Municipality/Organization: **Town of Ludlow**

EPA NPDES Permit Number: **MA041014**

MaDEP Transmittal Number: **W-036097**

Annual Report Number
& Reporting Period: No. 14: May 1, 2016-April 30, 2017

NPDES Phase II Small MS4 General Permit Annual Report

Part I. General Information

Contact Person: James Goodreau Title: Assistant Town Engineer

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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.

Signature: 

Printed Name: Steve Santos

Title: Chairman – Ludlow Board of Public Works

Date: April 26, 2016

Part II. Self-Assessment

The Town of Ludlow has completed the required self-assessment of compliance with the Phase II Stormwater Management Program. In accordance with the NPDES Phase II Stormwater requirements, the following topics were evaluated for the completion of the Annual Report

1. Compliance with the Phase II Permit Conditions
2. Appropriateness of the Selected BMPs
3. Progress Towards Achieving the Program's Measurable Goals
4. Results of Any Information that has been Collected and Analyzed
5. Activities for the Next Reporting Cycle
6. Changes in Identified BMPs or Measurable Goals

Regulatory Mechanisms

The Town of Ludlow adopted a General Stormwater Bylaw at the October 2005 Special Town Meeting, Article 18, amended at the October 2006 Special Town Meeting, Article 24. The Bylaw provides mechanisms that 1) prohibit non-allowable, non-stormwater discharges to MS4s; 2) require sediment and erosion control at construction sites; and 3) control post-construction stormwater runoff from development or redeveloped parcels. A copy of the adopted bylaw was provided in permit year IV annual report.

Public Education and Outreach

Since joining the Connecticut River Clean-Up Committee – Stormwater Subcommittee (CRCC-SC) in 2005, the Town of Ludlow has participated in a regional media marketing campaign to educate residents about stormwater. Attachment A of this report contains details of public education and outreach programs accomplished by the CRCC-SC and the Town of Ludlow. The attachment details activities completed during permit year XIV.

Illicit Discharge Programs

As outlined in the Permit, the Town of Ludlow has completed its storm sewer system map (100%) in a GIS format and, as mentioned above, Ludlow adopted regulatory mechanisms to prohibit non-stormwater discharges to its MS4. The Town of Ludlow was successful in eliminating the last Combined Sewer Overflow in Town. This work was completed and the last overflow in Town was eliminated in 2010. If any illicit discharge is discovered it is remedied immediately by the Town. The Town is currently performing and I and I Study to examine any possible deficiencies with the sanitary system in Town. Any issues identified by our consultants will be addressed by the Town.

Outfall Mapping Requirement

The Town of Ludlow completed the outfall mapping requirement. The database was developed to allow for tracking the frequency of maintenance operations.

It should be noted that some portions of the Town of Ludlow MS4 is interconnected with the MS4 owned and operated by the Massachusetts Department of Transportation (MassDOT). A total of eight (8) outfalls are located on property with limited access and have stormwater contributions from both the Town of Ludlow and MassDOT. Therefore, assessing and maintaining these outfalls cannot be accomplished without relying on the MassDOT.

Certification of Eligibility – Endangered Species Act (ESA) and National Historic Preservation Act (NHPA)

The Town of Ludlow complied with this requirement of the permit during permit year II and was detailed in the annual report.

Discharges into Water Quality Impaired Waters

According to the *Massachusetts Year 2014 Integrated List of Waters*, published by MassDEP, water bodies in Ludlow are categorized as the following: Category 2 Higher Brook and Red Bridge Impoundment; Category 3 Haviland Pond, Murphy Pond and Springfield Reservoir; Category 4a Minnechoag Pond; and Category 5 Alden Pond and Chicopee River.

Discharges into Waters with Approved Total maximum Daily Load Allocations

The Town of Ludlow's MS4 discharges to Minnechoag Pond for which a TMDL has been approved. Ludlow had design plans completed for the reconstruction of a portion of the drainage system discharging to Minnechoag Pond. The drainage improvement project was constructed in concert with a roadway/intersection improvement project, both of which were funded by the Commonwealth of Massachusetts. This project was completed in 2011.

Stressed Basins

According to the *Stressed Basins in Massachusetts* report published by the Massachusetts Water Resources Commission, the Town of Ludlow is located with in a Low Stress Basin. Therefore, the Town of Ludlow is not required to address the annual loss of recharge to groundwater. However, the Town of Ludlow requires development and redevelopment project to maximize groundwater recharge through the regulator mechanisms adopted by the Town Meeting.

Measurable Goals

As discussed above, most of Ludlow's original measurable goals were met prior to the end of permit year V and have maintained compliance each permit year.

Summary

The Town of Ludlow has nearly completed all activities as presented in the Original Notice of Intent for the implementation of Stormwater Management Program. Over the past permit years; Ludlow has also added Best Management Practices that provide further resource protection.

The Town of Ludlow purchased a vacuum truck for the purposes of maintaining our MS4 and sanitary sewer system. This purchase will help to meet some BMPs outlined in the Town of Ludlow's Stormwater Management Plan.

The Town with PVPC are currently involved in a 604b grant project with a consultant to install stormwater BMPS in the Chicopee River watershed.

The following projects were completed in 2016 that improved storm water quality.

1. Chestnut Street repaving project.

This project included the milling and paving of Chestnut Street from East Street to Winsor Street.

2. West Street repaving project.

This work included the milling and paving on West Street from the Springfield Line to Roy Street and various sections from Roy Street to Holyoke Street to correct defects in the pavement and direct the stormwater into the stormwater system.

The following projects with stormwater system improvements are scheduled for 2017.

1. Aldo Drive reconstruction project.

This project will include the reconstruction of Aldo Drive from Poole Street to the cul de sac.

2. Poole Street repaving project.

This project will include the overlay of Poole Street from East Street to the Belchertown line.

3. Goddu Street project

This project will involve the installation of an infiltration system with 4' sump catch basin to improve stormwater quality.

4. Philip Street project

This project will involve the installation of an infiltration system with 4' sump catch basin to improve stormwater quality.

Part III. Summary of Minimum Control Measures

1. Public Education and Outreach

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14 (Reliance on non-municipal partners indicated, if any)	Planned Activities – Permit Year 15
1a.	Create website links	DPW	Post links to EPA & DEP stormwater information	Links to DEP and EPA Stormwater information posted on Town of Ludlow website and DPW website.	Update links as necessary and continue EPA and MA DEP stormwater information links.
1b.	Make Stormwater Management Plan available.	DPW	Have Plan copies available at Town Hall, Library & DPW	The plan is available.	Keep copies of the plan available & update as necessary.
1c.	Hold a household hazardous waste collection day.	DPW	One collection per year.	A household hazardous waste day was held in September 2016. 43 Ludlow Residents participated in a regional event in September.	A household hazardous waste collection day is scheduled for September 2017. Document # of participants.
1d.	Cable access bulletins.	DPW	Air bulletins each year.	Bulletins aired during the year with upcoming stormwater events.	Continue to run bulletins and update with upcoming stormwater related events.
1e.	Regional Public Outreach	DPW	Regional Multi-Media Campaign	See Attachment A "Connecticut River Stormwater Committee Progress Report April 1, 2016 to March 31, 2017	Continue participation in CRSS and document outreach materials distributed.

1a. Additions – No addition at this time

2. Public Involvement and Participation

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14 (Reliance on non-municipal partners indicated, if any)	Planned Activities – Permit Year 15
2a.	Form a stormwater committee.	Selectmen	Have meetings as necessary.	No meetings held	Continue to hold committee meetings as needed.
2b.	Develop stormwater bylaws.	Stormwater Committee	Public hearing held.	No public meetings held.	Hold public hearings, as needed, to revise/update general bylaw for future Annual Town Meeting.
2c.	Develop a catch basin stenciling program.	DPW	Number of catch basins selected.	Stenciling program developed. None stenciled due to budget constraints.	Continue stenciling program and recruit volunteers as funds allow
2d.	Town Meeting consideration of Bylaws.	Selectmen	Recorded vote of Town Meeting.	No revisions to Stormwater Management Bylaw adopted Article 18 October 2005 Special Town Meeting.	Revise/Update bylaw as necessary.

2a. Additions - No additions at this time

3. Illicit Discharge Detection and Elimination

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14 (Reliance on non-municipal partners indicated, if any)	Planned Activities – Permit Year 15
3a.	Draft a drainage system bylaw.	Stormwater Committee	Draft bylaw ready for Town Meeting in year 2. Record Vote	Language added to existing Stormwater Management Bylaw governing penalties illicit discharge connections. Voted passed: Article 24 October 2006 Special Town Meeting	Revise/update bylaw as needed.
3b.	Map the MS4.	DPW	Completed map.	Map Completed. Continue field verification and inspection project. MTA reliance.	Continue map updates and outfall and receiving water inspections to identify high priority area.
3.c	Remove illicit connections	DPW	Eliminate illicit connection	No illicit connections discovered.	Remove any illicit discharges discovered during daily activities.

3a. Additions

I+I Study	**DPW**	**Complete Study Identify Problems**	**Correct any problems identified in system by report.**

4. Construction Site Stormwater Runoff Control

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14 (Reliance on non-municipal partners indicated, if any)	Planned Activities – Permit Year 15
4a.	Develop construction site runoff control regulations.	Stormwater Committee	Interdepartmental policy in place	General Stormwater Bylaw adopted in October 2005 Special Town Meeting, Article 18. Encompasses development construction activities.	Revise/update bylaw to include more stringent enforcement options for violations.
4b.	Multi-Departmental Pre-Project Release Form	Building Department	Institute Multi-Department Release Form	Draft form adopted in October 2005. Use for every development project in Ludlow.	Revise/update development form as needed.
4c.	Pre-Construction Stormwater Permit	DPW	Record number of Permits Filed	Conducted 6 permit reviews and site inspections	Continue to review permits and site plans for adequate stormwater controls for any constriction activity.

4a. Additions - No additions at this time

5. Post-Construction Stormwater Management in New Development and Redevelopment

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14 (Reliance on non-municipal partners indicated, if any)	Planned Activities – Permit Year 15
5a.	Adopt bylaw.	Stormwater Committee	Prepare for Town Meeting.	Revise General Stormwater Bylaw adopted in October 2005. Encompasses development construction activities.	Revise/update bylaw to include more stringent enforcement clauses for violations.
5b.	Detention/Retention/Infiltration Basin Inspections	DPW	Inspection Log	Developed maintenance plan of action to be accomplished. Due to budget constraints these inspections could not all occur.	Develop inspection program for all detention, retention, and infiltration basins to ensure proper function during future storm events.

5a. Additions - No additions at this time

6. Pollution Prevention and Good Housekeeping in Municipal Operations

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14	Planned Activities – Permit Year 15
6a.	Clean catch basins.	DPW	Clean all catch basins once per year.	Critical Catch basins were cleaned due to budget constraints.	Clean as many catch basins as possible within the budget.
6b.	Sweep streets.	DPW	Sweep all streets.	All streets were swept.	All streets will be swept subject to funding.
6c.	Management Education	DPW	Remain up-to-date with current Stormwater policies and regulation.	Stormwater seminars attended by staff.	Attend Stormwater management classes and/or seminars.
6d.	Catch Basin Replacement	DPW	Document No. of Catch Basins Replaced	0 deep sump catch basins were installed,	Replace existing non deep sump, non-hooded catch basin with deep sump and hood catch basins throughout urbanized area.
6e.	Vacuum Truck	DPW	Purchase Vacuum Truck to Maintain MS4	The DPW utilize the Vacuum Truck to maintain the MS4	Utilize Vacuum Truck to maintain MS4 including cleaning drain lines and catch basins.

6a. Additions - No **additions at this time.**

7. BMPs for Meeting Total Maximum Daily Load (TMDL) Waste Load Allocations (WLA) *<<if applicable>>*

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year 14 (Reliance on non-municipal partners indicated, if any)	Planned Activities – Permit Year 15
7.	Reconstruct drainage system to Minnechoag Pond from East Street.	DPW	Reduce sediment load reaching the pond from a major street via flow from a substantial discharge.	Construction was completed on this project.	The completion of the drainage system six construction seasons ago removed sediment/phosphorous loading to Minnechoag Pond.

7a. Additions - No additions at this time

Part IV. Summary of Information Collected and Analyzed

No significant amount of information has yet been collected.

Part V. Program Outputs & Accomplishments (OPTIONAL)

Programmatic

	(Preferred Units)	Response
Stormwater management position created/staffed	(y/n)	No
Annual program budget/expenditures **	($)	~90,000
Total program expenditures since beginning of permit coverage	($)	~1,273,000
Funding mechanism(s) (General Fund, Enterprise, Utility, etc)		General Fund

Education, Involvement, and Training

	(Preferred Units)	Response
Estimated number of property owners reached by education program(s)	(# or %)	~1000
Stormwater management committee established	(y/n)	Yes
Stream teams established or supported	(# or y/n)	No
Shoreline clean-up participation or quantity of shoreline miles cleaned **	(y/n or mi.)	Yes
Shoreline cleaned since beginning of permit coverage	(mi.)	0.25
Household Hazardous Waste Collection Days		
▪ days sponsored **	(#)	1
▪ community participation **	(# or %)	43 households
▪ material collected **	(tons or gal)	~766 gals
School curricula implemented	(y/n)	No

Legal/Regulatory

	In Place Prior to Phase II	Reviewing Existing Authorities	Drafted	Draft in Review	Adopted
Regulatory Mechanism Status (indicate with "**X**")					
▪ Illicit Discharge Detection & Elimination		X			
▪ Erosion & Sediment Control	X				X
▪ Post-Development Stormwater Management					X
Accompanying Regulation Status (indicate with "**X**")					
▪ Illicit Discharge Detection & Elimination					X
▪ Erosion & Sediment Control					X
▪ Post-Development Stormwater Management					X

Construction

	(Preferred Units)	Response
Number of construction starts (>1-acre) **	(#)	2
Estimated percentage of construction starts adequately regulated for erosion and sediment control **	(%)	100
Site inspections completed **	(%)	100
Tickets/Stop work orders issued **	(#)	0
Fines collected **	(# and $)	0
Complaints/concerns received from public **	(#)	0

Post-Development Stormwater Management

	(Preferred Units)	Response
Estimated percentage of development/redevelopment projects adequately regulated for post-construction stormwater control	(%)	100
Site inspections (for proper BMP installation & operation) completed **	(%)	100
BMP maintenance required through covenants, escrow, deed restrictions, etc.	(y/n)	Y
Low-impact development (LID) practices permitted and encouraged	(y/n)	Y

Mapping and Illicit Discharges

	(Preferred Units)	Response
Outfall mapping complete	(%)	100 paper 100 electronic
Estimated or actual number of outfalls	(#)	~310
System-Wide mapping complete (complete storm sewer infrastructure)	(%)	100
Mapping method(s)		
▪ Paper/Mylar	(%)	100
▪ CADD	(%)	0
▪ GIS	(%)	100
Outfalls inspected/screened **	(# or %)	0
Outfalls inspected/screened (Since beginning of permit coverage)	(# or %)	0
Illicit discharges identified **	(#)	0
Illicit discharges identified (Since beginning of permit coverage)	(#)	0
Illicit connections removed **	(#); and (est. gpd)	0
Illicit connections removed (Since beginning of permit coverage)	(#); and (est. gpd)	0
% of population on sewer	(%)	60
% of population on septic systems	(%)	40

Operations and Maintenance

Average frequency of catch basin cleaning (non-commercial/non-arterial streets) **	(times/yr)	~1 (as budget
Average frequency of catch basin cleaning (commercial/arterial or other critical streets) **	(times/yr)	1 allows)
Qty of structures cleaned **	(#)	15
Qty. of storm drain cleaned **	(%, LF, mi.)	20 lf
Qty. of screenings/debris removed from storm sewer infrastructure **	(lbs. or tons)	10 cy
Disposal or use of screenings (landfill, POTW, compost, beneficial use, etc.) **	(location)	Disposal
Basin Cleaning Costs		
• Annual budget/expenditure (labor & equipment)**	($)	$40,000
• Hourly or per basin contract rate **	($/hr or $ per basin)	$250/hr
• Disposal cost**	($)	$100cy
Cleaning Equipment		
• Clam shell truck(s) owned/leased	(#)	0
• Vacuum truck(s) owned/leased	(#)	1
• Vacuum trucks specified in contracts	(y/n)	Yes
• % Structures cleaned with clam shells **	(%)	0
• % Structures cleaned with vactor **	(%)	100
Average frequency of street sweeping (non-commercial/non-arterial streets) **	(times/yr)	1
Average frequency of street sweeping (commercial/arterial or other critical streets) **	(times/yr)	3
Qty. of sand/debris collected by sweeping **	(lbs. or tons)	175 cy
Disposal of sweepings (landfill, POTW, compost, beneficial use, etc.) **	(location)	Compost
Annual Sweeping Costs		
• Annual budget/expenditure (labor & equipment)**	($)	~$25,000
• Hourly or lane mile contract rate **	($/hr. ln mi.)	$300
• Disposal cost**	($)	
Sweeping Equipment		
• Rotary brush street sweepers owned/leased	(#)	1
• Vacuum street sweepers owned/leased	(#)	0
• Vacuum street sweepers specified in contracts	(y/n)	no

Operations and Maintenance (cont)

• % Roads swept with rotary brush sweepers **	%	100
• % Roads swept with vacuum sweepers **	%	0
Reduction (since beginning of permit coverage) in application on public land of: ("N/A" = never used; "100%" = elimination)		
▪ Fertilizers	(lbs. or %)	15%
▪ Herbicides	(lbs. or %)	15%
▪ Pesticides	(lbs. or %)	15%
Integrated Pest Management (IPM) Practices Implemented	(y/n)	Y
Average Ratio of Anti-/De-Icing products used ** (also identify chemicals and ratios used in specific areas, e.g., water supply protection areas)	% NaCl % $CaCl_2$ % $MgCl_2$ % CMA % Kac % KCl % Sand	95 5
Pre-wetting techniques utilized **	(y/n or %)	Yes
Manual control spreaders used **	(y/n or %)	Yes
Zero-velocity spreaders used **	(y/n or %)	Yes
Estimated net reduction or increase in typical year salt/chemical application rate	(±lbs/ln mi. or %)	No change
Estimated net reduction or increase in typical year sand application rate **	(±lbs/ln mi. or %)	No change
% of salt/chemical pile(s) covered in storage shed(s)	(%)	100
Storage shed(s) in design or under construction	(y/n or #)	N
100% of salt/chemical pile(s) covered in storage shed(s) by May 2008	(y/n)	Yes

Water Supply Protection

Storm water outfalls to public water supplies eliminated or relocated	# or y/n	None
Installed or planned treatment BMPs for public drinking water supplies and their protection areas	# or y/n	None
• Treatment units induce infiltration within 500-feet of a wellhead protection area	# or y/n	None

Attachment A

Connecticut River Stormwater Committee Progress Report
April 1, 2016 to March 31, 2017

Attachment B

2016 Household Hazardous Waste Day Results

Connecticut River Stormwater Committee
Annual Report
April 1, 2016 to March 31, 2017

The Connecticut River Stormwater Committee

The Connecticut River Stormwater Committee is an intergovernmental compact, now grown to include 17 municipalities, that is organized to collaborate in meeting NPDES MS4 permit requirements for stormwater education and outreach (Minimum Control Measure #1). Facilitated and staffed by the Pioneer Valley Planning Commission, the Committee also works together to meet other permit compliance activities where appropriate and needed. Member communities are shown in Table 1 below.

Table 1: Connecticut River Stormwater Committee Member Communities

Member Community	Committee Representatives and Departments
Agawam	Tracey DeMaio, Department of Public Works
Belchertown*	Steve Williams, Department of Public Works
Chicopee	Quinn Lonczak, Department of Public Works
East Longmeadow*	Robert Peirent, Department of Public Works
Easthampton	Dan Murphy, Department of Public Works
Granby	Dave Derosiers, Highway Department
Hadley*	Marlo Warner, Department of Public Works
Holyoke	Michael McManus, Department of Public Works
Longmeadow	Mario Mazza, Department of Public Works
Ludlow	Jim Goodreau, Department of Public Works
Northampton	Doug McDonald, Department of Public Works
Southwick	Randall Brown and Richard Grannells, Department of Public Works
South Hadley	Melissa LaBonte, Department of Public Works
Springfield	Kevin Chaffee, Planning/Conservation
West Springfield	Jim Czach, Department of Public Works
Westfield	Casey Berube, Department of Public Works
Wilbraham*	Tonya Basch, Department of Public Works

* Member that joined Committee this year.

Education and Outreach over the Past Year

With the rigors of the new MS4 permit requirements, the Stormwater Committee has been in a transition phase, where it has continued education and outreach under the requirements of the 2003 permit, but is also taking important steps in preparing for forthcoming requirements that begin July 1, 2017. In some cases, the work of preparing for the forthcoming permit has served to provide education and outreach under the 2003 permit.

The narrative below summarizes the work of the Connecticut River Stormwater Committee during the 2016-2017 reporting year, which includes the following:

1. Reached out to dog owners on pet waste disposal practices
2. Expanded understanding about stormwater issues and permit compliance
3. Promoted Soak up the Rain stormwater education campaign
4. Defined program of effective stormwater messaging for the next five-year permit term
5. Continued planning for website education in the Pioneer Valley
6. Collaborated with Massachusetts state-wide coalition of stormwater coalitions
7. Designed and constructed demonstration rain garden at the Renaissance School in Springfield
8. Led project in Chicopee, Ludlow, and Springfield to reduce urban flows into Chicopee River
9. Led urban tree planting project in Chicopee, Holyoke, and Springfield
10. Led project in Holyoke to reduce urban flows into Day Brook

In addition to these public education and outreach activities described in fuller detail below, members of the Stormwater Committee have joined PVPC in other MS4 permit related activities, including:

- Collaborating in understanding new permit requirements through dialogue with MassDEP and U.S. EPA and through use of Committee time to review and dialogue about specific sections of the permit together. These conversations are helping members understand how they might most effectively proceed in permit compliance as individual permittees on certain elements, but also in collaboration with others for important cost savings on other elements.

- Reviewing and updating municipal land use code to comply with new MS4 permit requirements. This is occurring through both fee for service in one community and through a Massachusetts Department of Administration and Finance's Efficiency and Regionalization grant and match from District Local Technical Assistance for another nine communities.

- Preparing for Illicit Discharge Detection and Elimination and Good Housekeeping trainings for municipal staff with funding from the Massachusetts Department of Administration and Finance's Efficiency and Regionalization grant. The trainings, to be conducted this coming year, will be videotaped to enable future trainings to occur as required and needed with new staff.

- Collaborated on defining needs for integrating stormwater system mapping with data collection requirements through funding from the Massachusetts District Local Technical Assistance program. A consultant has been hired to provide this integration so that data collection (outfall screening and sampling, manhole inspections, catch basin cleaning, etc.) can occur easily in the field and then uploaded to reference with geographically specific locations within Arc GIS mapping of the storm system for analysis in defining priority catchments and annual reporting to EPA.

1. Reached out to dog owners on pet waste disposal practices

Based on the bacteria messaging research completed last year, the Committee began this year to finalize an outreach program to dog owners on proper management of pet waste. Work this year focused on working with Town Clerks/Dog Licensing Officers in each member community to distribute a survey with three questions that will enable targeting of the program in each community. This survey is being distributed through Town Clerks/Dog Licensing Officers, starting in January 2017, via a glossy flyer that accompanies dog licenses. The flyer includes a link to the electronic survey and dog owners are incentivized to take the survey with a small prize that promotes better pet waste management practices.

Above is an image of the glossy flyer distributed by Town Clerks/Dog Licensing Officers in member communities in issuing dog licenses. It provides a link to the electronic survey and offer of a prize for taking the survey.

At right is an image of the prize offered to those completing the survey.

The survey contains four simple questions:

- In what Town do you license your dog?
- What are specific locations or types of place sin your tonw/city where you notice accumulation of or problems with pet waste? (Town/City Parks-please specify below, along rivers/streams in town- please specify below, along streets and sidewalks- please specify below)
- What do you believe most likely happens to pet waste left on the ground in these problem areas? (decomposes into the ground, washes into streams and rivers, cleaned up by municipal officials/landowners, others)
- Which graphic/message below is most likely to encourage people to pick up their dogs' waste? (rank from 1 to 5, with 1 being most likely)

Once dog licensing is complete in member communities (there is a some variation on procedure and timetable from one municipality to another), survey results will be compiled. These results will help in providing an important base line in measuring the effectiveness of the 5-year education and outreach program to come. The Committee will likely be looking to two metrics: how much change there is in knowledge about what happens to pet waste left on the ground and the degree to which specific known problem pet waste locations within municipalities improve. The program will go hand-in-hand with a

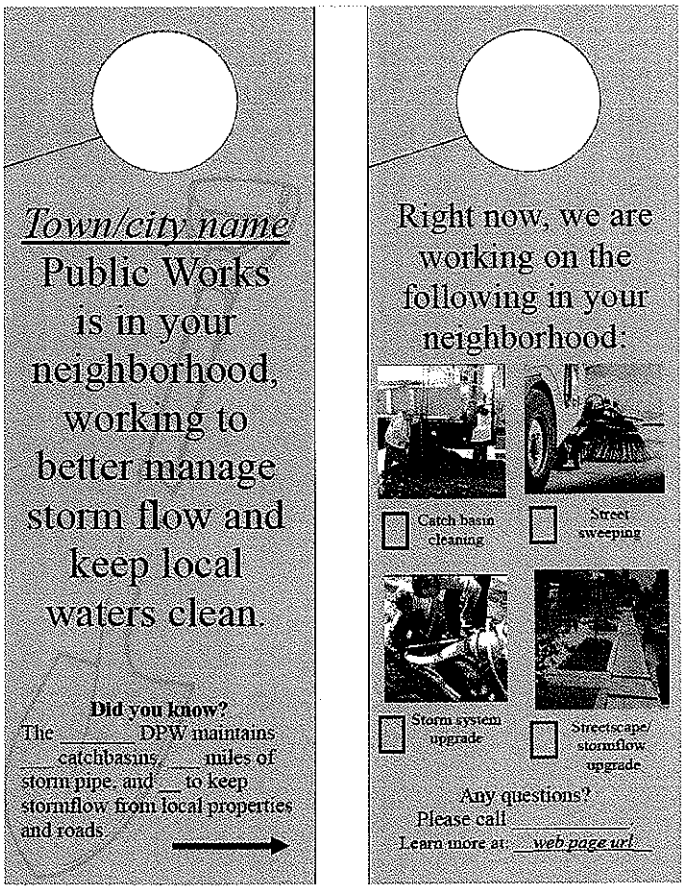
review and update of pet waste ordinances that will be referenced in educational materials during the new permit term.

2. Expanded understanding about stormwater issues and permit compliance

With renewed need for building understanding about stormwater issues and winning support for permit compliance budgets, the Committee undertook three activities this year to promote greater awareness in the region.

Door hanger for use in neighborhoods to highlight stormwater work

When public works or highway crews are out maintaining, fixing, or upgrading the municipal stormwater system, the work typically goes unseen. The only visible evidence to residents and businesses may be some traffic flow inconvenience around a manhole or along a trench. To highlight this "invisible" work, the Committee designed door hangers that can be used when crews are working in a given neighborhood. This idea is borrowed from Chicopee, where the simple act of using doorhangers played a vital role in helping people to understand the value of stormwater work and the need to establish dedicated funding for their program.



Door hangers, image shown above, were designed to be modified for use in each member community to elevate the visibility and increase understanding about stormwater among residents and businesses.

Understanding about stormwater and permit requirements among other local officials

For the Committee, PVPC prepared a powerpoint presentation that outlines the major requirements of the new stormwater permit and the water quality elements specific to the region. PVPC staff presented this material in May to the Valley Development Council, a group of municipal planners in Hampshire and Hampden Counties (as well as representatives of the home builders, real estate and housing communities) that meet quarterly to discuss issues and share ideas on planning and smart growth. The presentation is available to all Stormwater Committee members as they work with colleagues and constituents to move forward on discussions about stormwater issues. MassDEP Stormwater Coordinator Fred Civian has offered his assistance to Committee members in promoting understanding about permit compliance and to date has joined PVPC staff in visiting with municipal officials in Hadley.

3. Promoted "Soak up the Rain" stormwater education campaign

The Connecticut River Stormwater Committee continued to develop and promote the "Pioneer Valley Soak up the Rain" education campaign (a local version of the EPA's New England campaign). The campaign, a call to action for property owners to reduce stormwater runoff through strategies that soak up the rain, involves two outreach efforts for the Connecticut River:

Pioneer Valley Soak up the Rain Website www.pvpc.org/soakuptherain/

The Stormwater Committee continues to maintain the Pioneer Valley Soak up the Rain website, which promotes a range of practices, including tree plantings, rain gardens, permeable pavements, dry wells, and green roofs. An occasional blog that includes photos and video provides examples from the region. Property owners throughout the Pioneer Valley are also invited to submit projects that they know of to feature on the website. A "Cool resources" heading provides connection to the latest information and a "resources" menu item links to a library of informational resources. In the past year, the website had 24,164 hits with 17,115 of these hits resulting in information requests being sent to the user.

Soak up the Rain signs for rain gardens and porous paving projects

Soak up the Rain signs for rain gardens and porous paving continue to be available for municipal use and distribution to residential and commercial property owners to highlight local projects. Sign messages currently focus on "Keeping our Rivers Clean." A variation of the sign design is underway for specific use around local lakes in the region, "Keeping our Lake Clean."

4. Defined program of effective stormwater education messaging for the next five-year permit term

The Committee carefully reviewed all stormwater education and outreach requirements in the forthcoming permit and created a table that it has shared widely within the region and across the state through the state-wide coalition. Drawing on this understanding of requirements and several other resources, including research PVPC conducted last year on stormwater education messaging and a survey of Committee members on specific local issues, PVPC staff prepared a program for effective stormwater education messaging for the next five-year permit term. This plan is currently in draft form and will be finalized by Committee members in the coming months and integrated as appropriate with Notice of Intents and Stormwater Management Program Plans in each member community.

5. Continued planning for website education and outreach for the Pioneer Valley

Given the various websites/pages the Stormwater Committee communities have been using to promote work under the 2003 permit, including Think Blue and Greenscapes, and the expanded education and requirements of the forthcoming permit, PVPC has been working to retool and update web materials. This began with a newly proposed website framework under "Think Blue: Clean Water Begins with You," that attends to the various stormwater issues and audiences under the new permit. It will bring together education and outreach materials together with metrics for understanding the effectiveness of messages and movement away from behavior and practices that negatively impact the health of the Connecticut River. PVPC is currently working with its webmaster to determine how this website can be accommodated under the Commission's current website framework.

6. Collaborated with Massachusetts state-wide coalition of stormwater coalitions

On behalf of the Connecticut River Stormwater Committee, two municipal Committee representatives and PVPC staff have been attending quarterly meetings of the state-wide stormwater coalition to identify and advance efficiencies that could be achieved through state-wide collaboration on certain MS4 permit compliance activities. PVPC staff is also participating in one of the subcommittees organized to give careful examination to education and outreach compliance activities and best possibilities for state-wide collaboration. The state-wide coalition through the Central Massachusetts Regional Planning Commission has a MassDEP grant to develop some tools and resources for permit compliance.

The following three projects, while specific to certain municipalities, are expanding awareness regionally about stormwater. They also serve to build capacity and know-how in planning, design, and construction of better stormwater management practices. Each project has its own outreach and education component.

7. Designed and constructed regional demonstration rain garden at Renaissance School, Springfield

PVPC staff continued work with the Regenerative Design Group to design and construct a 4th regional demonstration rain garden. The new rain garden at the Renaissance School captures flow from a rooftop at the school's entrance. The rain garden soaks up storm flow that previously entered a catch basin tied to a pipe that empties into Abbey

Brook. Abbey Brook is impacted significantly by urban storm flows which enter the brook at high volumes and velocities whenever it rains.

Sited near the main entrance to the Renaissance School, the rain garden is highly visible. Above image shows the rain garden under construction. Image below shows students asking questions of Landscape Architect and rain garden designer Tom Benjamin.

8. Led project in Chicopee, Ludlow, and Springfield to reduce urban flows to the Chicopee River

PVPC staff collaborated with the Connecticut River Watershed Council and the Chicopee River Watershed Association to evaluate the degree to which urban storm flows are contributing to the bacteria impairment in the Chicopee River. A water quality sampling program during the summer of 2016 involved 10 volunteers who collected samples from local tributaries and storm outfalls on the mainstem during 3 dry and 3 wet weather events. Follow up entailed source tracking at locations showing high bacteria during wet weather. Those results are now in turn leading to preliminary stormwater management facility design in two locations, a park plagued by geese in Chicopee and a small mixed use neighborhood in Ludlow.

9. Led urban tree planting project in Chicopee, Holyoke, and Springfield

PVPC is leading an effort to promote urban tree planting in the region's 3 major cities in partnership with the US Forest Service, Massachusetts Executive Office of Energy and Environmental Affairs, the Valley Opportunity Council, Nuestras Raices, ReGreen Springfield, Conway School of Design, Mass DCR, and the Cities of Chicopee, Holyoke, Springfield. Aimed at reducing stormwater flows to combined sewer areas and promoting greater climate reslience, the project involves an integrated community outreach process involving multiple neighborhood workshops and workshops for public works officials. Once completed, the project will provide the following major deliverables:

- installation of 2,200 trees on local streets and yards
- final engineering design for a green streets in each municipality
- model stormwater tree rebate ordinance

The project is made possible thanks to a $239,000 grant award to PVPC from the US Forest Service under the State and Private Forestry FY15 Northeastern Area Landscape Scale Restoration Program.

10. Led project in Holyoke to reduce urban flows into Day Brook

Through an EPA Urban Small Waters Grant PVPC is developing a green infrastructure plan for Day Brook in Holyoke, which flows from west to east, remaining above-ground from Anniversary Hill Park and Community Field before being conveyed underground beneath the City and routed through the Waste Water Treatment Plant. During large precipitation events, Day Brook's volume contributes to Combined Sewer Overflows into the Connecticut River.

Conceptual design work of this project will recommend ways to reduce inflow into Day Brook through green infrastructure stormwater facilities. The project also aims to increase awareness of this "secret stream" running unseen through the urban landscape. This fall the project began with an arts and science project at Sullivan School located close to the upper reaches of Day Brook. PVPC's partner in this project, Enchanted Circle Theater Group, led a six-week lesson series that taught third and fifth graders about stormwater and CSOs, and resulted in a mural and walk that relates the story of Day Brook in Holyoke. Both the mural and storywalk will be installed in public parks along the path of Day Brook in the summer. Meanwhile, geology students at Holyoke Community College assisted PVPC in conducting percolation tests at several publicly owned sites along the path of Day Brook to determine whether they would be suitable sites for green infrastructure stormwater installations. The City of Holyoke provided equipment and staff to aid in the perc tests, and also conducted GIS mapping of the Day Brook watershed. Next steps include holding two public workshops in the spring and summer (including unveiling the mural), a family-oriented workshop on stormwater at Beaudoin Village, and later in 2017, the development of the conceptual designs and plans.

000000Regional HHW Data
September 17, 2016

Town	total cars	1/3/car	1/2 car	full car	1/3 car	Half car	Full car	Total
actual numbers	(includes pulled off)	$20	$30	$50	$20	$30	$50	**Cost**
CH and ours very close	registered 320	(3 gal)	(10 gal)	(25 gal)				disposal only
East Longmeadow	50	8	26	29	$160	$780	$1,450	$2,390
Hampden	24	5	13	16	$100	$390	$800	$1,290
Longmeadow	82	17	39	37	$340	$1,170	$1,850	$3,360
Ludlow	43	7	22	21	$140	$660	$1,050	$1,850
Palmer	19	2	6	16	$40	$180	$800	$1,020
Wilbraham	77	22	27	51	$440	$810	$2,550	$3,800
totals	295	61	133	170	$1,220	$3,990	$8,500	$13,710
(320 cars registered)								
41 no shows								
12 add ons								
about 10 pulloff								
Therm.	30							
Thermostats	45							
Give away therm	30							
smoke detector	1							