Inspection & Maintenance Schedules for City-Owned BMPs	Continue to adhere to procedures for regular inspection and maintenance of locally owned stormwater control structures in accordance with SWM regulations.	Inspection Schedule	PW Engineering/ PW Operations	Annually	Inspection Report Summary; Inspection Procedures
5.e	Tracking and Reporting					
5.e.1-9	BMP Tracking	Track all known permanent stormwater management facilities that discharge to the regulated small MS4 and submit the information per General Permit No. VAR040029.	Data as required by Permit (print & spreadsheet/database)	PW Engineering	Annually	BMP Report
5.e.9	New BMP tracking	BMPs brought online within the past year	Database or spreadsheet with new BMP information	PW Engineering	Annually	BMP Report
5.f	Update Program Plan	Update Pollution Prevention/Good Housekeeping for Municipal Operations plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering & HRPDC	As scheduled in permit	
5.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report

City of Suffolk MS4 Program Plan Permit Year 4

6. Pollution Prevention/Good Housekeeping for Municipal Operations						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.a	Operations and Maintenance Activities					
6.a.1	Plans and Procedures	Continue to implement and update plans describing spill prevention and control and pollution prevention procedures for municipal facilities specifically to prevent illicit discharges	SOP(s)/SWPPP	Public Works	Continuously	"Operations and Maintenance: Pollution Prevention Guide" http://www.suffolkva.us/files/5714/4976/3991/P2_and_Good_Housekeeping_Guide.pdf
6.a.2	Waste Disposal	Continue to implement and update procedures for proper waste disposal, including yard waste	SOP(s)/ SWPPP	Public Works	Continuously	"Operations and Maintenance: Pollution Prevention Guide "
6.a.3	Manage Municipal Vehicle Wash Water	Develop and implement procedures to prevent the discharge of municipal vehicle wash water into the MS4 without a separate VPDES permit	Procedures	Operations Personnel	Continuously	"Operations and Maintenance: Pollution Prevention Guide "
6.a.4	Manage Wastewater	Prevent the discharge of wastewater to MS4 without a separate VPDES permit	Procedures	Public Works	Continuously	"Operations and Maintenance: Pollution Prevention Guide "
6.a.5	Utility Construction and Maintenance	Require BMPs when discharging water pumped from utility construction and maintenance activities	Procedures	Public Utilities	Continuously	"Operations and Maintenance: Pollution Prevention Guide "
6.a.6	Bulk Storage BMPs	Require BMPs for bulk storage areas (salt storage, top soil stockpiles)	BMPs Used	PW Operations	Continuously	"Operations and Maintenance: Pollution Prevention Guide "
6.a.7	Manage Leaking Municipally-owned Vehicles	Prevent the discharge of pollutants to the MS4	BMPs Used	PW Fleet Maintenance/ PW Operations	Continuously	"Operations and Maintenance: Pollution Prevention Guide "

City of Suffolk MS4 Program Plan Permit Year 4

6. Pollution Prevention/Good Housekeeping for Municipal Operations						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.a.8	Manage Fertilizers and Pesticides	Implement procedures to ensure materials are applied in accordance with manufacturer's recommendations	Procedures	PW Operations/ Mosquito Control/ Parks and Recreation	Continuously	"Operations and Maintenance: Pollution Prevention Guide "
6.b	Storm Water Pollution Prevention Plans (SWPPP)					
6.b.1	High-priority facilities	Identify municipal high-priority facilities of types listed in General Permit No. VAR040029	# & type of high-priority facility	PW Engineering	End of PY1	List of high-priority facilities
6.b.2	SWPPP Locations	Identify municipal high-priority facilities that have a high potential of discharging pollutants	# & type of high-priority facility	PW Engineering	End of PY1	List of SWPPP Sites
6.b.3	SWPPP development & Implementation	Develop and Implement SWPPPs for identified high-priority facilities	SWPPP	PW Engineering/ PW Refuse/ PW Fleet Maintenance	PY4	SWPPP
6.c	Nutrient Management Plans					
6.c.1	NMP Implementation					
6.c.1a	NMP Locations	Identify locations of municipally owned properties where nutrient management plans can be performed	Number of sites & area	PW Engineering	End of PY1	List of managed turf sites > 1 Ac.
6.c.1b	NMP development & implementation	Develop and Implement NMPs for identified turf and landscape (15% by PY2, 40% by PY3; 75% by PY4; & 100% by PY5)	% of identified area under NMP	PW Engineering	PY2 - PY5	List of NMP Covered Sites
6.c.2	NMP Tracking	Track the total acreage of lands where turf and landscape NMPs are required and implemented	Acreage required & Acreage implemented	PW Engineering	Annually	List of managed turf sites > 1 Ac.
6.c.3	Deicing agents	Operator shall not apply deicing agents containing urea or other forms of nitrogen or phosphorus to parking lots, roadways, and sidewalks, or other paved surfaces	Statement of non-use of nutrient containing deicing agents	PW Operations	Annually	Statement
6.d	Employee Education & Training					
6.d.1	IDDE Training for field personnel	Provide training to field personnel in the recognition of Illicit discharges	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training
6.d.2	Streets & parking lot maintenance training	Provide training to Streets & Landscape Divisions for road, street & parking lot maintenance	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training
6.d.3	Public Works Facilities training	Provide training to PW personnel on good housekeeping and pollution prevention practices	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training
6.d.4	Pesticides & herbicide certifications	Maintain certifications and training for pesticide and herbicide applicators in accordance with Virginia Pesticide Control Act	Certifications obtained	PW Operations	Continuously	Certifications
6.d.5 & 6.d.6	E&SC & SWM Training	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law	Certifications obtained	PW Engineering	Continuously	Certifications

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6. Pollution Prevention/Good Housekeeping for Municipal Operations						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.d.7	Parks and Recreation employee training	Provide training to P&R personnel on good housekeeping and pollution prevention practices	# of training sessions / # Employees trained	PW Engineering/HRPDC	Biennial	Attendance list, Summary of Training
6.d.8	Emergency Response employee training	Provide training and certification in spill response to emergency response employees	Certifications obtained	Fire Department	PY1	Certifications
6.d.9	Tracking					
6.d.9a	Training Needs Assessment	Determine any educational needs for employees and develop appropriate training and/or materials.	Training assessment	HRPDC & Phase II Stormwater Committee	1X per permit cycle	Training Schedule
6.d.9b	Training Schedule	Identify and prioritize pollution prevention education and training needs for municipal employees based on relative risk for stormwater pollution from municipal operations through the HRPDC Stormwater Phase II Subcommittee.	Training Schedule	HRPDC, Phase II SW Committee & PW Engineering	Annually	Training schedule
6.d.9c	Training Materials	Distribute pollution prevention educational materials developed through the HRPDC/ askHRgreen.org to municipal employees engaging in operations with a high risk of discharging pollutants into the MS4.	# of items distributed	HRPDC & PW Engineering	Annually	E-newsletter, training materials
6.e	Contractor Training	Participate in the development of at least one regional contractor training session during the life of the permit.	Training session	HRPDC & Phase II Stormwater Committee	Once per permit cycle	Training sessions and evaluation forms
6.f	Update Program Plan	Update Pollution Prevention/Good Housekeeping for Municipal Operations plan as necessary to maintain compliance with the permit effective on July 1, 2013		PW Engineering & HRPDC	As scheduled in permit	
6.g	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	PW Engineering	Annually	Annual report

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TMDL Special Conditions						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
SC-1	TMDL					
SC-1a	Develop Chesapeake Bay TMDL Action Plan	Develop a TMDL Action Plan consistent with the Virginia Ph I and II WIPs to meet the Level 2 (L2) reductions of pollutants of concern (POC)	TMDL Action Plan	SW Program Administrator	End of PY2	TMDL Action Plan
SC-1b	Implement Chesapeake Bay TMDL Action Plan	Implement the TMDL Action Plan to meet 5% of the Level 2 (L2) reductions of pollutants of concern (POC) by the end of the permit cycle.	Per TMDL Action Plan	SW Program Administrator	End of PY5	TMDL Action Plan
SC-2	Upper Nansemond/Shingle Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan
SC-3	Bleakhorn Creek, BennettsCreek & Knotts Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan
SC-4	Chuckatuck Creek and Brewers Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan
SC-5	Hoffler Creek	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan
SC-6	Elizabeth River	Develop and Implement a TMDL Action Plan for the POC.	TMDL Action Plan	SW Program Administrator	End of PY3	TMDL Action Plan
SC-7	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section II E of General Permit VAR040029	SW Program Administrator	Annually	Annual report