

Year 3 Annual Report

Massachusetts Small MS4 General Permit

Reporting Period: July 1, 2020-June 30, 2021

****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, 2020 and June 30, 2021 unless otherwise requested.

Part I: Contact Information

Name of Municipality or Organization: Town of Southampton

EPA NPDES Permit Number: MAR041021

Primary MS4 Program Manager Contact Information

Name: Randall Kemp

Title: Highway Superintendent

Street Address Line 1: P.O. Box 379

Street Address Line 2:

City: Southampton

State: MA

Zip Code: 01073

Email: highwaydept@townofsouthampton.org

Phone Number: (413) 527-3666

Stormwater Management Program (SWMP) Information

SWMP Location (web address): <http://www.townofsouthampton.org/Highway/Town%20of%20Southampton%20Stormwater%20Management%20Plan.pdf>

Date SWMP was Last Updated: June 30, 2021

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

SWMP is posted online and is also available at the Highway Department office at 8 Fomer Road, Southampton, MA

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)

- ☒ Bacteria/Pathogens
 ☐ Chloride
 ☐ Nitrogen
 ☒ Phosphorus
☐ Solids/ Oil/ Grease (Hydrocarbons)/ Metals

TMDL(s)

- In State:**
☐ Assabet River Phosphorus
 ☐ Bacteria and Pathogen
 ☐ Cape Cod Nitrogen
☐ Charles River Watershed Phosphorus
 ☐ Lake and Pond Phosphorus
Out of State:
☐ Bacteria/Pathogens
 ☐ Metals
 ☒ Nitrogen
 ☐ 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 3 Requirements

- ☒ Inspected and screened all outfalls/interconnections (excluding Problem and Excluded outfalls)
☒ Updated outfall/interconnection priority ranking based on the information collected during the dry weather inspections as necessary
☒ Post-construction bylaw, ordinance, or other regulatory mechanism was updated and adopted consistent with permit requirements

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 3 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:

Zoning stormwater by-law revisions were approved at Town meeting on June 12, 2021

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 system map due in year 2 as necessary
- ☒ Enclosed all road salt storage piles or facilities and implemented winter road maintenance procedures to minimize the use of road salt
- ☒ Implemented SWPPPs for all permittee owned or operated maintenance garages, public works yards, transfer stations, and other waste handling facilities
- ☒ Updated inventory of all permittee owned facilities as necessary
- ☒ O&M programs for all permittee owned facilities have been completed and updated as necessary
- ☒ Implemented all maintenance procedures for permittee owned facilities in accordance with O&M programs
- ☒ Implemented program for MS4 infrastructure maintenance to reduce the discharge of pollutants
- ☒ Inspected all permittee owned treatment structures (excluding catch basins)

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:

The public presentation on the SWMP was postponed to the August 10, 2021 meeting of the Select Board due to COVID related meeting cancellations and limitations on gatherings, but the SWMP was available online and at the Highway Department office for public review and comment throughout the permit term.

Bacteria/ Pathogens (Combination of Impaired Waters Requirements and TMDL Requirements as Applicable)

Annual Requirements

*Public Education and Outreach**

- ☒ Annual message was distributed encouraging the proper management of pet waste, including noting any existing ordinances where appropriate
- ☒ Permittee or its agents disseminated educational material to dog owners at the time of issuance or renewal of dog license, or other appropriate time
- ☒ Provided information to owners of septic systems about proper maintenance in any catchment that discharges to a water body impaired for bacteria

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

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:

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:

There are no structural BMPs within the regulated area that have been installed since the permit effective date of June 30, 2017

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:

There are no structural BMPs existing or installed in the regulated area by the permittee or its agents.

Phosphorus (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) encouraging the proper use and disposal of grass clippings and encouraging the proper use of slow-release and phosphorus-free 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 already existing or installed in the regulated area by the permittee or its agents was tracked and the phosphorus removal by the BMP was estimated consistent with Attachment 3 to Appendix F. The BMP type, total area treated by the BMP, the design storage volume of the BMP and the estimated phosphorus 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:

There are no structural BMPs within the regulated area that have been installed since the permit effective date of June 30, 2017

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:

There are no structural BMPs existing or installed in the regulated area by the permittee or its agents.

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:

OF-11 was updated in PY2 to reflect the addition of Enterococcus and Chlorophyll-a as impairments to Pequot Pond as per the Massachusetts Year 2016 Integrated List of Waters (approved in December of 2019). The priority ranking of outfalls and catchments list was updated based on the results of the dry weather outfall screening completed in PY2. The updated inventory and priority ranking are available in the SWMP.

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: Lawn and Yard Care

Message Description and Distribution Method:

The Town reposted the PVPC/Think Blue CT River Lawn and Yard Care message on the Town's Facebook page, with an additional note regarding HOA limitations on use of commercially-applied fertilizers, pesticides, and/or herbicides.

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: Cigarette Butts

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

The Town posted a link to the Think Blue Connecticut River litter campaign messaging targeting cigarette butts, which includes information and a link to a Canadian Broadcasting video regarding cigarette butt litter impacts

Targeted Audience:

Responsible Department/Parties:

Measurable Goal(s):

2 likes, 3 comments on Town Facebook post

The Facebook advertisement reached 17,720 people identified as “smokers” and was shown 31,937 times; 152 smokers clicked on the link to check out the landing pages and there were 62 reactions. Facebook estimates that 4,330 viewers recall the campaign advertisement.

The posting on PVPC’s Facebook page shows 20 shares that include Stormwater Committee members, the Connecticut River Conservancy, and Massachusetts Audubon Society’s Arcadia Sanctuary.

The Springfield Republican, which printed an article and followed with an editorial estimates its audience at 83,000 readers.

Town Facebook post: May 24, 2021

Springfield Republican: August 3, 2020 & August 6, 2020

Message Date(s): Facebook ad: May 20 - 28, 2021

PVPC Facebook post: May 21, 2021

Decals: July 1, 2020 - June 30, 2021

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 PVTA bus panels, decided to message with large decals on public works vehicles throughout the region, which was supplemented with press release, Facebook messaging, and Think Blue Connecticut River website information on cigarette butts.

BMP: Pick Up the Poop Pledge

Message Description and Distribution Method:

The Town posted a link to the Think Blue Connecticut River Pet Waste Management public outreach message, which included a Pick Up Poop pledge.

Targeted Audience: Residents

Responsible Department/Parties: Connecticut Stormwater Committee, Highway Department

Measurable Goal(s):

12 reactions, 1 comment, 5 shares on Town Facebook post

Message Date(s): Town Facebook post: November 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:

BMP: Be Septic Savvy

Message Description and Distribution Method:

The Town posted two links to PVPC public outreach messaging regarding proper septic system maintenance.

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut Stormwater Committee, Highway Department

Measurable Goal(s):

5 likes, 1 share on the September 16, 2020 Town Facebook post
2 likes, 2 shares on the September 21, 2020 Town Facebook post
PVPC Facebook posts drew a total of 20 “shares.” There were a total of 42 views of the Think Blue Connecticut River website septic system landing page with people spending an average of 50 seconds. Of that total, 32 people clicked to the septic system infographic to learn more.

Message Date(s): September 16 and 21, 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 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, starting in Year 2.

BMP: Get Wise About Your Lawn

Message Description and Distribution Method:

The Town posted a link to the Connecticut River Stormwater Committee public outreach messaging regarding minimizing use of lawn chemicals.

Targeted Audience: Residents

Responsible Department/Parties: PVPC Connecticut Stormwater Committee, Highway Department

Measurable Goal(s):

5 likes, 2 shares on the Facebook post

Message Date(s): July 23, 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:

BMP: Think Blue Connecticut River Website

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Residents, Business/Institutional/Commercial, Developers, and Industrial

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

A total of 3,196 people visited the Think Blue Connecticut River website during Year 3 and spent an average of 1 minute, 38 seconds on viewing a total of 3,940 pages on stormwater best practices.

Message Date(s): July 1, 2020 through June 30, 2021

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:

As indicated in previous annual reports, 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: Dumpster Waste and Avoiding Contaminated Flow Message

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

An e-mail about Think Blue Connecticut River resources on dumpsters for Boards of Health went to the full membership of the Massachusetts Health Officers Association (MHOA), 650 people.

Analytics from the Think Blue Connecticut River website show a total of 84 people retrieved PDF resources posted on dumpster waste.

Message Date(s): The article was sent to MHOA members on March 24, 2021

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 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 and that it would be 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 are doing routine inspections. The education and outreach effort became two pronged and now includes an additional flyer specifically for Boards of Health.

With the continuation of the pandemic into Year 3 programming, communities recommending holding off on individual visits with boards of health. It is hoped that visits might occur at a time when the pandemic is not demanding so much attention from local boards of health.

BMP: New Development Standards and Erosion and Sediment Control

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Developers (construction)

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

The Think Blue Connecticut River booth was well attended by developers with a total of 71 visiting the virtual booth, 68 documents viewed, and 7 videos viewed.

Message Date(s): October 21, 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:

Due to the Covid-19 pandemic, this messaging was moved to Year 3 and done virtually as a booth as offered by the Conference.

BMP: Fleet Maintenance to Avoid Spills and Leaks

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Industrial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Mailing to 126 MSGP permittees in the region

Message Date(s): April 16, 2021

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: Proper Disposal of Leaf Litter - Residents

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Google ad had a total of 78,056 impressions and which drew 110 clicks to the website landing page.

There were 244 views of the Leaf Hero landing page with analytics indicating that the average time spent by visitors on that resource page was an average of 3 minutes and 10 seconds. There were a total of 192 clicks to download posted PDF resources.

Message Date(s): Google ad: October 28 - November 4, 2020
Facebook posts: October 29 - November 4, 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 change to this messaging began in Year 2, where initially the plan 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, instead of a media release, and developed a Think Blue Connecticut River web page 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/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

The Facebook ad reached 38,160 individuals in Stormwater Committee communities who match “gardening,” “home improvement,” or “do it yourself” identifiers. Of this number, Facebook estimates that 7,200 people will recall the ad. Ninety-nine people clicked on the “Learn More” button to go the Think Blue Connecticut River landing page on lawn care. The average time spent by visitors on that resource page was 1 minute and 42 seconds. There were a total of 132 downloads on the posted PDF resources.

Message Date(s): Facebook ad: June 25 - June 30, 2021
PVPC regional Facebook message: June 23, 2021

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 - Residents

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

The Google ad placed at time of licensing reached 19,227 people identified as dog owners in targeted communities with 34 people clicking through to the pet waste pick up pledge.

PVTA estimates that the bus panels displayed through a 3 month period have produced more than 1.5 million impressions. Facebook ad metrics are not yet available.

During Year 3, Think Blue Connecticut River pet waste page on the website had 700 page views with the analytics indicating that the average time spent by visitors on that resource page was 2 minutes and 3 seconds. Of the total 390 people who clicked on the pet waste pledge, there were about 100 new people who made the commitment to pick up pet waste in Year 3.

Message Date(s): Google ad: February 8 - February 19, 2021
PVTA bus ads: late June - September 2021
Facebook ad: September 13 - 17, 2021

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 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 was added, starting 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 Management of Pet Waste - Businesses

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

During Year 3, Think Blue Connecticut River pet waste page on the website had 700 page views with the analytics indicating that the average time spent by visitors on that resource page was 2 minutes and 3 seconds. Google analytics from the Think Blue Connecticut River website indicate that businesses and institutions continued to access “There is no Poop Fairy,” materials produced in Year 2, with 72 downloads of the template and the quotes provided to produce the sign.

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 Disposal of Leaf Litter - Businesses

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.pdf>

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Mailing sent to 150 professional land care companies operating in Stormwater Committee member municipalities

Message Date(s): October 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:

BMP: Fowl Water Messaging

Message Description and Distribution Method:

See: <https://thinkblueconnecticutriver.org/wp-content/uploads/2021/09/CT-River-SWC-Annual-Report-Narrative-MCM-1-Year-3.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 the campaign resulted in an estimated:

211,881 Facebook and Instagram impressions

471,252 YouTube ad impressions

83,101 Spanish language impressions

Message Date(s): May 17 - June 4, 2021

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 3 and will be part of the region's SWMP update.

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:**

The planned public presentation on the SWMP at a Select Board meeting was postponed due to concerns on public gatherings due to COVID, and held on August 10, 2021. The public presentation was publicly noticed and televised. The SWMP was made available for public review and comment online and at the Highway Department office throughout the reporting period.

The Town Facebook page regularly shares posts with information for residents on Highway Department activities, stormwater, recycling, and water conservation.

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:**

The Town participated in the regional stormwater coalition (PVPC CRSWC), which is a part of the Massachusetts Statewide Municipal Stormwater Coalition (Statewide Coalition).

The Town participated in National Prescription Drug Take Back Day on April 24, 2020. Textile collection bins at the Transfer Station and Police Department parking lot were reopened in March of 2020; between March 2020 and July 2020, the bins resulted in 3,500 pounds of clothing being kept out of landfills. The Town gave out four \$500 environmental scholarships under the Richard Allen Scholarship program to high school seniors for community service, including environmental service, in August of 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

Optional: Provide additional status information regarding your map:

The stormwater system map was further updated based on additional mapping completed in permit years 2 and 3 as part of the dry weather outfall screening program. Catchment delineations were updated and key junction manholes were identified as part of the preparation for the start of catchment investigations. An updated outfall list, priority list of outfalls and catchments, and stormwater system map are included in Appendix H of the SWMP.

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. Please also include the updated inventory and ranking of outfalls/interconnections based on monitoring results.

- ☒ No outfalls were inspected
- ☐ 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:

*Below, report on the percent of outfalls/interconnections screened **to date**.*

Percent of outfalls screened:

Optional: Provide additional information regarding your outfall/interconnection screening:

All known outfalls within the urbanized area have been screened as of the end of PY2. A memorandum summarizing the dry weather outfall screening is included in Appendix H of the SWMP.

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.

- ☒ No catchment investigations were conducted
- ☐ 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:

There are no problem outfalls or catchments identified in Southampton. Based on the relatively low density of development within the urbanized area of Southampton, which itself consists of several small, discrete areas across Town, stormwater system networks are small with few key junction manholes. Catchment investigations are scheduled to begin in PY4 with dry weather key junction manhole screening, as described in the Town's Catchment Investigation Procedure

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.

- ☒ No illicit discharges were found
☐ 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:

Employee Training

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

In September 2020, Highway Department employees viewed the PVPC Connecticut River Stormwater Committee's Good Housekeeping and IDDE training modules on YouTube: https://youtu.be/lc_1eJE76f0.

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:

According to the Planning Board, all stormwater permits received and reviewed were residential with site plans reviewed and approved. No inspections or enforcement actions were taken or as-built plans received.

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

As-built Drawings

*Below, report on the number of as-built drawings received **during this reporting period**.*

Number of as-built drawings received:

Optional: Enter any additional information relevant to the submission of as-built drawings:

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:

The street design and parking lots assessment (titled "Street Design and Parking Lot Guidelines Assessment") was completed in PY3 and is included in Appendix F of the SWMP. Timelines for implementation of recommended changes to local regulations and guidelines will be developed in PY4 in coordination with the Planning Board, Select Board, Conservation Commission, and Fire Department.

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 green infrastructure report (titled "Green Infrastructure Regulatory Review") was completed in PY3 and is included in Appendix F of the SWMP. Timelines for implementation of recommended changes to local regulations and guidelines will be developed in PY4 in coordination with the Planning Board, Select Board, and Conservation Commission.

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:

A preliminary retrofit inventory was completed in PY3 and is included in Appendix F of the SWMP. As described in the report, as there are only 2 Town-owned properties within the MS4 regulated area, both with limited impervious area, the Town will focus on identifying stormwater improvement opportunities during roadway projects, particularly those adjacent to Pequot Pond and/or the Manhan River.

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:

No catch basin sumps were found to be more than 50% full during 2 consecutive routine inspections/cleanings. In the event that a catch basin sump is found to be more than 50% full during 2 consecutive routine inspections/cleanings, the Town will investigate the contributing drainage area for sources of excessive sediment loading and abate contributing sources when possible.

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:

☐ Weight of material removed:

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: 4

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

Quarterly SWPPP inspections at the Highway Garage did not identify any outstanding issues in need of immediate corrective actions. Regular maintenance of the parking area at the Highway Garage should continue to take place.

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:

COVID-19 Impacts

Optional: If any of the above year 3 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:

Continued limitations on public gatherings due to COVID-19 limited the ability of the Town to coordinate in-person public participation events.

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 4 requirements summarized below. (Note: impaired waters and TMDL requirements are not listed below)

Yes, I agree ☒

- Develop a report assessing current street design and parking lot guidelines and other local requirements within the municipality that affect the creation of impervious cover
- Develop a report assessing existing local regulations to determine the feasibility of making green infrastructure practices allowable when appropriate site conditions exist
- Identify a minimum of 5 permittee-owned properties that could potentially be modified or retrofitted with BMPs to reduce impervious areas

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 curbed streets at least annually
- Continue investigations of catchments associated with Problem Outfalls
- Implemented SWPPPs for all permittee owned or operated maintenance garages, public works yards, transfer stations, and other waste handling facilities
- 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
- Review O&M programs for all permittee owned facilities; update if necessary
- Implement all maintenance procedures for permittee owned facilities in accordance with O&M programs
- Implement program for MS4 infrastructure maintenance to reduce the discharge of pollutants
- Enclose all road salt storage piles or facilities and implemented winter road maintenance procedures to minimize the use of road salt
- Review as-built drawings for new and redevelopment to ensure compliance with post construction bylaws, regulations, or regulatory mechanism consistent with permit requirements

- Inspect all permittee owned treatment structures (excluding catch basins)

Provide any additional details on activities planned for permit year 4 below:

The Town of Southampton will be conducting catchment investigations as described in the Catchment Investigation Procedure included in the IDDE Plan. The Town will also complete a Phosphorus Source Identification Report for the Pequot Pond area as required by Appendix H subpart i.b. due to Pequot Pond's identified phosphorus impairment, and will perform an evaluation of phosphorus-reduction specific structural BMPs on permittee-owned properties within the drainage area of Pequot Pond. The Nitrogen Source Identification Report required due to the Town's location within the Connecticut River watershed, which is a subwatershed of the Long Island Sound and therefore subject to the requirements of Appendix F, is in progress under a grant received by PVPC.

Part V: Certification of Small MS4 Annual Report 2021

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:

Randall Kemp

Title:

Highway Superintendent

Signature:

Date:

09/28/21

*[Signatory may be a duly authorized
representative]*