

1. Public Outreach and Education

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.1	Participate in regional committees: HRSTORM, HR GREEN, RSMC, and SW Phase II Subcommittee					HR STORM Annual Report, MOA, HRPDC Regional Cooperation in Stormwater Management
1.1a	<i>Regional Cooperation</i>	Renew MOA with the HRPDC to participate in the regional processes, including the Regional Stormwater Management Program, the Stormwater Phase II Subcommittee and HR STORM.	Maintain valid MOA	HRPDC	Continuously	
1.1b	<i>HR STORM and HR GREEN</i>	Participate in at least 50% of monthly HR STORM meetings	Number of meetings attended/Number of meetings held	Public Works Engineering Stormwater	Annually	
		Participate in annual HR GREEN meetings and subcommittee meetings as appropriate.	Number of meetings attended	Public Works Engineering Stormwater	Annually	
		Participate in the development of regional Strategic Plans and Communication Plans for HR STORM and HR GREEN.	Participation	Public Works Engineering Stormwater	Annually	
1.1c	<i>Stormwater Phase II Subcommittee</i>	Participate in at least 50% of monthly SW Phase II Subcommittee Meetings.	Number of meetings attended/Number of meetings held	Public Works Engineering Stormwater	Annually	
		Participate in identifying stormwater education needs and priorities through the HRPDC Phase II Subcommittee.	Participation	Public Works Engineering Stormwater	Annually	

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1.2	Educate citizens on techniques to reduce impacts of stormwater pollution on public waterways with an emphasis on impaired waters.					
1.2a	<i>Distribute educational materials developed through HR STORM.</i>	Distribute materials developed through HRSTORM to target audience in locality.	Number of materials distributed	Public Works Engineering Stormwater	Continuously	
1.2b	<i>Maintain and enhance HR STORM Website, coordination with other educational programs, and distribution of e-newsletter.</i>	Improve visits and click through rates to industry standard by end of permit cycle	Click through rates as compared to industry standard	HRPDC	Permit Cycle	
1.2c	<i>Ensure distribution of regional environmental tabloid to all 6th graders and teachers' guides to all 6th grade teachers</i>	Develop and Distribute environmental tabloids	Number of tabloids distributed	HRPDC	Permit Cycle	Tabloid
1.2d	<i>Regional Media Campaign</i>	Participate in the HR STORM regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), and radio with a target of reaching 72% of adults (25-54) three times over.	Demographic, reach and frequency	HRSTORM	Annually	Copies of ads
1.2e	<i>"Scoop the Poop" Campaign</i>	Make "Scoop the Poop" information and give aways available to the public at community events, animal shelters, and clinics.	Number of giveaways distributed	Public Works Engineering Stormwater	Annually	
1.2f	<i>"Chesapeake Club" Campaign</i>					

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	<i>Target Homeowners and Landscapers</i>	Recruit participating landscaping and lawn care companies to participate as a Chesapeake Club partner by offering the Chesapeake Club treatment option at least once during the permit cycle.	List of participating landscaping companies	Public Works Engineering Stormwater	Permit Cycle	List of Landscapers
	<i>Target Restaurant Owners and Patrons</i>	Recruit restaurants to participate as a Chesapeake Club partner, promoting the message of reduced fertilizer use at least once during permit cycle.	List of participating restaurants	Public Works Engineering Stormwater	Permit Cycle	List of Restaurants
1.3	Illicit Discharge Elimination Education					
1.3a	<i>Educate public employees on hazards and legal implications of illegal discharges and improper disposal of waste.</i>	Identify and prioritize education and training needs for city/county employees through the HRPDC Phase II Subcommittee.	Prioritized list of training needs and number of employees that need training.	Public Works Engineering Stormwater	End of PY1	Prioritized needs list
		Conduct 2 trainings per permit cycle	Number of trainings, and number of attendees	HRPDC	Permit Cycle	Description of training
		Ensure at least 20% of appropriate employees attend IDDE training(s) coordinated by the HR PDC.	Number of participants/ Number of identified appropriate employees	Public Works Engineering Stormwater	Permit Cycle	List of attendees

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1.3b	<i>Target local commercial, industrial, and institutional entities likely to have significant stormwater impacts.</i>	Identify and prioritize education needs for businesses, and residential behaviors according to relative risk for producing illicit discharges through the HRPDC Phase II Subcommittee.	List of entities and priorities	Public Works Engineering Stormwater	Within first 2 years of Permit	Priority list and materials developed
1.3c	<i>Educate business owners on hazards and legal implications of illegal discharges and improper disposal of waste.</i>	Distribute educational materials developed through the HRPDC to groups with high risk for producing illicit discharges.	Number of materials distributed.	Public Works Engineering Stormwater	Permit Cycle	Education materials and distribution list.
1.3d	<i>Educate homeowners on hazards and legal implications of illegal discharges and improper disposal of waste.</i>	Promote 58-STORM info line for appropriate contacts in each locality for citizens to report illicit discharges.	Number of calls	HRPDC and Public Works Engineering Stormwater	Post new information in PY1	Script, updated contact lists, phone bill with numbers of calls, logs on any follow up actions.
		Investigate possibility of regional 800 number for illicit discharge reporting.	Establish regional line/ number of calls	HRPDC Staff	If feasible, establish line in PY2	
1.4	Encourage involvement in local water quality improvement initiatives.					
		Post volunteer opportunities on local website.	Number and types of events	Public Works Engineering Stormwater	Quarterly	City Web Site
		Submit articles for HR Green regional e-newsletter for public participation in water quality improvement initiatives.	Number and types of events submitted	Public Works Engineering Stormwater	Quarterly	E-newsletter

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		Post volunteer opportunities through HR STORM / HR Green	Number and types of events submitted	HRPDC Environmental Educator	Quarterly	Websites
1.5	Diversify strategies to target local MS4 specific audiences.	Expand fact sheet series	Identify and prioritize targets	HR STORM	PY 2	Factsheets, e-newsletters, and websites
			Produce specific fact sheets	HR STORM	PY 3-5	
1.6	Improve outreach program to address concerns of target audience as well as minorities, disadvantaged audiences, and minors .	Improve outreach to school-aged children	Reprint of HR STORM tabloid size newspaper for elementary schools	HR STORM/ HR Green	PY 1, 3, and 5	Newspaper
		Improve outreach to disadvantaged and minority audiences.	Targeted ads through channels such as CW, BET, and urban radio stations.	HR STORM	Annually	Affadavits from TV and radio
1.7	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Public Works Engineering Stormwater	Annually	Annual report

2. Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.1	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.	Public Works Engineering Stormwater	As necessary	Virginia Code reference, updated plan
2.2	Make Program Plan and other Stormwater Program Information Available to Public	Provide the program plan, stormwater annual reports, the stormwater permit, and the stormwater ordinances on the City/County website.	Presence of materials on website	Public Works Engineering Stormwater	Continuously	Website
2.3	Participate in local activities to improve water quality	Promote volunteer efforts by contacting civic groups with information on start up of volunteer programs	Number of groups contacted	Public Works Engineering Stormwater	As appropriate	List of contacts
2.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Public Works Engineering Stormwater	Annually	Annual report

3. Illicit Discharge Detection and Elimination

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map	Map all known outfalls	Map # of outfalls catalogued	Public Works Engineering Stormwater/GIS	20% of remaining outfalls annually	Map
		Map surface waters, and impaired waters. Estimate MS4 acreage discharging to each HUC and impaired water.	Impaired waters; HUCs	Public Works Engineering Stormwater/GIS	PY1	Registration Statement
3.2	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the illicit discharge/stormwater ordinance.	Number of investigations and actions taken	Public Works Engineering Stormwater	Annually	Ordinance
3.3	Illicit Discharge Detection & Elimination Procedures	Continue implementing an illicit discharge detection and elimination program for the municipally-owned MS4 within the Urbanized Area.	Develop regionally consistent protocol for responding and investigating IDDE	Public Works Engineering Stormwater	PY1	Investigation forms
		Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	Public Works Engineering Stormwater	Ongoing	PARS

3. Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.4	Prevent or minimize the discharge of hazardous substances and oil in the MS4 stormwater discharge.	Yard inspections; Enhance reporting process with Fire Department/Haz Mat Team; targeted education	Number of responses/ number of inspections	Public Works Engineering Stormwater and Fire Department	Annually	Inspection forms
3.5	Cooperation with adjacent MS4s	Identify and notify, in writing, any downstream regulated MS4 to which the small regulated MS4 is physically interconnected of the small regulated MS4's connection to that system.	Develop map, Regional Phase II Stormwater Subcommittee Meetings, letters	Public Works Engineering Stormwater	PY1	Letters; meeting attendance
3.6	Report all spills that reach state waters to DEQ and DCR					
3.6a	Report non sewer spills and releases that reach waters to DEQ.	Report spills to The Department of Environmental Quality's Pollution Response Program (PREP).	Obtain PREP number.	Public Works Engineering Stormwater	Report in accordance to Section III. G.	
3.6b	Report Sanitary Sewer Overflows through SSORS database.	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	Public Utilities	Continuously	
3.7	Continue Sanitary Sewer System improvements in coordination with SSO consent order					
3.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Public Works Engineering Stormwater	Annually	Annual report

4. Construction Site Storm Water Runoff Control

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.1	Local Erosion and Sediment Control Ordinance	Continue to implement the site plan review, LID implementation where deemed appropriate, construction site BMP, and inspection provisions of the local Erosion and Sediment Control Ordinance.	Number of inspections; number of plan reviews, and number of enforcement actions	Erosion and Sediment Control Program Administrator	Annually	PARS is being developed to track all of these items
		"At a minimum be consistent with the VA ESC Law and regulation"	Soil and Water Conservation Board finding of consistency	Erosion and Sediment Control Program Administrator	Continuously	Letter from DCR
		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/County web page.	Number of calls/requests, number of site visits	Erosion and Sediment Control Program Administrator	Annually	Tracking Maintained

4. Construction Site Storm Water Runoff Control

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.2	VSMP Permits	Continue to direct applicants, proposing to disturb an acre or more of land or part of a larger common plan of development or sale that would disturb one acre or more, or >= 2,500 sq. ft. in CBPA areas to VDCR to secure a VSMP Permit for Discharges of Stormwater from Construction Activities. Ensure permit has been obtained.	Number of permit applications and permits issued.	Erosion and Sediment Control Program Administrator	Continuously	Copy of registration kept in bond file
4.3	Training	Participate in the development of at least one regional contractor training session during the life of the permit.	Trainings Completed	HRPDC & Phase II Stormwater Committee	One per permit cycle	Training sessions and eval forms
		Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law	Certifications obtained	Erosion and Sediment Control Program Administrator	Ongoing	Certifications
4.4	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 and acres disturbed	Erosion and Sediment Control Program Administrator	Annually	Annual report to DCR
4.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Public Works Engineering Stormwater	Annually	Annual report

5. Post Construction Storm Water Management in New Development and Redevelopment

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
5.1	Stormwater Management Ordinance	Continue to implement the stormwater criteria of the Stormwater Management Ordinance for new development and redevelopment, and update ordinance to comply with Section II.5.a of the General Permit.	Ordinance updates	Public Works Engineering Stormwater	Continuously	Ordinance
5.2	Encourage the use of Low-Impact Development (LID)	Encourage the use of LID as appropriate to local/regional conditions.	Conduct LID workshop for Hampton Roads localities	HRPDC	PY2	Screening tool
		Develop fact sheet/checklist to help developers and local staff determine appropriateness of LID for project(s)	Checklist developed	HRPDC & Regional Stormwater Mgt. Committee	PY2	Factsheet
5.3	VSMP Permits	Continue to direct applicants, proposing to disturb an acre or more of land or part of a larger common plan of development or sale that would disturb one acre or more, or \geq 2,500 sq. ft. in CBPA areas to VDCR to secure a VSMP Permit for Discharges of Stormwater from Construction Activities.	Number of permit applications and permits issued	Public Works Engineering Stormwater	Continuously	Copy of registration kept in bond file
5.4	BMP Maintenance Agreements	Require BMP maintenance agreements as directed by the Stormwater Management Ordinance.	Number of agreements and inspection schedules	Public Works Engineering Stormwater	Ongoing	Maintenance Agreements
5.5	BMP Maintenance Program	Update mapping of locally owned structural stormwater controls with reference to HUC and any impaired waters in drainage area.	Map	Public Works Engineering Stormwater/GIS	As needed	Map
		Develop schedules for regular inspection and maintenance of locally owned stormwater control structures in accordance with stormwater maintenance regulations.	Inspections	Public Works Engineering Stormwater	Annually	PARS

5. Post Construction Storm Water Management in New Development and Redevelopment

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
5.6	Site Inspection and Enforcement	Construction site inspections	Number of inspections and reinspections; number of notice of violations	Erosion and Sediment Control Program Administrator	Per Erosion and Sediment Control regulations	PARS
5.7	BMP Tracking	Track all known permanent stormwater management facilities that discharge to the regulated small MS4 and submit the following information: (a) Type of structural stormwater management facility installed as defined in the Virginia Stormwater Management Handbook; (b) Geographic location (HUC); (c) Where applicable, the impaired surface water that the stormwater management facility is discharging into; (d) Number of acres treated.	Number and type of BMP, location, watershed, acres treated, impaired waters	Public Works Engineering Stormwater	Monthly	PARS
5.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Public Works Engineering Stormwater	Annually	Annual report

6. Pollution Prevention/Good Housekeeping for Municipal Operations

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1	Employee Education & Training	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 Phase II Subcommittee.	Training Schedule	HRPDC & Public Works Engineering Stormwater	One during permit cycle	Training schedule
		Develop training materials to eliminate illicit discharges from storage yards, fleet or maintenance shops, outdoor storage areas, rest areas, waste transfer stations, and other municipal facilities.	Develop fact sheets	HRPDC	Permit Cycle	Training documents
		Develop and distribute training materials to inform employees on proper waste disposal techniques.	Develop fact sheets	HRPDC	Permit Cycle	Training documents
		Educate local government employees on protecting soluble and erodible materials from exposure or precipitation.	Develop fact sheets	HRPDC	Permit Cycle	Training documents
		Educate local government employees on proper techniques for fertilizer and pesticide application.	Develop fact sheets	HRPDC	Permit Cycle	Training documents
		Distribute pollution prevention educational materials developed through the HRPDC/HR STORM to municipal employees engaging in operations with a high risk of discharging pollutants into the MS4.	Number of items distributed	HRPDC & Public Works Engineering Stormwater	Annually	E-newsletter, training materials

6. Pollution Prevention/Good Housekeeping for Municipal Operations

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
		Participate in at least one regional annual training workshop for municipal employees engaging in operations with a high risk of discharging pollutants into the MS4 coordinated by the HRPDC Phase II Subcommittee.	Number of employees attending	Public Works Engineering Stormwater	Annually	Training outline
6.2	Spill Prevention & Control Plans	Develop plans describing spill prevention and control procedures for municipal facilities by end of PY 2.	Standard Operating Procedure	Stormwater Phase II Subcommittee	PY1	Copy of Standard Operating Procedure
		Determine any educational needs for employees and develop appropriate training and/or materials.	Training assessment	Stormwater Phase II Subcommittee	One time per permit cycle	Training Schedule
6.3	Operations & Maintenance Program	Document or develop formal Operations and Maintenance Program for municipally owned stormwater facilities to include activities, schedules, and inspection procedures that include provisions and controls to reduce pollutant discharges into the regulated small MS4 and receiving surface waters.	Operations and Maintenance Plan	Public Works Engineering Stormwater	By the end of the permit cycle	Operations and Maintenance Plan
6.4	Schools	Develop a Memorandum of Agreement between the City and Schools to address policies and procedures to meet permit requirements	Memorandum or Agreement	Public Works Engineering Stormwater	PY1	Memorandum of Agreement
6.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with Section I E of 4VAC50-60-1200	Public Works Engineering Stormwater	Annually	Annual report