

Town of Southwick, Massachusetts
Year 2 Report: Massachusetts
Small MS4 General Permit

As Submitted to: US EPA
via email at
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*Town of Southwick, Massachusetts
Year 2 Report: Massachusetts
Small MS4 General Permit*

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Permit Year 2 Report Form

Year 2 Annual Report
Massachusetts Small MS4 General Permit
Reporting Period: July 1, 2019-June 30, 2020

Please DO NOT attach any documents to this form. Instead, attach all requested documents to an email when submitting the form

Unless otherwise noted, all fields are required to be filled out. If a field is left blank, it will be assumed the requirement or task has not been completed. Please ONLY report on activities between July 1, 2019 and June 30, 2020 unless otherwise requested.

Part I: Contact Information

Name of Municipality or Organization:

EPA NPDES Permit Number:

Primary MS4 Program Manager Contact Information

Name: Title:

Street Address Line 1:

Street Address Line 2:

City: State: Zip Code:

Email: Phone Number:

Stormwater Management Program (SWMP) Information

SWMP Location (web address):

Date SWMP was Last Updated:

If the SWMP is not available on the web please provide the physical address:

Part II: Self-Assessment

First, in the box below, select the impairment(s) and/or TMDL(s) that are applicable to your MS4. Make sure you are referring to the most recent EPA approved Section 303(d) Impaired Waters List which can be found here: <https://www.epa.gov/tmdl/region-1-impaired-waters-and-303d-lists-state>

Impairment(s)			
<input type="checkbox"/>	Bacteria/Pathogens	<input type="checkbox"/>	Chloride
<input type="checkbox"/>	Solids/ Oil/ Grease (Hydrocarbons)/ Metals	<input type="checkbox"/>	Nitrogen
		<input type="checkbox"/>	Phosphorus
TMDL(s)			
<i>In State:</i>	<input type="checkbox"/>	Assabet River Phosphorus	<input type="checkbox"/>
	<input type="checkbox"/>	Charles River Watershed Phosphorus	<input type="checkbox"/>
	<input type="checkbox"/>	Bacteria and Pathogen	<input type="checkbox"/>
		Lake and Pond Phosphorus	<input type="checkbox"/>
<i>Out of State:</i>	<input type="checkbox"/>	Bacteria/Pathogens	<input type="checkbox"/>
	<input type="checkbox"/>	Metals	<input checked="" type="checkbox"/>
		Nitrogen	<input type="checkbox"/>
		Phosphorus	
			Clear Impairments and TMDLs

Next, check off all requirements below that have been completed. **By checking each box you are certifying that you have completed that permit requirement fully.** If you have not completed a requirement leave the box unchecked. Additional information will be requested in later sections.

Year 2 Requirements

- Completed Phase I of system mapping
- Developed a written catchment investigation procedure and added the procedure to the SWMP
- Developed written procedures to require the submission of as-built drawings and ensure the long term operation and maintenance of completed construction sites and added these procedures to the SWMP
- Enclosed or covered storage piles of salt or piles containing salt used for deicing or other purposes
- Developed written operations and maintenance procedures for parks and open space, buildings and facilities, and vehicles and equipment and added these procedures to the SWMP
- Developed an inventory of all permittee owned facilities in the categories of parks and open space, buildings and facilities, and vehicles and equipment and added this inventory to the SWMP
- Completed a written program for MS4 infrastructure maintenance to reduce the discharge of pollutants
 - Developed written SWPPPs, included in the SWMP, for all of the following permittee owned or operated facilities: maintenance garages, public works yards, transfer stations, and other waste handling facilities where pollutants are exposed to stormwater

Optional: If you would like to describe progress made on any incomplete requirements listed above, provide any additional information, and/or if any of the above year 2 requirements could not be completed due to the impacts of COVID-19, please identify the requirement that could not be completed, any actions taken to attempt to complete the requirement, and reason the requirement could not be completed below:

COVID-19 impacts to Southwick personnel and inter-department coordination capabilities temporarily delayed the implementation of certain Year 2 requirements as noted above.

The Storm Water Management Plan (SWMP) was updated in September 2020 during the Year 2 report preparation period and included the following components as composed or compiled during Year 2 operations:

- Written Catchment Investigation Procedure;
- Written procedures (under Town Bylaws) requiring the submission of as-built drawings and long-term stormwater BMP maintenance arrangements - see additional language under MCM 5 pertaining to pending bylaw revisions;
- Operations and Maintenance Plan for Parks & Open Space, Buildings & Facilities, and Vehicles & Equipment;
- Operations & Maintenance Plan for MS4 Infrastructure; and
- Inventory of Permittee-Owned Facilities in the Categories of Parks & Open Space, Buildings & Facilities, and Vehicles & Equipment.

Draft SWPPPs for municipally-owned or -operated sites are anticipated to be finalized as COVID-19 access restrictions are lifted for public offices (or as other protocols are implemented) and meetings between key personnel and DPW staff can be responsibly conducted.

Annual Requirements

- Provided an opportunity for public participation in review and implementation of SWMP and complied with State Public Notice requirements
- Kept records relating to the permit available for 5 years and made available to the public
- The SSO inventory has been updated, including the status of mitigation and corrective measures implemented
 - This is not applicable because we do not have sanitary sewer
 - This is not applicable because we did not find any new SSOs
 - The updated SSO inventory is attached to the email submission
 - The updated SSO inventory can be found at the following website:

- Properly stored and disposed of catch basin cleanings and street sweepings so they did not discharge to receiving waters
- Provided training to employees involved in IDDE program within the reporting period
- All curbed roadways were swept at least once within the reporting period
- Updated outfall and interconnection inventory and priority ranking as needed

Optional: If you would like to describe progress made on any incomplete requirements listed above, provide any additional information, and/or if any of the above annual requirements could not be completed due to the impacts of COVID-19, please identify the requirement that could not be completed, any actions taken to attempt to complete the requirement, and reason the requirement could not be completed below:

Annual training for DPW staff for the IDDE program was cancelled due to COVID-19 restrictions; however, IDDE training was provided to the Southwick Stormwater Coordinator. Staff training is expected to take place once restrictions are lifted.

Nitrogen (Combination of Impaired Waters Requirements and TMDL Requirements as Applicable)

Annual Requirements

*Public Education and Outreach**

- Distributed an annual message in the spring (April/May) that encourages the proper use and disposal of grass clippings and encourages the proper use of slow-release fertilizers
- Distributed an annual message in the summer (June/July) encouraging the proper management of pet waste, including noting any existing ordinances where appropriate
- Distributed an annual message in the fall (August/September/October) encouraging the proper disposal of leaf litter

** Public education messages can be combined with other public education requirements as applicable (see Appendix H and F for more information)*

Good Housekeeping and Pollution Prevention for Permittee Owned Operations

- Increased street sweeping frequency of all municipal owned streets and parking lots subject to Permit part 2.3.7.a.iii.(c) to a minimum of two times per year (spring and fall)

Potential structural BMPs

Any structural BMPs listed in Table 3 of Attachment 1 to Appendix H already existing or installed in the regulated area by the permittee or its agents was tracked and the nitrogen removal by the BMP was estimated consistent with Attachment 1 to Appendix H. The BMP type, total area treated by the BMP, the design storage volume of the BMP and the estimated nitrogen removed in mass per year by the BMP were documented.

- The BMP information is attached to the email submission
- The BMP information can be found at the following website:

Optional: If you would like to describe progress made on any incomplete requirements listed above or provide any additional details, please use the box below:

Existing structural BMPs within the regulated area that are maintained by the Town are listed in Attachment B. The list and associated calculations continue to be updated as information related to the constructed storage area/volumes is made available.

Street sweeping of all Town Streets is performed in accordance with the "Municipal Stormwater Infrastructure Operation and Maintenance Plan."

Optional: Use the box below to provide any additional information you would like to share as part of your self-assessment:

Part III: Receiving Waters/Impaired Waters/TMDL

Have you made any changes to your lists of receiving waters, outfalls, or impairments since the NOI was submitted?

- Yes
 No

If yes, describe below, including any relevant impairments or TMDLs:

The list of receiving waters and outfalls has been updated in the Stormwater Management Plan (SWMP), owing to revised MS4 mapping from stormwater network investigations. No change to impairments has been made.

Part IV: Minimum Control Measures

Please fill out all of the metrics below. If applicable, include in the description who completed the task if completed by a third party.

MCM1: Public Education

Number of educational messages completed **during this reporting period**:

Below, report on the educational messages completed **during this reporting period**. For the measurable goal(s) please describe the method/measures used to assess the overall effectiveness of the educational program.

BMP:Town of Southwick Stormwater Webpage

Message Description and Distribution Method:

The Town of Southwick maintains a robust webpage at <https://www.southwickma.org/stormwater>, providing visitors with a broad range of topics on reducing stormwater pollution - on both the residential and commercial/industrial scale.

Targeted Audience:

Responsible Department/Parties:

Measurable Goal(s):

122 page views were logged during Permit Year 2, with an average time spent of 1 minute, 55 seconds. An additional 85 page views were logged under the municipal website for other "stormwater"-related content during this time period.

Message Date(s):

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

BMP:Think Blue Connecticut River Website

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience:

Responsible Department/Parties:

Measurable Goal(s):

1,477 people visited the Think Blue Connecticut River website during Year 2 and spent an average of 1

minute, 53 seconds on viewing a total of 3,252 pages on stormwater best practices.

Message Date(s): July 1, 2019 through June 30, 2020

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

The website was not mentioned in the NOI and SWMP, but with development now completed is most central to all messaging in the region.

BMP:COVID-19 Litter

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Residents, and business/institutional/commercial

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

PVPC April 10 Facebook post: 3,450 impressions, 1,234 engagements, and 19 likes and 124 shares
WWLP, Channel 22 news story views and blog post views could not be obtained, but these numbers are likely in the thousands or tens of thousands.

Message Date(s): April 2020

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

This Covid-19 related litter messaging was not mentioned in the NOI and SWMP, but was seen as important addition and completed as part of Year 2 messaging in the region.

BMP:Proper disposal of leaf litter - residents

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Boosted Facebook posts reached a total of 6,903 people, 353 of whom clicked to the link provided for more information. It is important to note here that Facebook posts present ongoing challenges. Despite best efforts, the 3rd boosted post in this series was taken down by Facebook part way through and the 4th post blocked for boosting by zip code altogether. This led to a month-long verification process for PVPC staff with Facebook.

Article in PVPC's Regional Reporter that received views from 883 people, 29 of whom clicked to the link provided for more information.

Message Date(s): Facebook posts ran mid-October through mid-November; article in PVPC's Regional Reporter October and November issues

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

Proposal had been for one social media post and press release. Given the cohesion of these social media messages as a whole, the Connecticut River Stormwater Committee decided to run the full series and instead of a media release, developed a one-page document on best practices to which all posts could link.

BMP:Importance of soil test, proper use of fertilizers, disposal of grass clippings

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Boosted Facebook posts reached 5,922 people, 110 of whom clicked to the website link for more information. Analytics indicate that the average time spent by visitors on that resource page was nearly 4 minutes. Article in PVPC's Regional Reporter that received views from 431 people, 15 of whom clicked to the link provided for more information.

Message Date(s): May 21, 2020 & article in PVPC's Regional Reporter May issue

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

Proposed work had included creating a brochure. Instead, work entailed improving the Think Blue Connecticut River web page on lawn care so that information and resources are all more readily available during Covid-19.

BMP:Proper management of pet waste

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

The boosted Facebook posts reached 15,552 people who followed through with 406 clicks. A MassLive banner provided 175,015 impressions with 296 clicks to more information. During Year 2, Think Blue Connecticut River pet waste page on the website had 730 page views with the analytics indicating that the average time spent by visitors on that resource page was 1 minute and 33 seconds. Of the 189 visitors who proceeded to the pick up pet waste pledge, 70% or 122 people made the commitment to pick up pet waste.

Message Date(s):

- For summer 2019 message, issued posters and Facebook post on July 30, 2019 (pledge was not yet set up)
- Time of licensing 2020, Facebook posts on January 31, February 3, February 6, and boosted post by zip code on February 10
- Electronic and direct mail distribution of post cards during February and March
- For Covid-19 messaging, Facebook post boosted by zip code on April 8
- For summer 2020 message, MassLive Banner ad from June 25 through July 24

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

To provide additional messaging: The NOI/SWMP indicated pet waste messaging only in summer months as PVPC understood that messaging under the Appendixes could be combined. EPA has indicated that additional messaging to dog owners "at time of licensing" is required. Messaging at time of licensing Connecticut River Stormwater Committee Annual Report has been added in Year 2, along with additional messaging on pet waste during "stay at home" orders with the pandemic given the increased visibility of associated problems.

BMP:Proper septic system care

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Boosted Facebook posts reached 1,586 people, 176 of whom clicked to the website link for more information. Analytics on the Think Blue Connecticut River web page on septic system care indicate that the average time spent by visitors on that resource page was just over 2 minutes.

Message Date(s): September 16, 2019

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

The NOI/SWMP indicated septic system messaging would be done in Year 3 only as MS4 permit language in Appendix H was not entirely clear on the timing of this message. EPA has since indicated that septic system messaging must occur each year and the Connecticut River Stormwater Committee has adjusted accordingly.

BMP:Proper disposal of leaf litter - businesses

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Mailing to 120 professional land care companies operating in Stormwater Committee member municipalities

Message Date(s): November 4, 2019

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

BMP:Proper management of goose waste - businesses

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: ▼

Responsible Department/Parties: ▼

Measurable Goal(s):

Message Date(s):

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

BMP:Proper management of pet waste - businesses

Message Description and Distribution Method:

Targeted Audience: ▼

Responsible Department/Parties: ▼

Measurable Goal(s):

Message Date(s):

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

BMP:Fowl Water messaging through state-wide campaign

Message Description and Distribution Method:

Narrative-MCM-1-.pdf

Targeted Audience: Residents and businesses/institutions/commercial facilities

Responsible Department/Parties: Think Blue Massachusetts and Water Words that Work

Measurable Goal(s):

Water Words that Work reports that within the Connecticut River Stormwater Committee region: 1st campaign resulted in 1,009,224 Facebook and Instagram and 318,970 You Tube ad impressions; 2nd campaign resulted in 708,781 Facebook and Instagram and 619,562 You Tube ad impressions

Message Date(s): July 1 to July 12, 2019
May 16 to June 5, 2020

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

This message is a welcome addition to our program for Year 2 and will be part of the region's SWMP update.

BMP:Cigarette butts

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

N/A for this reporting period – postponed to Year 3

Message Date(s): N/A for this reporting period

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

Postponed to Year 3 and rather than messaging through use of PVT A bus panels, decided to message with large decals on public works vehicles throughout the region.

BMP:Dumpster waste and avoiding contaminated flows message

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: ▼

Responsible Department/Parties: ▼

Measurable Goal(s):

N/A for this reporting period – postponed to Year 3

Message Date(s):

Message Completed for: Appendix F Requirements Appendix H Requirements

Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

Aside from postponing message from Year 2 to Year 3, we learned in the process of developing the campaign that distribution of flyers directly to dumpster companies to provide to customers was not going to be a fruitful strategy. Better to work with Boards of Health to inform them and then get them to distribute the information to dumpster companies (who are allowed/permitted by boards to operate in the community) and to businesses when health agents they are doing routine inspections. The education and outreach effort became two pronged and now includes an additional flyer specifically for Boards of Health.

Given Covid-19 and the demands on Boards of Health during this time, there is agreement among committee members that the best approach will be two pronged for Year 3:

- Post information on Think Blue Connecticut River website with the two PDF documents/flyers on dumpsters, along with a checklist for Boards of Health to use when inspecting restaurants and looking at dumpsters and oil storage.

-Prepare article for MA Health Officers Association Executive Director to announce resources about dumpsters to memberships in the Western MA Public Health Association and the MA Environmental Health Association.

For now, we will put on hold the idea of individual visits with boards of health in each member community to provide brief presentation and stress importance of this work in reducing contaminated stormwater flows.

BMP:Importance of soil test, proper use of fertilizers, disposal of grass clippings

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report->

Narrative-MCM-1-.pdf

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Workshop invitation mailing to 130 professional land care companies operating in Stormwater Committee member municipalities

Message Date(s): November 4, 2019

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

This in-person workshop had been planned for April 1 and an invitation issued to landscapers in the region. With the emergence of Covid-19 the workshop was going to be moved to the Zoom virtual meeting platform, but there was little interest expressed from landscapers. Mary Owen of UMass Extension and Hotze Wijnja of MassDAR recommended cancellation of the event as the industry was in upheaval with the pandemic. Also, the audience here was intended to be large institutions with lawns, but some difficulty in identifying these places in practice. For year 3, plan to conduct workshop and invite both these audiences.

BMP:Fleet maintenance to avoid spills and leaks

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Industrial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

N/A for this reporting period – postponed to Year 3

Message Date(s): N/A for this reporting period

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

Postponed to Year 3 given likelihood of message getting lost in the mix during all the information around Covid-19 best practices and the struggle for industrial facilities to continue operations during the pandemic.

BMP:New MS4 development standards and erosion and sediment control

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Developers (construction) ▼

Responsible Department/Parties: Connecticut River Stormwater Committee ▼

Measurable Goal(s):

N/A for this reporting period – postponed to Year 3

Message Date(s): N/A for this reporting period

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

Given the tremendous opportunity provided by this conference, the Connecticut River Stormwater Committee, is moving this messaging to Year 3. Emphasis will likely be on erosion and sediment control and will depend in part on status of ongoing work between MassDEP and EPA to better align MS4 permit and Wetlands Protection Act.

BMP:Erosion and sediment control

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2020/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-.pdf>

Targeted Audience: Developers and drainlayers specifically ▼

Responsible Department/Parties: Connecticut River Stormwater Committee ▼

Measurable Goal(s):

Letters and brochure sent to nine drainlayers in the region that are operating specifically in East Longmeadow.

Message Date(s): Letters sent spring of 2020

Message Completed for: Appendix F Requirements Appendix H Requirements Was this message different than what was proposed in your NOI? Yes No

If yes, describe why the change was made:

This was an additional message that some communities chose to do, but was not originally part of the Connecticut River Stormwater Committee NOI/SWMP

Add an Educational Message

MCM2: Public Participation

Describe the opportunity provided for public involvement in the development of the Stormwater Management Program (SWMP) **during this reporting period:**

Public involvement opportunities during Permit Year 2 reporting period included the presentation of the Stormwater Management Program at a public meeting of the Southwick Select Board on July 10, 2019.

Was this opportunity different than what was proposed in your NOI? Yes No

Describe any other public involvement or participation opportunities conducted **during this reporting period:**

Despite COVID-19 impacts, opportunities public involvement and participation included the North Pond Conservation Area Cleanup Day (May 15, 2020), Canal Cleanup (July 2019), and removal of nuisance beaver dam materials (summer 2020).

MCM3: Illicit Discharge Detection and Elimination (IDDE)

Sanitary Sewer Overflows (SSOs)

Check off the box below if the statement is true.

This SSO section is NOT applicable because we DO NOT have sanitary sewer

Below, report on the number of SSOs identified in the MS4 system and removed **during this reporting period.**

Number of SSOs identified:

Number of SSOs removed:

MS4 System Mapping

Below, check all that apply.

The following elements of the Phase I map have been completed:

- Outfalls and receiving waters
- Open channel conveyances
- Interconnections
- Municipally-owned stormwater treatment structures
- Waterbodies identified by name and indication of all use impairments
- Initial catchment delineations

Optional: Describe any additional progress you made on your map during this reporting period or provide additional status information regarding your map:

Stormwater mapping for Southwick continues to be refined based on information acquired from stormwater network investigations and inspections.

Screening of Outfalls/Interconnections

If conducted, please submit any outfall monitoring results from this reporting period. Outfall monitoring results should include the date, outfall/interconnection identifier, location, weather conditions at time of sampling, precipitation in previous 48 hours, field screening parameter results, and results from all analyses.

- The outfall screening data is attached to the email submission
- The outfall screening data can be found at the following website:

*Below, report on the number of outfalls/interconnections screened **during this reporting period.***

Number of outfalls screened:

Catchment Investigations

If conducted, please submit all data collected during this reporting period as part of the dry and wet weather investigations. Also include the presence or absence of System Vulnerability Factors for each catchment.

- The catchment investigation data is attached to the email submission
- The catchment investigation data can be found at the following website:

*Below, report on the number of catchment investigations completed **during this reporting period.***

Number of catchment investigations completed this reporting period:

*Below, report on the percent of catchments investigated **to date.***

Percent of total catchments investigated:

Optional: Provide any additional information for clarity regarding the catchment investigations below:

Catchment investigations are scheduled to commence during Permit Year 3.

IDDE Progress

If illicit discharges were found, please submit a document describing work conducted over this reporting period, and cumulative to date, including location source; description of the discharge; method of discovery; date of discovery; and date of elimination, mitigation, or enforcement OR planned corrective measures and schedule of removal.

- The illicit discharge removal report is attached to the email submission
- The illicit discharge removal report can be found at the following website:

Below, report on the number of illicit discharges identified and removed, along with the volume of sewage removed **during this reporting period.**

Number of illicit discharges identified:

Number of illicit discharges removed:

Estimated volume of sewage removed: gallons/day

Below, report on the total number of illicit discharges identified and removed to date. At a minimum, report on the number of illicit discharges identified and removed **since the effective date of the permit (July 1, 2018).**

Total number of illicit discharges identified:

Total number of illicit discharges removed:

Optional: Provide any additional information for clarity regarding illicit discharges identified, removed, or planned to be removed below:

No illicit discharges were identified under Permit Year 2 operations.

Employee Training

Describe the frequency and type of employee training conducted **during the reporting period:**

General IDDE training for municipal staff during Permit Year 2 was cancelled due to COVID-19 impacts.

IDDE training (Fuss & O'Neill) and Certified Stormwater Inspector training (National Stormwater Center) was provided to the Southwick Stormwater Coordinator during Permit Year 2.

MCM4: Construction Site Stormwater Runoff Control

Below, report on the construction site plan reviews, inspections, and enforcement actions completed **during this reporting period.**

Number of site plan reviews completed:

Number of inspections completed:

Number of enforcement actions taken:

Optional: Enter any additional information relevant to construction site plan reviews, inspections, and enforcement actions:

MCM5: Post-Construction Stormwater Management in New Development and Redevelopment

Ordinance or Regulatory Mechanism

Below, select the option that describes your ordinance or regulatory mechanism progress.

- Bylaw, ordinance, or regulations are updated and adopted consistent with permit requirements
- Bylaw, ordinance, or regulations are updated consistent with permit requirements but are not yet adopted
- Bylaw, ordinance, or regulations have not been updated or adopted

As-built Drawings

Describe the measures the MS4 has utilized to require the submission of as-built drawings and ensure long term operation and maintenance of completed construction sites:

The Town of Southwick requires as-built plans to be provided under its subdivision regulations (§315) and Erosion & Sedimentation Control bylaw (§185-36.1). Long-term Operation & Maintenance requirements, including mechanisms to compel non-compliant parties toward full compliance, are cited in the Erosion & Sedimentation Control bylaw.

Further development of the as-built drawing and long-term O&M bylaw requirements under the Massachusetts 2016 Small MS4 GP have been postponed to Permit Year 3, owing to EPA & MassDEP permit modification discussions that took place during Permit Year 2. The Town of Southwick, through coordination with PVPC via the CRSC, has drafted modifications to local regulations and will advance these changes once MS4 GP modifications are final.

Street Design and Parking Lots Report

Describe the status of the street design and parking lots assessment due in year 4 of the permit term, including any planned or completed changes to local regulations and guidelines:

No street design or parking lot assessment has been completed at this time. No changes to local regulations and guidelines related to street design or parking lots are planned or completed at this time.

Green Infrastructure Report

Describe the status of the green infrastructure report due in year 4 of the permit term, including the findings and progress towards making the practice allowable:

The report and associated findings/progress on making the practice allowable have not yet been prepared.

Retrofit Properties Inventory

Describe the status of the inventory, due in year 4 of the permit term, of permittee-owned properties that could be modified or retrofitted with BMPs to mitigate impervious areas and report on any properties that have been modified or retrofitted:

The retrofit properties inventory is not yet complete, although jurisdictional sites are being reviewed for potential listing.

MCM6: Good Housekeeping**Catch Basin Cleaning**

*Below, report on the number of catch basins inspected and cleaned, along with the total volume of material removed from the catch basins **during this reporting period**.*

Number of catch basins inspected:

Number of catch basins cleaned:

Total volume or mass of material removed from all catch basins:

Below, report on the total number of catch basins in the MS4 system.

Total number of catch basins:

If applicable:

Report on the actions taken if a catch basin sump is more than 50% full during two consecutive routine inspections/cleaning events:

Not applicable at this time.

Street Sweeping

*Report on street sweeping completed **during this reporting period** using one of the three metrics below.*

- Number of miles cleaned:
- Volume of material removed: cubic yards
- Weight of material removed: [Select Units]

O&M Procedures and Inventory of Permittee-Owned Properties

Below, check all that apply.

The following permittee-owned properties have been inventoried:

- Parks and open spaces
- Buildings and facilities
- Vehicles and equipment

The following O&M procedures for permittee-owned properties have been completed:

- Parks and open spaces
- Buildings and facilities
- Vehicles and equipment

Stormwater Pollution Prevention Plan (SWPPP)

*Below, report on the number of site inspections for facilities that require a SWPPP completed **during this reporting period.***

Number of site inspections completed:

Describe any corrective actions taken at a facility with a SWPPP:

Additional Information

Monitoring or Study Results

Results from any other stormwater or receiving water quality monitoring or studies conducted during the reporting period not otherwise mentioned above, where the data is being used to inform permit compliance or permit effectiveness must be attached.

- Not applicable
- The results from additional reports or studies are attached to the email submission
- The results from additional reports or studies can be found at the following website(s):

If such monitoring or studies were conducted on your behalf or if monitoring or studies conducted by other entities were reported to you, a brief description of the type of information gathered or received shall be described below:

Additional Information

Optional: Enter any additional information relevant to your stormwater management program implementation during the reporting period. Include any BMP modifications made by the MS4 if not already discussed above:

The reconstruction of Congamond Road during Permit Year 2 incorporated many improvements to stormwater management, including (but not limited to) the use of deep-sump, hooded catch basins; linear infiltrators; and the construction of a stormwater detention basin.

COVID-19 Impacts

Optional: If any of the above year 2 requirements could not be completed due to the impacts of COVID-19, please identify the requirement that could not be completed, any actions taken to attempt to complete the requirement, and reason the requirement could not be completed below:

COVID-19 impacts to municipal operations included the aforementioned items (i.e. the SWMP revision, SWPPP production, and annual training), and also delayed catch basin cleaning efforts until the Summer of 2020. SWMP revisions were completed during the Year 2 report period. The draft SWPPPs for municipally-owned or -managed sites will be finalized and implemented once in-person meetings between DPW and public safety personnel can be responsibly conducted. Remote and/or recorded training sessions will be utilized in Year 3 if COVID-19 restrictions are not suitably lifted.

Activities Planned for Next Reporting Period

Please confirm that your SWMP has been, or will be, updated to comply with all applicable permit requirements including but not limited to the year 3 requirements summarized below. (Note: impaired waters and TMDL requirements are not listed below)

Yes, I agree

- Inspect all outfalls/ interconnections (excluding Problem and Excluded outfalls) for the presence of dry weather flow
- Complete follow-up ranking as dry weather screening becomes available

Annual Requirements

- Annual report submitted and available to the public
- Annual opportunity for public participation in review and implementation of SWMP
- Keep records relating to the permit available for 5 years and make available to the public
- Properly store and dispose of catch basin cleanings and street sweepings so they do not discharge to receiving waters
- Annual training to employees involved in IDDE program
- Update inventory of all known locations where SSOs have discharged to the MS4
- Continue public education and outreach program
- Update outfall and interconnection inventory and priority ranking and include data collected in

- connection with the dry weather screening and other relevant inspections conducted
- Implement IDDE program
- Review site plans of construction sites as part of the construction stormwater runoff control program
- Conduct site inspection of construction sites as necessary
- Inspect and maintain stormwater treatment structures
- Log catch basins cleaned or inspected
- Sweep all uncurbed streets at least annually
- Continue investigations of catchments associated with Problem Outfalls
- Review inventory of all permittee owned facilities in the categories of parks and open space, buildings and facilities, and vehicles and equipment; update if necessary

Provide any additional details on activities planned for permit year 3 below:

Part V: Certification of Small MS4 Annual Report 2020

40 CFR 144.32(d) 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, I certify that 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.

Name: Title:

Signature: Date:

Name: Title:

Signature: Date:

Name: Title:

Signature: Date:

Attachment A:

Town of Southwick Select Board Meeting Minutes – July 10, 2019

Select Board Meeting
Wednesday, July 10, 2019 @ 6:30 p.m.
Select Board Conference Room
All meetings of the Select Board are recorded

ATTENDANCE: Chairman, Russell S. Fox
Vice-Chairman, Doug Moglin
Clerk, Joseph J. Deedy
Chief Administrative Officer, Karl J. Stinehart
Administrative Assistant, Cindy Pendleton

OTHERS IN ATTENDANCE: See Attachment "A" – 1 Page(s)

6:30 p.m. The Public Body convened in Open Session according to M.G.L. c.30A, S21 (b) (1). The scheduled meeting of the Select Board was called to order by Chairman, Russell S. Fox, at 6:30 p.m.

Public Comments: Ruth Gallager – 112 Congamond Road
Stated to the Board that there is no handicap transportation through the Senior Center to bring her to her therapy appointments, which is swimming 3X a week per her doctor's note. She was told that the senior van is for doctor's appointments and groceries only. She contacted PVTA and was told they won't come out to get her, and attempted to contact the Senator Humason who never returned her call. The COA Director is looking into agencies to help her.

6:40 p.m. Crepes Tea House
RE: Approval of Restaurant Common Victualler's License
Mr. Arturs Ribinskas came in front of the Board for issuance of his Common Victualler's License. He will be opening *Crepes Tea House* in the former D'Georgio's Restaurant at 157 Feeding Hills Road. He gave the Board his plans for the business and he will come back in front of the Board for the separate transfer of the liquor license. He plans to open by summer's end. The Board then discussed the Entertainment aspect of the business. **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to approve Jukebox, Radio, TV, DJ & Live Music - Weekdays and Sundays for inside only.

6:50 p.m. DPW & Tighe and Bond
RE: MS4 Stormwater Management Plan Public Review
A representative, Tracy Adamski, from Tighe and Bond came in to discuss where the Town of Southwick stands with the SWMP (Stormwater Management Program). The Plan is EPA's regulations to preserve, protect and improve the water resources from polluted stormwater runoff. A discussion took place regarding the next steps the Town needs to take to work towards compliance. **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to sign the Certification form.

Payroll and Minutes:

- The Board acknowledged Payables Warrant #1933B, dated 6/26/19, in the amount of \$218,095.97.
- The Board acknowledged Payables Warrant #2001B, dated 7/1/19, in the amount of \$2,211,586.49.

Payroll and Minutes cont.:

- The Board acknowledged Payroll Warrant #2001, dated 7/9/19, in the amount of \$292,345.03.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to Minutes of 6/25/19.

Action Items, Bills, Mail, Correspondence, Vendor and/or Personnel Contracts, Personnel Decisions, Policy Adoptions, Payroll Actions, Old Business, New Business, Etc.-Possible Motions/Votes:

- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous), acting in their capacity as Sewer Commissioners, to approve a Sewer Abatement for 42 South View Drive, \$73.00.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to authorize posting for Assistant Library Director. Mr. Stinehart and Mr. McMahon will work on the final wording.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to approve a One Day Liquor License/Parade Permit/Entertainment License for One Call Away Event at Whalley Park on 7/20/19.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to approve Chairman Fox to sign the LTA Agreement w/PVPC for the Southwick Fire Department roof/masonry project design services.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to authorize Chairman Fox to execute a DPW MOA for light duty for Mr. Davignon.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to authorize Chairman Fox to execute an updated MOA with the City of Westfield for Electrical Inspection Services.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to authorize the transfer of ACO Officer Tracy Root to the T/C/C Office Clerk Position.
- **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to vote to accept donations from Allied Tree Service/Crestview Construction for the Southwick Police Department Target Range at the Transfer Station.
- The Board **Invoked the Rule of Necessity** and **A MOTION** was made by Mr. Moglin, seconded by Mr. Deedy (Vote-Unanimous) to approve 3-One Day Liquor Licenses for the Rotary Concert Series on 7/17, 7/24, and 8/14/19.

Old Business & Dates to Remember:

- FY20 Appointments - ongoing
- The Board signed the Rail Trail Ale House Ribbon Cutting Certificate for 7/12/19 @ 4 pm.
- Mr. Stinehart discussed insurance on the Old Library until it sells.

New Business:

- The Board will interview for a new Reserve Officer.

There was no Executive Session.

Respectfully submitted,

Sondra S. Pendleton
Administrative Assistant

Cc: T/C/C

Attachment B:

**Town of Southwick Inventory of Structural Stormwater Best
Management Practices (BMPs)**

**Town of Southwick
Inventory of Structural Stormwater Best Management Practices (BMPs)**

Location	Stormwater Management Description	Approx. Storage Volume (cu. ft.)	Equiv. Storage Area for 1" rainfall (sq. ft.)	Estim. Imperv. Area (sq. ft.)	Actual Area ≤ Equiv. Area	Regulated Under MS4 GP?	MS4 GP BMP Classification for Nitrogen Reduction	Total Nitrogen Load to BMP (Pounds per Year)	Percentage Nitrogen Load Reduction	Nitrogen Reduction (Pounds Per Year)
160 Berkshire Avenue (former Town Beach)	Retention pond with sediment forebay	8,500	102,000	40,000	Yes	Yes	Infiltration Basin (Surface)	12.95	95%	12.30
4 Oak Street	Deep sump catch basin with linear infiltrator	150	1,800	900	Yes	Yes	Infiltration Basin	0.29	95%	0.28
5R South Longyard Road	Retention pond with sediment forebay and stormwater treatment unit	720	8,640	7,000	Yes	Yes	Infiltration Basin (Surface)	2.27	88%	1.99
140 Summer Drive	Deep sump catch basins, stormwater treatment unit, and horizontal infiltrators	900	10,800	6,000	Yes	Yes	Infiltration Basin	1.94	94%	1.83
36 Grove Street	Deep sump catch basin, drop manholes, and four linear infiltrators	350	4,200	1,800	Yes	Yes	Infiltration Basin	0.58	95%	0.55
146 Berkshire Ave	Deep sump catch basin and adjacent linear infiltrators	150	1,800	1,200	Yes	Yes	Infiltration Basin	0.39	90%	0.35
7 Oak Street	Linear infiltrator added to replace failed slotted CMP serving existing catch basin	150	1,800	1,000	Yes	Yes	Infiltration Basin	0.32	94%	0.30
93 Feeding Hills Road	Four (4) vertical infiltrators at Town Library	2,000	24,000	15,000	Yes	No	-	-	-	-
93 Feeding Hills Road	Network of horizontal & vertical infiltrators and bioretention basins	46,500	558,000	180,000	Yes	No	-	-	-	-
93 Feeding Hills Road	Network of horizontal & vertical infiltrators	10,367	124,404	30,000	Yes	No	-	-	-	-
Bugbee Road	Deep sump catch basins with linear infiltrator	5,000	60,000	18,000	Yes	Yes	Infiltration Basin	5.83	95%	5.54

**Town of Southwick
Inventory of Structural Stormwater Best Management Practices (BMPs)**

Location	Stormwater Management Description	Approx. Storage Volume (cu. ft.)	Equiv. Storage Area for 1" rainfall (sq. ft.)	Estim. Imperv. Area (sq. ft.)	Actual Area ≤ Equiv. Area	Regulated Under MS4 GP?	MS4 GP BMP Classification for Nitrogen Reduction	Total Nitrogen Load to BMP (Pounds per Year)	Percentage Nitrogen Load Reduction	Nitrogen Reduction (Pounds Per Year)
16 - 21 Lakeview Street	Three (3) new deep sump catch basins, DMH, and fourteen (14) linear infiltrators	1,100	13,200	1,800	Yes	Yes	Infiltration Basin	0.58	95%	0.55
12 & 14 Woodside Circle	One (1) new deep sump catch basin, DMH, and nine (9) MC3500 linear infiltrators	1,800	8,640	12,000	Yes	Yes	Infiltration Basin	3.88	94%	3.65
21 Woodside Circle	One (1) new deep sump catch basin and seven (7) SC740 linear infiltrators	600	7,200	5,000	Yes	Yes	Infiltration Basin	1.62	90%	1.46
98 Feeding Hills Road	New stormwater system with deep sump CBs, DMHs, and linear infiltrators (2500' of road between Powder Mill & Hudson Drive)	2,200	26,400	28,000	No	No	-	-	-	-
38 - 48 Point Grove Rd	Deep sump catch basins and underground infiltrators					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
56-58 Buckingham Dr	Three (3) MC3500 linear infiltrators	3,000	36,000	32,000	No	Yes	Infiltration Basin	10.36	87%	9.01
63 Congamond Road	Subsurface infiltrators	2,410	28,920	47,800		No	-	-	-	-
20 Congamond Road	Detention Pond	22,440		5,350		No	-	-	-	-
37 Pineywood Road	Deep sump catch basins with underground infiltrators					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
Nicholson Hill Road	Deep sump catch basins, stormwater treatment units, and infiltrators	1,500	18,000	12,000	Yes	No	-	-	-	-
42 Powder Mill Road (Whalley Park)	Deep sump catch basins and retention ponds with sediment forebays	122,000	1,464,000	300,000	Yes	No	-	-	-	-

**Town of Southwick
Inventory of Structural Stormwater Best Management Practices (BMPs)**

Location	Stormwater Management Description	Approx. Storage Volume (cu. ft.)	Equiv. Storage Area for 1" rainfall (sq. ft.)	Estim. Imperv. Area (sq. ft.)	Actual Area ≤ Equiv. Area	Regulated Under MS4 GP?	MS4 GP BMP Classification for Nitrogen Reduction	Total Nitrogen Load to BMP (Pounds per Year)	Percentage Nitrogen Load Reduction	Nitrogen Reduction (Pounds Per Year)
Lexington Circle	Outfall structure and forebay reconstructed at existing retention pond/forebay, 5 drop manholes, plunge pool & grassed swale	50,000	600,000	200,000	Yes	Yes	Infiltration Basin (Surface)	64.74	95%	61.50
93 Point Grove Road	Grassed infiltration area serving public parking area & boat ramp parking	8,333	100,000	37,000	Yes	Yes	<i>Data Pending</i>	-	-	-
Amberleaf Manor	(Existing Subdivision - Data Pending)					No	-	-	-	-
Deer Run	Subsurface Infiltration					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
Hunters Ridge	Subsurface Infiltration					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
Laurel Ridge	Retention pond with sediment forebay					No	-	-	-	-
Pearl Brook	Retention pond with sediment forebay					No	-	-	-	-
Pine Knoll II	Surface Infiltration Basin					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
Pine Knoll III	Subsurface Infiltration					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
Secluded Ridge	Retention Pond with forebay					No	-	-	-	-
The Greens - West (Under Construction)	Subsurface Infiltration System					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
The Greens - West (Under Construction)	Detention Pond					Yes	Infiltration Basin (Surface)	<i>Data Pending</i>	-	-
The Greens - West (Under Construction)	Infiltration units at homes					No	-	-	-	-

**Town of Southwick
Inventory of Structural Stormwater Best Management Practices (BMPs)**

Location	Stormwater Management Description	Approx. Storage Volume (cu. ft.)	Equiv. Storage Area for 1" rainfall (sq. ft.)	Estim. Imperv. Area (sq. ft.)	Actual Area ≤ Equiv. Area	Regulated Under MS4 GP?	MS4 GP BMP Classification for Nitrogen Reduction	Total Nitrogen Load to BMP (Pounds per Year)	Percentage Nitrogen Load Reduction	Nitrogen Reduction (Pounds Per Year)
Noble Steed Crossing (Under Construction)	Surface Infiltration Basin					No	-	-	-	-
56 Buckingham Drive	Catch basins with ten (10) MC3500 infiltrator units	2,400	28,800	25,000	Yes	Yes	Infiltration Basin	8.09	87%	7.04
23 - 55 Point Grove Road	Catch basins with infiltrator units	2,800		30,000		Yes	Infiltration Basin	9.71	86%	8.35
31 Hillside Road/Coes Hill Road Intersection	Catch basins with four (4) MC3500 infiltrator units	850	10,200	8,000	Yes	No	-	-	-	-
Vining Hill Road (near entrance to shopping plaza)	Catch basin with infiltrator units	650		6,000		No	-	-	-	-
Veteran Street/Point Grove Road	Catch basins with infiltrator units					Yes	Infiltration Basin	<i>Data Pending</i>	-	-
Woodland Ridge	(Existing Subdivision - Data Pending)					Yes	-	<i>Data Pending</i>	-	-
Great Brook Drive	Surface Infiltration Basin					No	-	-	-	-

Attachment C:

**Town of Southwick Stormwater Website Analytics –
Permit Year 2**

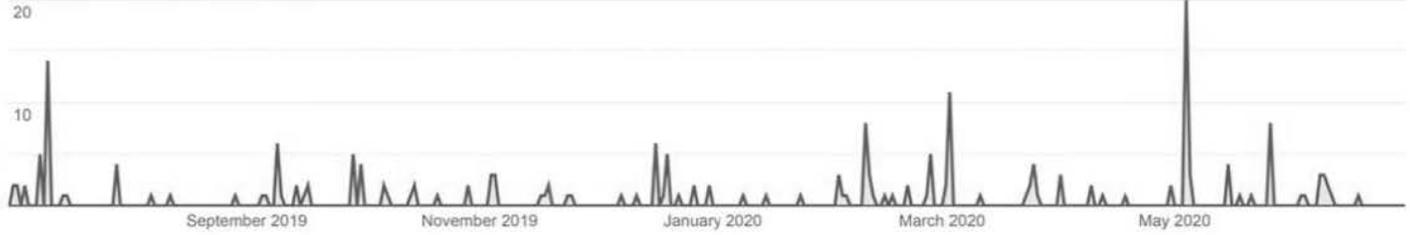
Pages

Jul 1, 2019 - Jun 30, 2020

All Users
100.00% Pageviews

Explorer

● Pageviews



⌵ This data was filtered with the following filter expression: **stormwater**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	207 % of Total: 0.09% (228,854)	116 % of Total: 0.07% (176,175)	00:01:44 Avg for View: 00:01:23 (25.31%)	44 % of Total: 0.05% (86,611)	40.91% Avg for View: 38.49% (6.29%)	28.99% Avg for View: 37.85% (-23.41%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /stormwater	122 (58.94%)	74 (63.79%)	00:01:55	36 (81.82%)	41.67%	36.07%	\$0.00 (0.00%)
2. /planning-board/pages/stormwater-forms	80 (38.65%)	37 (31.90%)	00:01:33	8 (18.18%)	37.50%	18.75%	\$0.00 (0.00%)
3. /advanced-search?keywords=stormwater	4 (1.93%)	4 (3.45%)	00:00:43	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)
4. /advanced-search?keywords=stormwater+management+bylaw&created[date]=&created_1[date]=	1 (0.48%)	1 (0.86%)	00:00:00	0 (0.00%)	0.00%	100.00%	\$0.00 (0.00%)

Rows 1 - 4 of 4

Attachment D:

**Connecticut River Stormwater Committee MS4 Permit
Annual Report for Public Education and Outreach**



C O N N E C T I C U T R I V E R

S t o r m w a t e r C o m m i t t e e

DRAFT - 9/2/20

**MS4 Permit Annual Report
for Public Education and Outreach**

MCM 1 and additional requirements in Appendixes F and H

July 1, 2019 through June 30, 2020

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The Connecticut River Stormwater Committee annual report provides a summary of all the work undertaken during the July 1, 2019 to June 30, 2020 reporting period. All of this work is directly applicable to all member communities' EPA annual reporting requirements.

Content has been formatted in a manner consistent with the format of the EPA annual report template for Year 2. Because the Connecticut River Stormwater Committee is a regional partnership program, these sections are written from a "regional" perspective rather than municipality-by-municipality. Additional details of community-specific efforts are reported in each municipality's annual report.

In communication with PVPC, who facilitates the coalition, EPA has endorsed and encouraged a regional Annual Reporting approach whereby Connecticut River Stormwater Committee member communities can satisfy the Public Education and Outreach reporting requirement (within MCM I and Appendixes F and H) by referencing the coalition's annual report with a url link in their own annual report.

Introduction

1. Coalition Purpose and Membership

The Connecticut River Stormwater Committee is an intergovernmental compact of 19 municipalities, the University of Massachusetts-Amherst, and the Pioneer Valley Planning Commission organized to work cooperatively in meeting US EPA Municipal Separate Storm Sewer System Permit (“MS4 Permit”) requirements for stormwater education and outreach. Facilitated and staffed by the Pioneer Valley Planning Commission, the Committee also works together to meet other permit compliance activities where appropriate and needed. Work for the group is funded through annual dues paid by each member, including PVPC, and through occasional grants. 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 and Mike Albro, Department of Public Works
Belchertown	Steve Williams, Department of Public Works and Erica Cross, Conservation Department
Chicopee	Quinn Lonczak, Department of Public Works
East Longmeadow	Bruce Fenney and Tom Chistensen, Department of Public Works
Easthampton	Dan Murphy, Department of Public Works
Granby	Dave Derosiers, Highway Department
Hadley	Chris Okafor, Department of Public Works
Holyoke	Michael McManus and Robert Peirent, Department of Public Works
Longmeadow	Craig Markham and Tim Keane, Department of Public Works
Ludlow	Jim Goodreau, Department of Public Works
Northampton	Doug McDonald, Department of Public Works
Palmer	Angela Panaccione, Conservation Department
South Hadley	Melissa LaBonte, Department of Public Works
Southampton	Randall Kemp and Joesette Picard, Highway Department
Southwick	Randall Brown and Jon Goddard, Department of Public Works
Springfield	Kevin Chaffee, Planning/Conservation Department
West Springfield	Jim Czach and Jesse English, Department of Public Works
Westfield	Casey Berube and Joe Kietner, Department of Public Works
Wilbraham	Tonya Basch and Dean Grochmal, Department of Public Works
University of Massachusetts - Amherst	Neils LaCour and Terri Wolejko

2. Water Quality Considerations in the Region

All Connecticut River Stormwater Committee communities are subject to additional MS4 permit requirements in Appendix F based on waters that are tributaries to the Long Island Sound, which has an approved TMDL for nitrogen.¹ Some member communities are also subject to additional MS4 permit requirements based on the following:

- Lakes and ponds with approved TMDLs for phosphorous (additional requirements within Appendix F of the MS4 permit)
- Waterbodies and their tributaries that are impaired for water quality due to phosphorous (additional requirements within Appendix H of the MS4 permit)
- Waterbodies and their tributaries that are impaired for water quality due to bacteria or pathogens (additional requirements within Appendix H of the MS4 permit)
- Waterbodies and their tributaries that are impaired for water quality due to solids (total suspended solids) (additional requirements within Appendix H of the MS4 permit)

It is important to note that the MS4 permit stipulates that certain additional requirements for public education and outreach messaging in the appendixes can be combined where appropriate. Specifically, Appendix H part I and II as well as Appendix F part A.III, A.IV, A.V, B.I, B.II and B.III.

3. Public Health Connections

While the Covid-19 pandemic presented certain challenges to stormwater messaging, Connecticut River Stormwater Committee members endeavored to align messaging—where appropriate—with heightened public health concerns. This was especially appropriate in two areas: pet waste (#10 below), and the prevalence of Covid-19 associated waste, including gloves and nip bottles #2 below). Key in these messages was connecting waste thrown on the ground or down street drains as polluting waters for summer-time activity. As examples:

With the Channel 22/WWLP WWLP TV segment in April:

“The bottom line is we want folks to remember that what they ditch on the street or at the park now may be what they’re fishing, boating, and swimming in come summer time.”

With the pet waste Facebook post in April:

With stay at home orders in place, you’re probably walking your dog more than ever before. The Connecticut River Stormwater Committee wants to remind you that dog waste—even bagged!—left on the ground today may be what you’re fishing, boating, and swimming in come summertime. Keep our waters clean of harmful bacteria. Take the Pick up Pet Waste Pledge today!

¹ TMDL = identifies the Total Maximum Daily Load of nitrogen that can be discharged, in this case to Long Island Sound, without significantly impairing the health of the Sound.

Annual Report Part II: Self-Assessment

1. Education and Outreach on Bacteria/Pathogens

- √ Annual Message encouraging the proper management of pet waste, including noting any existing ordinances where appropriate
- √ Disseminated educational material to dog owners at time of issuance or renewal of dog license, or other appropriate time
- √ Provided information to owners of septic systems about proper maintenance

See in sections below numbered: 10, 11, 14, and 15

2. Education and Outreach on Nitrogen and Phosphorous (combined)

- √ Distributed an annual message in the spring (April/May) that encourages the proper use and disposal of grass clippings and encourages the proper use of slow-release fertilizers
- √ Distributed an annual message in the summer (June/July) encouraging the proper management of pet waste, including noting any existing ordinances where appropriate
- √ Distributed an annual message in the fall (August/September/October) encouraging the proper disposal of leaf litter

See in sections below numbered: 8, 9, 10, 12, 13, and 15

Annual Report Part IV: MCM 1 – Public Education and Outreach

1. Think Blue Connecticut River Website

Message description and distribution method: The Think Blue Connecticut River website is at the core of all regional messaging about stormwater. The website at www.thinkblueconnecticutriver.org does the following:

- Covers major areas of messaging about reducing polluted stormwater flows, including lawn and yard care, pet waste management, car care, controlling soil erosion, soaking up the rain, and septic system care
- Addresses the key 4 audiences plus educators
- Serves as the “landing place” for information on nearly all social media messaging

Targeted audiences: Residents, business/institutional/commercial, developers, and industrial

Responsible Department/Parties: PVPC staff and web site consultant

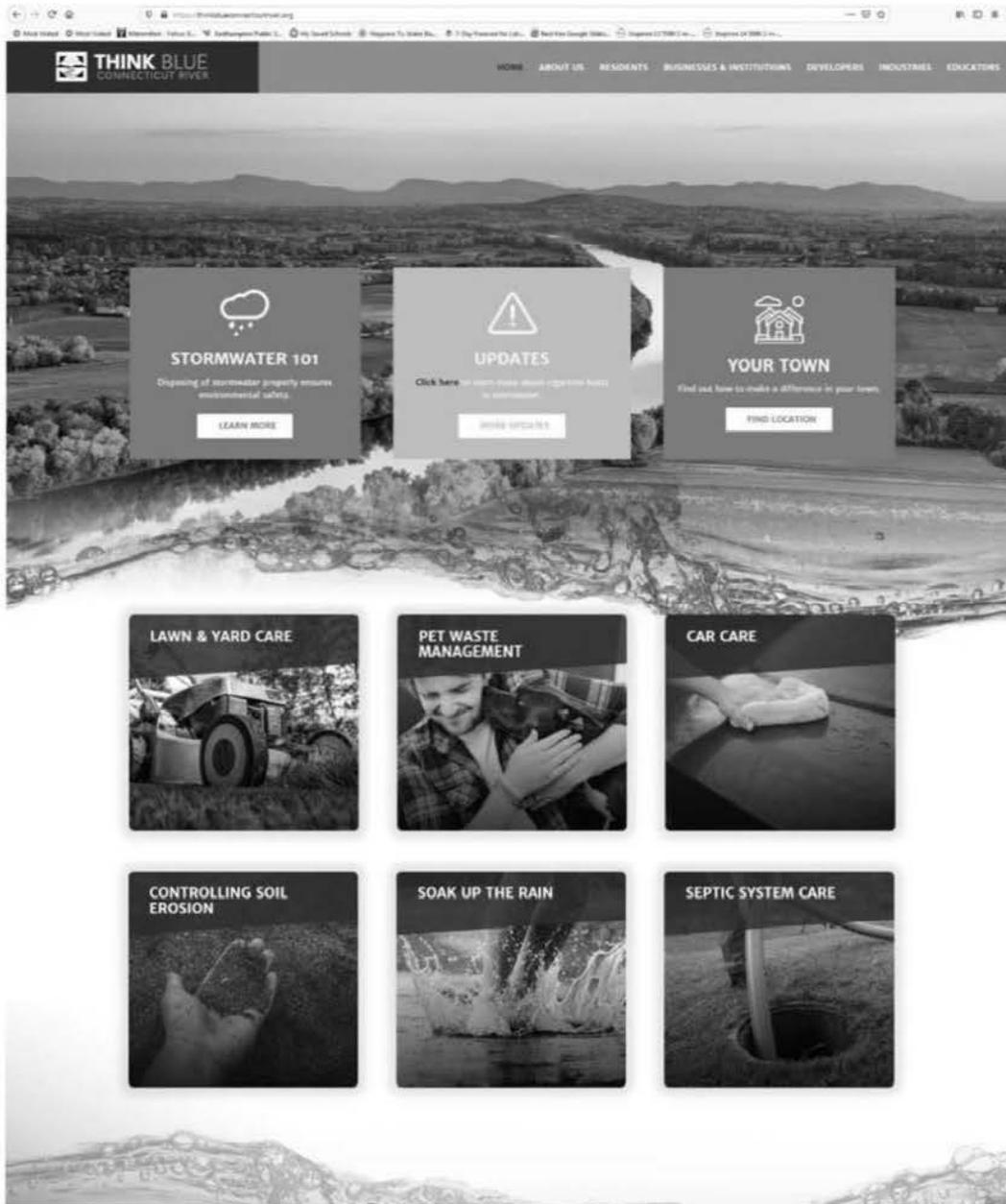
Measurable goal(s): 1,477 people visited the Think Blue Connecticut River website during Year 2 and spent an average of 1 minute, 53 seconds on viewing a total of 3,252 pages on stormwater best practices.

Message dates: July 1, 2019 through June 30, 2020

Message completed for: Appendix F requirements ✓ Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: The website was not mentioned in the NOI and SWMP, but with development now completed is most central to all messaging in the region.



2. Covid-19 litter

Message description and distribution method: Connecticut River Stormwater Committee members noted at the April 6, 2020 meeting that all are seeing a tremendous increase in three types of waste likely attributable to Covid-19 and recent stay at home orders. The waste includes: protective latex gloves and alcohol nip bottles strewn on the ground in many places, and increased pet waste either unbagged, but even bagged and left in place. The heightened concern of disease transmission likely plays a part in the uptick in this type of litter. As such, PVPC staff worked on a press release and boosted Facebook post with the key messaging being, “storm flows carry this waste to the river, and we don’t want to be swimming in it come summer.” The press release yielded a high visibility evening news segment on Channel 22/WWLP, on April 9.

Targeted audiences: Residents, and business/institutional/commercial

Responsible Department/Parties: PVPC staff

Measurable Goal(s):

PVPC April 10 Facebook post: 3,450 impressions, 1,234 engagements, and 19 likes and 124 shares

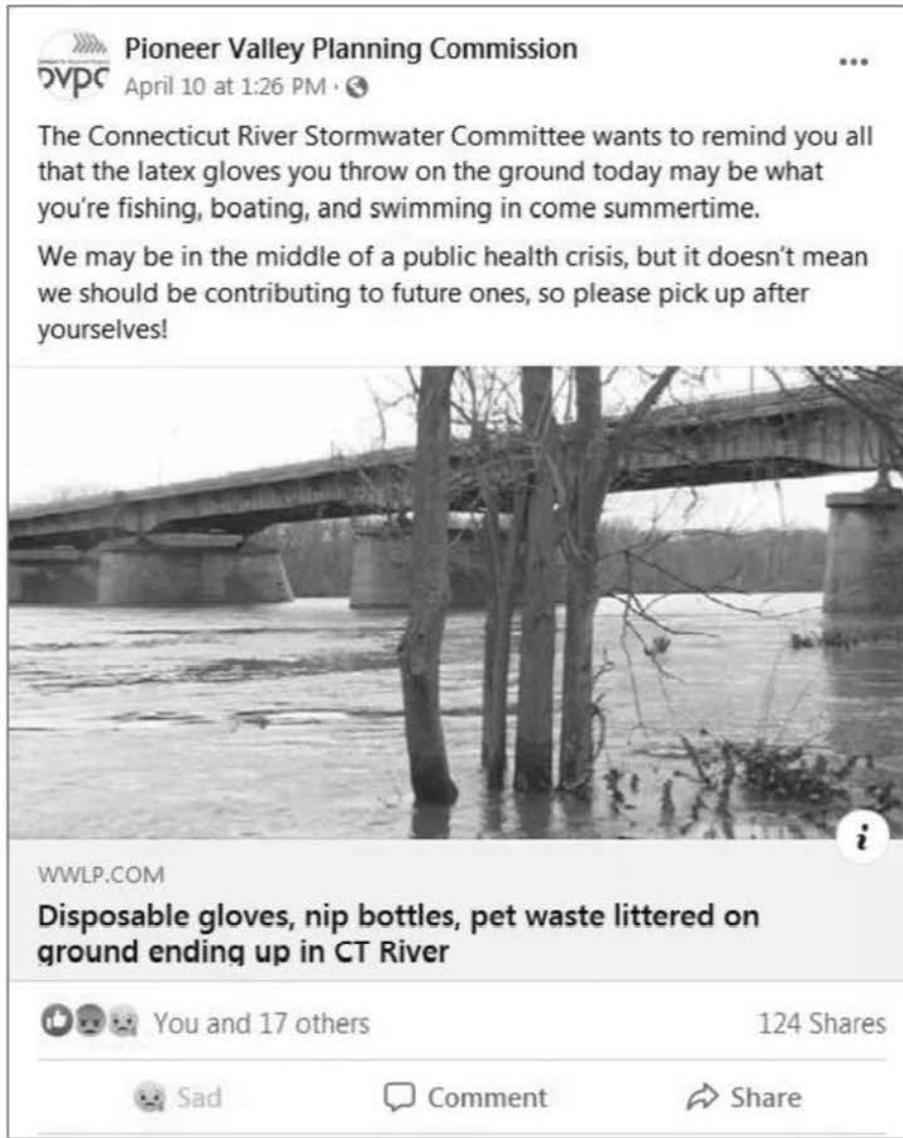
WWLP, Channel 22 news story views and blog post views could not be obtained, but these numbers are likely in the thousands or tens of thousands.

Message dates: April 2020

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This Covid-19 related litter messaging was not mentioned in the NOI and SWMP, but was seen as important addition and completed as part of Year 2 messaging in the region.





3. Cigarette butts - residents

Message description and distribution method: Materials and messaging for this campaign to reduce cigarette butt litter were developed within the reporting period. Due to general sense that messaging would get lost in the mix given far greater public concern with the Covid-19 pandemic, actual launch of campaign messaging was postponed from Year 2 to Year 3. The campaign includes:

- Image of baby bird with cigarette butt in its mouth with message (as shown below)
- Large decals (2x3 feet) for public works vehicles throughout the region
- Web page with additional information on cigarette butt litter and link to informational video from Canadian public broadcasting
- Press release to local media
- Boosted FB post to be shared with MA Audubon and the Connecticut River Conservancy and that links to resources on Think Blue Connecticut River website

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Postponed to Year 3 and rather than messaging through use of PVTA bus panels, decided to message with large decals on public works vehicles throughout the region. Also did more



4. Dumpster waste and avoiding contaminated flows message - businesses

Message description and distribution method: Materials and messaging for this campaign on dumpster waste and avoiding contaminated flows were developed within the reporting period. Due to general sense that messaging would get lost in the mix given far greater public concern with the Covid-19 pandemic, actual launch of campaign messaging was postponed from Year 2 to Year 3. The campaign includes:

- Presentation that was to be given at March 12 Western Mass Health Officers Association/MassDEP annual spring seminar focused on environmental health
- Flyer to inform Boards of Health on proactive regulatory and educational steps to curb stormwater pollution from dumpsters
- Flyer for Boards of Health for use as part of routine interactions with retail complexes, restaurants/food establishments, and apartment complexes
- Check list for Boards of Health (developed by Town of Palmer Conservation Agent) to use when inspecting restaurants and looking at dumpsters and oil storage

Targeted audience: Business, institutions, and commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Aside from postponing message from Year 2 to Year 3, we learned in the process of developing the campaign that distribution of flyers directly to dumpster companies to provide to customers was not going to be a fruitful strategy. Better to work with Boards of Health to inform them and then get them to distribute the information to dumpster companies (who are allowed/permitted by boards to operate in the community) and to businesses when health agents they are doing routine inspections. The education and outreach effort became two pronged and now includes an additional flyer specifically for Boards of Health.

Given Covid-19 and the demands on Boards of Health during this time, there is agreement among committee members that the best approach will be two pronged for Year 3:

- Post information on Think Blue Connecticut River website with the two PDF documents/flyers on dumpsters, along with a checklist for Boards of Health to use when inspecting restaurants and looking at dumpsters and oil storage.
- Prepare article for MA Health Officers Association Executive Director to announce resources about dumpsters to memberships in the Western MA Public Health Association and the MA Environmental Health Association.

For now, we will put on hold the idea of individual visits with boards of health in each member community to provide brief presentation and stress importance of this work in reducing contaminated stormwater flows.



One flyer is designed to inform Boards of Health on proactive regulatory and educational steps to take to curb stormwater pollution from dumpsters.



Another flyer is designed for Boards of Health use with dumpster users as part of routine interaction with retail complexes, restaurants & food establishments, and apartment complexes.

5. New MS4 development standards and erosion and sediment control - developers

Message description and distribution method: The plan was to conduct a workshop at the regional Western Massachusetts Development Conference. Leading up to the conference—scheduled for May and now postponed to October—conference organizers, however, indicated that a workshop on this topic does not fit with their programming. As an alternative, they offered the ability to have a *Think Blue Connecticut River* table where we could talk with developers and hand out information. The conference is now planned to be held virtually on October 21. Organizers have indicated through communications with PVPC that, “We are using a very cool 3d platform that will provide multiple opportunities for vendors to feature chats, content, videos and other digital material.”

Targeted audience: Developers

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Given the tremendous opportunity provided by this conference, the Connecticut River Stormwater Committee, is moving this messaging to Year 3. Emphasis will likely be on erosion and sediment control and will depend in part on status of ongoing work between MassDEP and EPA to better align MS4 permit and Wetlands Protection Act.

6. Erosion and sediment control - developers

Message description and distribution method: To get some messaging out to developers for Year 2, municipal members agreed that it makes good sense to distribute a letter on municipal letterhead and an EPA brochure on erosion and sediment control to drainlayers operating within their communities. This was a strategy used by Tewksbury Public Works Director Arthur Marcos, kindly shared his draft letter language. PVPC staff developed a contact list for drain layers operating in the region, updated Mr. Marcos' letter and sent those materials along with the EPA brochure on erosion and sediment control for member use.

Some 72 drain layers have been identified in the region. Only East Longmeadow made use of the mailing this year, but other members have indicated they may follow through with this mailing to those operating within their respective jurisdictions in Year 3.

Targeted audience: Developers and drainlayers specifically

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Letters and brochure sent to nine drainlayers in the region that are operating specifically in East Longmeadow.

Message dates: Letters sent spring of 2020

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This was an additional message that some communities chose to do, but was not originally part of the Connecticut River Stormwater Committee NOI/SWMP

7. Fleet maintenance to avoid spills and leaks – industrial facilities

Message description and distribution method: This message is aimed at ensuring that industrial operators with vehicle fleets take care to manage vehicles so as to avoid spills and leaks. The press release to be distributed through the region, as well as the flyer to be distributed to industries in the region are based on the Think Blue Massachusetts flyer developed by Water Words that Work. After several attempts to acquire MSGP permittees through various on-line sources, PVPC obtained the list of MSGP permittees in Massachusetts directly from EPA Region 1 staff. The list shows permittees in every Stormwater Committee community except Southampton and Longmeadow.

Targeted audience: Industrial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): NA for this reporting period – postponed to Year 3

Message dates: NA for this reporting period

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: Postponed to Year 3 given likelihood of message getting lost in the mix during all the information around Covid-19 best practices and the struggle for industrial facilities to continue operations during the pandemic.

8. Proper disposal of leaf litter - residents

Message description and distribution method: Messaging for this campaign was adapted from a series of four *Be a Leaf Hero* social media posts developed by the Cape Cod Commission and customized for the Connecticut River Stormwater Committee. The posts provide a series of tips and all tips contained a link to a more in-depth document posted on the Think Blue Connecticut River website. The in-depth document promotes better practices with leaf litter and seeks to build understanding about potential contamination of stormwater with leaf litter.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Boosted Facebook posts reached a total of 6,903 people, 353 of whom clicked to the link provided for more information. *It is important to note here that Facebook posts present ongoing challenges. Despite best efforts, the 3rd boosted post in this series was taken down by Facebook part way through and the 4th post blocked*

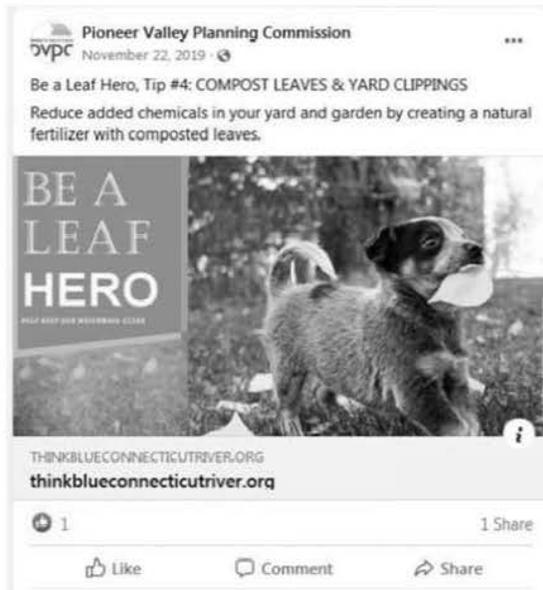
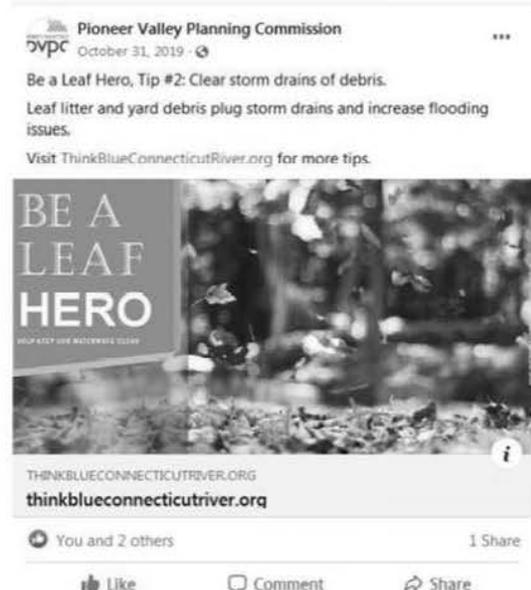
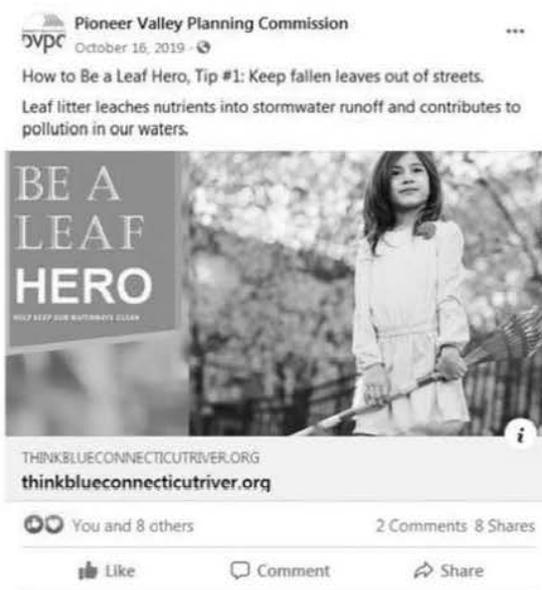
for boosting by zip code altogether. This led to a month-long verification process for PVPC staff with Facebook.

Message dates: mid-October through mid-November

Message completed for: Appendix F requirements ✓ Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: Proposal had been for one social media post and press release. Given the cohesion of these social media messages as a whole, the Connecticut River Stormwater Committee decided to run the full series and instead of a media release, developed a one-page document on best practices to which all posts could link.



9. Importance of soil test, proper use of fertilizers, disposal of grass clippings - residents

Message description and distribution method: Social media post, using idea of keeping lawns safe for families. The link provided in the social media post connects to the Think Blue Connecticut River web page on lawn and yard care, which lays out important best practices and links to useful resources, including a video by Paul Tukey, organic lawn care celebrity, as well as guides to popular lawn care chemicals and their hazards.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

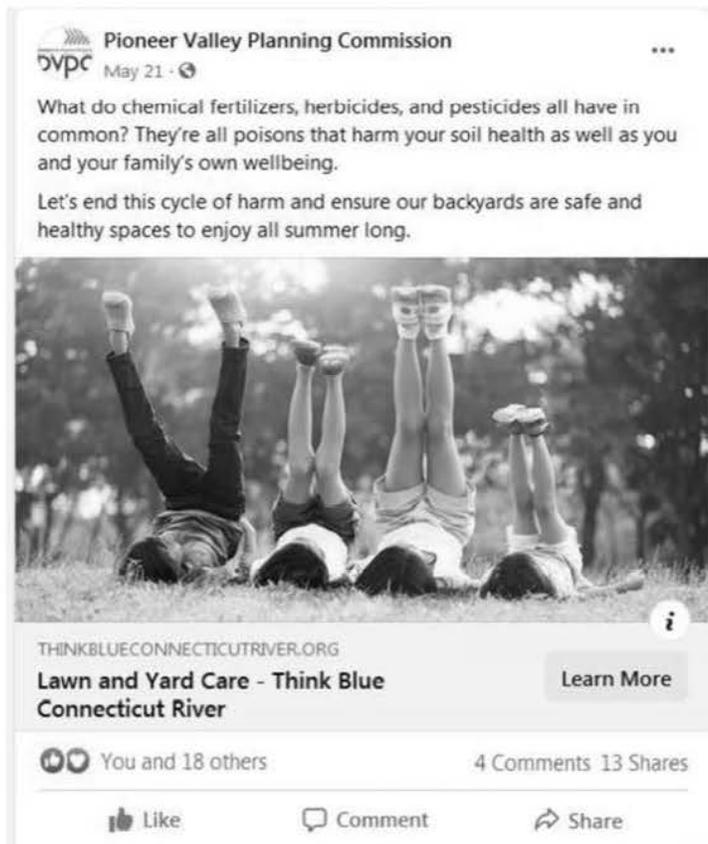
Measurable goal(s): Boosted Facebook posts reached 5,922 people, 110 of whom clicked to the website link for more information. Analytics indicate that the average time spent by visitors on that resource page was nearly 4 minutes.

Message dates: May 21, 2020

Message completed for: Appendix F requirements ✓ Appendix H Requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: Proposed work had included creating a brochure. Instead, work entailed improving the Think Blue Connecticut River web page on lawn care so that information and resources are all more readily available during Covid-19.



10. Proper management of pet waste - residents

Message description and distribution method: A series of messages were issued this year to drive people to the Think Blue Connecticut River website resources on pet waste, particularly a pledge to pick up pet waste. These messages included multiple Facebook posts, pet waste instructions added to the website, and an electronic form to pledge pet waste pick up. Some communities also did electronic and direct mail distribution of post cards to dog owners. An additional Facebook post was added during “stay at home orders” for Covid-19 given the amount of pet waste Connecticut River Stormwater Committee members were seeing at parks, along streets, and in storm drains. All of this effort was further boosted for summer with a banner pet waste message on MassLive targeting dog owners specifically.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): The boosted Facebook posts reached 15,552 people who followed through with 406 clicks.

A MassLive banner provided 175,015 impressions with 296 clicks to more information. During Year 2, Think Blue Connecticut River pet waste page on the website had 730 page views with the analytics indicating that the average time spent by visitors on that resource page was 1 minute and 33 seconds. Of the 189 visitors who proceeded to the pick up pet waste pledge, 70% or 122 people made the commitment to pick up pet waste.

Message dates:

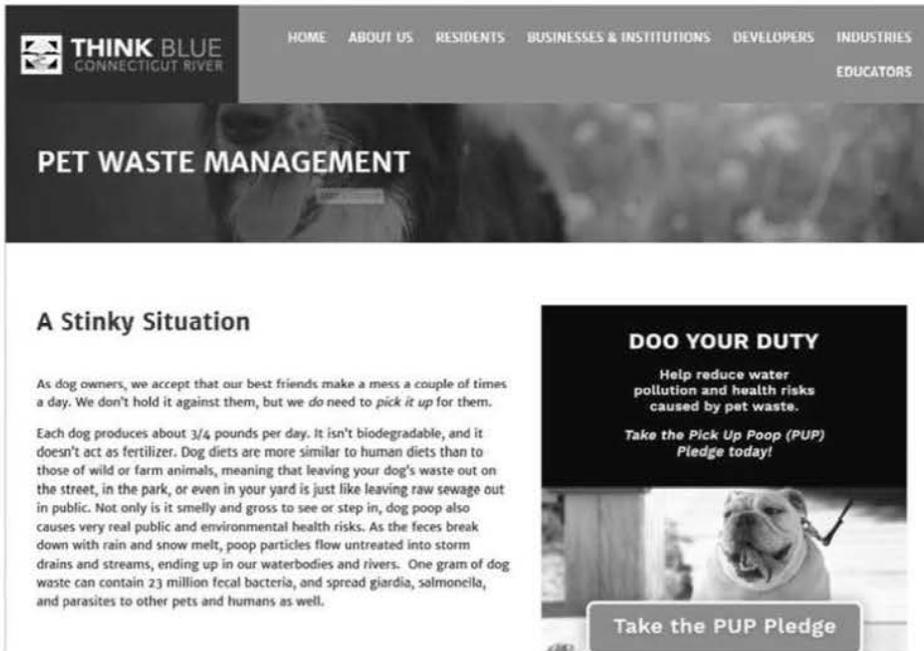
- For summer 2019 message, issued posters and Facebook post on July 30, 2019 (pledge was not yet set up)
- Time of licensing 2020, Facebook posts on January 31, February 3, February 6, and boosted post by zip code on February 10
- Electronic and direct mail distribution of post cards during February and March
- For Covid-19 messaging, Facebook post boosted by zip code on April 8
- For summer 2020 message, MassLive Banner ad from June 25 through July 24

Message completed for: Appendix F requirements Appendix H requirements

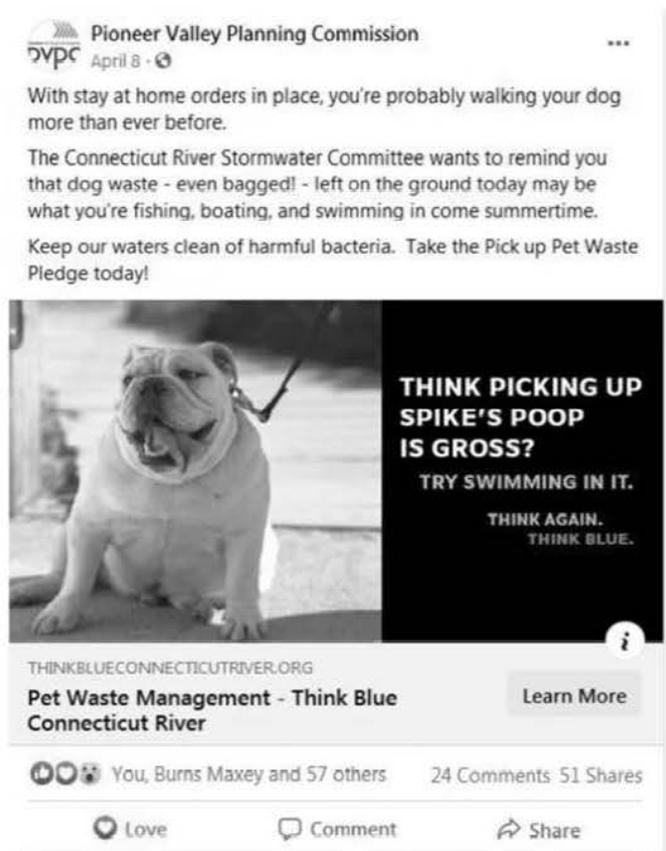
Was message different than what proposed in your NOI/SWMP? Yes No

The NOI/SWMP indicated pet waste messaging only in summer months as PVPC understood that messaging under the Appendixes could be combined. EPA has indicated that additional messaging to dog owners “at time of licensing” is required. Messaging at time of licensing has been added in Year 2, along with additional messaging on pet waste during “stay at home” orders with the pandemic given the increased visibility of associated problems.

If yes, describe why the change was made: To provide additional messaging.



*Above: Top of Think Blue Connecticut River Pet Waste Management page with pledge.
Below: Pet waste Facebook post during "stay at home" orders.*



11. Proper septic system care - residents

Message description and distribution method: The Think Blue Connecticut River website contains a great resource page on septic system care that includes an infographic on maintenance. To promote the resources on this page for homeowners, the Connecticut River Stormwater Committee did a boosted Facebook post timed to coincide with EPA's Septic Smart Week in September.

PVPC also prepared a draft letter for distribution by Boards of Health to septic system owners. Several communities used this letter in Year 2, while others are planning to use in Year 3. It is important to note that among Connecticut River Stormwater Committee there are several member communities that are highly urbanized with no properties presumed to be using septic systems for sanitary waste disposal.

Targeted audience: Residents

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Boosted Facebook posts reached 1,586 people, 176 of whom clicked to the website link for more information. Analytics on the Think Blue Connecticut River web page on septic system care indicate that the average time spent by visitors on that resource page was just over 2 minutes.

Message dates: September 16, 2019

Message completed for: Appendix F requirements Appendix H requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: The NOI/SWMP indicated septic system messaging would be done in Year 3 only as MS4 permit language in Appendix H was not entirely clear on the timing of this message. EPA has since indicated that septic system messaging must occur each year and the Connecticut River Stormwater Committee has adjusted accordingly.



12. Proper disposal of leaf litter - businesses

Message description and distribution method: Mailing to landscapers in the region that promotes best practices and identifies locations for proper disposal of leaf litter. Best practices noted in letter are:

- Keep leaves off of driveways and roadways where they can easily wash into storm drains and contribute to higher nutrient flows during the fall season.
- Use a mulching mower. By mulching the leaves into the lawn, you avoid having to rake/blow and bag and you offer a way to manage autumn leaves while providing your client with free fertilizer. Mulched leaves put nutrients back into the ground and reduce the overall need for more soluble fertilizer products, which present greater problems for our local waterways.
- Alternatively, if your client has an existing compost pile, you can recommend that they consider allowing you to add leaves to the pile. Leaves provide a critically important element (carbon) to the composting process, making for a more soil enriching product to be used in the next growing season. Be sure compost piles are located away from streams, lakes, or storm drains as these decomposing materials and nutrients could easily leach to these water resources.

Targeted audience: Businesses/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Mailing to 120 professional land care companies operating in Stormwater Committee member municipalities

Message dates: November 4, 2019

Message completed for: Appendix F requirements Appendix H requirements

Was message different than what proposed in your NOI/SWMP? Yes No

13. Importance of soil test, proper use of fertilizers, disposal of grass clippings - businesses

Message description and distribution method: In-person workshop for land care companies in the region on the need for better practices based on water quality considerations, new state regulations on use of nutrients, and best practices. Updated mailing list of professional land care companies operating in Stormwater Committee member municipalities with help from regional professional association.

Targeted audience: Business/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Workshop invitation mailing to 130 professional land care companies operating in Stormwater Committee member municipalities

Message dates: November 4, 2019

Message completed for: Appendix F requirements Appendix H Requirements

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This in-person workshop had been planned for April 1 and an invitation issued to landscapers in the region. With the emergence of Covid-19 the workshop was going to be moved to the Zoom virtual meeting platform, but there was little interest expressed from landscapers. Mary Owen of UMass Extension and Hotze Wijnja of MassDAR recommended cancellation of the event as the industry was in upheaval with the pandemic. Also, the audience here was intended to be large institutions with lawns, but some difficulty in identifying these places in practice. For year 3, plan to conduct workshop and invite both these audiences.

2020 Landscaper Brunch and Learn
Nutrient Best Management Practices for Lawns
Wednesday, April 1, 8 to 11 a.m. 60 Congress Street, Springfield, MA
Pioneer Valley Planning Commission (PVPC)

Sessions

- Why care about nutrients?
- How might state regulations affect my work?
- What are best management practices with nutrients?

Speakers

Patty Gambarini, PVPC
Hotze Wijnja, Massachusetts Department of Agricultural Resources
Mary Owen, UMass Amherst Extension

RSVP: Sue Ortiz at PVPC
phone: 413-781-6045
e-mail: sortiz@pvpc.org

Sponsored by the Connecticut River Stormwater Committee, a coalition that includes 19 municipalities

MCLP CE Credit Available



Above is the workshop invitation postcard sent to 130 land care companies in the region.

14. Proper management of goose waste - businesses

Message description and distribution method: Letter to property owners identified as having goose problems, with specific strategies and resources. Chief recommended strategies are signage to discourage people feeding geese and managing “residential” goose populations, by undertaking a program to addle eggs and modify landscapes. Contact information for USDA Wildlife Services in Amherst, was offered as a source of technical assistance and operational management. Also included in the letter were two illustrations of landscaping along water's edge to provide idea of modifications that could help to reduce direct stormwater flows and creates barriers for goose movement from water to foraging area.

Targeted audience: Businesses/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

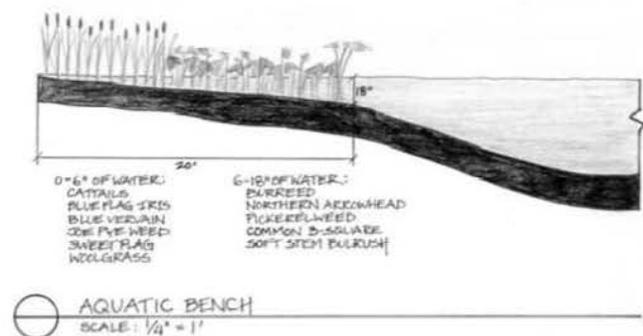
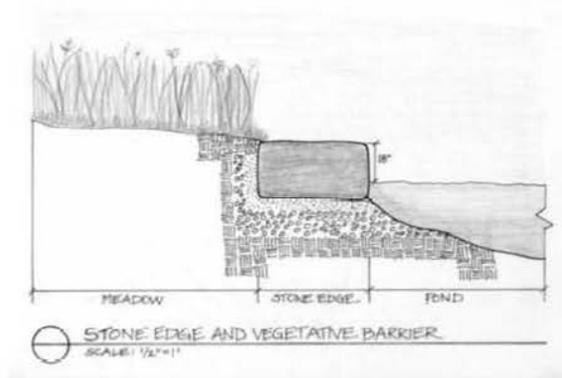
Measurable goal(s): Letters sent to owners of 25 properties with likely ongoing residential goose problems

Message dates: October 21, 2019

Message completed for: Appendix F requirements ✓ Appendix H Requirements ✓

Was message different than what proposed in your NOI/SWMP? Yes ✓ No

If yes, describe why the change was made: Message initially planned for Year 1, but there was no existing recommended practice in place for landowners with goose problems. PVPC conferred with both MassWildlife and USDA Wildlife officials to devise a program of effective strategies.



Illustrations included in letter of landscaping along water's edge to reduce direct stormwater flows and creates barriers for goose movement from water to foraging area.

15. Proper management of pet waste - businesses

Message description and distribution method: Development and distribution of resources for businesses to address improper pet waste disposal on their properties. Resources include a designed sign template, cost estimates for sign production from vendors in the region, and social media material for use in posts by businesses. To promote availability of resources, PVPC reached out to the 11 chambers of commerce operating in the region and provided an article to run in member newsletters. All pet waste resources are made available through the businesses page on the Think Blue Connecticut River website.

Targeted audience: Businesses/institutions/commercial facilities

Responsible department/parties: PVPC staff and member municipalities

Measurable goal(s): Need to get numbers

Message dates: Various through June and July, 2020

Message completed for: Appendix F requirements Appendix H requirements

Was message different than what proposed in your NOI/SWMP?

Yes No

If yes, describe why the change was made: Had proposed to send letter describing resources directly to property owners with likely pet waste problems. Identifying these properties, however, was not practicable. Outreach through chambers of commerce seemed a more sound approach when it came time to issuing this message.



16. Fowl Water messaging through state-wide campaign

Message description and distribution method: On behalf of the members of the Connecticut River Stormwater Committee, Think Blue Massachusetts ran two educational advertising campaigns using the 30-second video entitled, “Fowl Water.” The “Fowl Water” advertisement helps viewers visualize how stormwater runoff carrying motor oil, pet waste, and trash pollutes local waterways. One campaign ran early in Year 2, from July 1 to July 12, 2019, and the other ran from May 16 to June 5, 2020. Each campaign entailed sponsored video on Facebook and Instagram and pre-roll advertisements on YouTube. See the video at: <http://bit.ly/tbm-fowl-water>

Targeted audience: Residents and businesses/institutions/commercial facilities

Responsible department/parties: Think Blue Massachusetts and Water Words that Work

Measurable goal(s): Water Words that Work reports that within the Connecticut River Stormwater Committee region: 1st campaign resulted in 1,009,224 Facebook and Instagram and 318,970 You Tube ad impressions; 2nd campaign resulted in 708,781 Facebook and Instagram and 619,562 You Tube ad impressions

Message dates: July 1 to July 12, 2019
May 16 to June 5, 2020

Was message different than what proposed in your NOI/SWMP? Yes No

If yes, describe why the change was made: This message is a welcome addition to our program for Year 2 and will be part of the region’s SWMP update.



Attachment E:

Stormwater Permit Plan Review, Site Inspection, & Enforcement Log

Town of Southwick, MA
 Summary of Construction Site Stormwater Runoff Control
 7/1/19 to 6/30/20

Project Location	Project Description	Site Plans Reviewed (Y/N)	Inspected (Y/N)	Enforcement Action Taken (Y/N)	Notes
<i>2019 Calendar Year Permits through Planning Board</i>					
74 College Highway	Calyx & Pistils, Inc. - Marijuana Growing Facility	Yes	No	No	
157 Feeding Hills Road	Special Permit/Site Plan Approval for Restaurant	Yes	No	No	
Hudson Drive	Earth Excavation Special Permit Renewal (Tilcon)	Yes	No	No	
253 Hillside Road	Special Permit/Site Plan Approval for Siwek	Yes	No	No	Construction Has Not Started
<i>2020 Calendar Year Permits through Planning Board</i>					
0/772/774 College Highway	Mixed-Used Development	Yes	Yes	No	Construction Has Not Started
7 & 9 Lakeview Street; 90 Point Grove Road	Stormwater Mgt. Permit for Residential Lots	Yes	No	No	Construction Has Not Started
108, 110, 112 Sunnyside Road (Kudlic)	Stormwater Mgt. Permit for Residential Lots	Yes	Yes	Yes	Enforcement Action by Conservation Commission
Shaker Farms	Earth Excavation Special Permit Renewal (Shaker)	Yes	No	No	

Note: Permits without stormwater components or a Stormwater Permit are not included in this list. Stormwater Permits apply to any construction projects exceeding 1 acre in disturbance

<i>Enforcement Action Outside Storm water Permits</i>					
159 Berkshire Avenue	Baldarelli	n/a	Yes	Yes	

<i>Status of Enforcement Actions from Prior Years</i>					
61/63 College Highway	Common Driveway; Stormwater Management Permit	Yes	Yes	Yes	Enforcement Action Still in Effect

Total Actions				3	
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Attachment F:
Street Sweeping Log

**Street Sweeping Log
Southwick, Massachusetts**

Date	Operator	Weather Conditions	Streets/Parking Lots Swept	Number of Miles Swept	Volume/Mass of Material	Corrective Action Taken/Recommended
4/6/2020	SW	Clear	Feeding Hills Road, North Longyard Road, Hillcrest Avenue, Buckingham Drive, Great Brook Drive, Red Oak Drive, Shaggbark Drive, Hudson Drive, Whalley Way, Renny Avenue, Shirley Terrace, Thurgood Road, Sefton Drive, Pineywood Road, Fernwood Road, Birchwood Drive, Gargon Terrace		25 CY	-
4/7/2020	SW	Clear	Foster Road, Gloria Drive, Matthews Road, Rising Corner Road, Woodland Ridge, Patriot's Way, Mockingbird Lane, Hummingbird Hollow, Partridge Lane, Pinnacle Drive, Liberty Lane, Deer Run Road, Pine Knoll, Falcon Crest, Lauren Lane, Treetop Lane, Coyote Glen, Lexington Circle, Hunters Ridge Circle, Mallard Lane, Cody Lane, Liquori Drive, Granaudo Circle		31 CY	-
4/9/2020	SW	Clear	Woodside Circle, North Pond Road, Alcove Road, Powder Mill Road, Depot Street, South Longyard Road		9 CY	-
4/10/2020	SW	Clear	Sheep Pasture Road, Country Club Drive, Grove Street, Two States Avenue, Babb Road, Castle Street, Eagle Street, Lakeview Street, Lake Shore Drive, Point Grove Road, Veteran Street, Lakemont Street, Summer Drive, North Lake Avenue, Chapman Street, Bungalow Street, Tobacco Road, Field Street, Pauline Circle, Berkshire Avenue		39 CY	-

4/14/2020	SW	Clear	Crystal Drive, Judy Lane, Harvest Lane, Miller Road, Gillette Avenue, 1 st Street, 2 nd Street, 3 rd Street, 4 th Street, Shore Road, Iroquois Drive, Hillcrest Avenue, Congamond Road, Barbara Road, Knollwood Road, Cottage Street, Bugbee Road, Beach Road, Grandview Terrace, White Street, Logie Lane, Wood Street, Island Pond Road, Evergreen Street, Echo Street, Boyce Road, Pine Road, Brayton Drive, Granville Road, Hummel Lane		32 CY	-
4/15/2020	SW	Clear	Maple Street, Evergreen Street, Bonnie View Road, Prifti Way, Juniper Road, Cedar Street, Crescent Circle, Southwick Hill Drive, Coes Hill Road, Sterrett Drive, Dewitt Circle, Dairy Lane, Meadow Lane, Stage Coach Road, Charles Johnson Road, Hastings Road, Hillside Road, Kline Road		30 CY	-
4/16/2020	SW	Clear	North Loomis Street, Honey Pot Road, Ham Hill Road, Fenton Drive, Lindsay Lane, Laurel Ridge Road, Mayflower Lane, Trillium Lane, Wintergreen Circle, Blackberry Crescent, Will Palmer Road, George Loomis Road, Reservoir Road, Amberleaf Way, Arcadia Lane, Logie Lane, South Loomis Street, Sunnyside Road		28 CY	-
4/17/2020	SW	Clear	Ed Holcomb Road, Davis Road, Stoney Brook Drive, Ridgeview Terrace, Jered Lane, Ferrin Drive, Kimberly Drive, Mort Vining Road, Secluded Ridge, Hidden Place, Pearl Brook Road, Vining Hill Road, Robin Road, Nicholson Hill Road, Southwick Public Library		24 CY	-

4/21/2020	SW	Clear	Town Hall Campus, Fire Station, Police Station, Berkshire Ave. Boat Ramp, Fred Jackson Road, John Mason Road, Klaus Anderson Road, DPW Garage, Tannery Road, Concord Road, Revere, Falmouth Road, Salem Road, Sam West Road		39 CY	-
Total					257 CY	