

# Year 5 Annual Report

## Massachusetts Small MS4 General Permit

### Reporting Period: July 1, 2022-June 30, 2023

**\*\*Please DO NOT attach any documents to this form. Instead, attach all requested documents to an email when submitting the form. Also ensure any websites included on this form are to publicly accessible sites\*\***

*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, 2022 and June 30, 2023 unless otherwise requested.*

### Part I: Contact Information

Name of Municipality or Organization: City of Holyoke

EPA NPDES Permit Number: MAR041011

#### Primary MS4 Program Manager Contact Information

Name: Carl Rossi

Title: DPW Director

Street Address Line 1: 536 Dwight Street

Street Address Line 2:

City: Holyoke

State: MA

Zip Code: 01040

Email: rossic@holyoke.org

Phone Number: (413) 322-5510

#### Stormwater Management Program (SWMP) Information

SWMP Location (publicly available web address): <https://storage.googleapis.com/proudcity/holyokema/uploads/2023/05/Holyoke-SWMP-May-2023.pdf>

Date SWMP was Last Updated: May 30, 2023

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)

- ☒ 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.

### 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 publicly available website:

- ☒ Updated system map due in year 2 as necessary  
☒ Provided training to employees involved in IDDE program within the reporting period  
☒ Properly stored and disposed of catch basin cleanings and street sweepings so they did not discharge to receiving waters  
☒ All curbed roadways were swept at least once within the reporting period  
☒ 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 or provide any additional details, please use the box below:

**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
- ☐ This is not applicable because there are no septic systems present

*\* 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)

*Structural BMPs*

- ☐ Completed the evaluation of all permittee owned properties identified as presenting retrofit opportunities or areas for structural BMP installation under permit part 2.3.6.d or identified in the Nitrogen Source Identification Report, including: *(select the items of the evaluation that have been completed below)*
- ☐ Next planned infrastructure, resurfacing, or redevelopment activity planned for the property (if applicable) OR planned retrofit date
  - ☐ Estimated cost of redevelopment or retrofit BMPs
  - ☐ Engineering and regulatory feasibility of redevelopment or retrofit BMPs
- ☐ Completed a listing of planned structural BMPs and a plan and schedule for implementation
- ☐ The BMP list and implementation schedule is attached to the email submission
  - ☐ The BMP list and implementation schedule can be found at the following publicly available website:

- Any structural BMPs listed in Attachment 3 to Appendix F 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 3 to Appendix F. 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.
- ☐ No BMPs were installed
  - ☐ The above referenced BMP information is attached to the email submission
  - ☐ The above referenced BMP information can be found at the following publicly available website:

Total estimated nitrogen removed in lbs/year from the installed BMPs:

*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:

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

Town will develop a Nitrogen Source ID Report by December 2023 (as per Consent Decree requirement).

Based on this Town will identify catchments with high Nitrogen load and plan for structural BMP to effectively reduce the Nitrogen load from stormwater.

### 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 numbers of outfalls increased from 55 to 69. The numbers will change as the Town will update the mapping to Western Holyoke separated area.

## 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:Think Blue Connecticut River website** (<https://thinkblueconnecticutriver.org/>)

##### 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](http://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 Audience:

Responsible Department/Parties:

##### Measurable Goal(s):

A total of 5,625 people visited the Think Blue Connecticut River website during Year 5 and spent an average of 19 seconds on viewing pages on stormwater best practices. Beyond the web analytics reported below on specific messages, there were the following views of the general audience pages on the Think Blue Connecticut River website:

Residents views = 89; Businesses and Institutions views = 69; Developers views = 49; Industries views = 39; and Educators views = 37

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:

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

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#### **BMP:Nip Bottles**

##### Message Description and Distribution Method:

Connecticut River Stormwater Committee members identified messaging on nip bottles as a priority at the

start of the permit term. As such, the group conducted a robust, multi-faceted messaging campaign with materials developed in Year 4. Connecticut River Stormwater Committee members launched the campaign to reduce nip bottles litter was launched in Year 5 in order to capture the largest audience possible, including students that come to the region for university studies.

The campaign included the following:

Message displayed on internal and external signs on PVTA buses servicing the region in both English and Spanish, including 6 exterior queen panels with two running out of each PVTA garage (UMass, Springfield, and Northampton) Panels were switched during January break from UMass to include one additional panel out of the other two garages.

All panels included a QR code to link to more information on the Connecticut River Think Blue website

Web page on Connecticut River Think Blue website with additional information on nip bottle litter to which all messaging provided links

Social media mini ad campaign targeted to zip codes in member municipalities on Facebook and Instagram that linked to information on Connecticut River Think Blue web page

Press release to local media, which yielded at least three news stories in print and televised media.

Targeted Audience: Residents, but really all audiences in the Connecticut River Stormwater Committee region

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

PVTA bus messages

->Exterior signs, estimated by PVTA to provide 1,465,974 impressions

->Interior signs, estimated by PVTA to provide 90,264 impressions

->Total impressions during period messages run = 1,556,238

Facebook and Instagram message

->Reached 69,888 people in the region, with 1,084 clicks and 63 shares

Think Blue Connecticut River web page on litter / nip bottles

->Visits = 868 with average time spent viewing information at 2 minutes and 34 seconds

PVTA bus ads - early October 2022 to early February 2023

Message Date(s): Facebook and Instagram ads – December 20 to January 1 = 12 days

Press release issued – December 20, 2022

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:

One adjustment made to increase reach of campaign includes translation of PVTA bus panels ads into Spanish. Furthermore, the SWMP had indicated messaging would occur in Year 4, but the messaging was pushed to Year 5 in order to reach a wider audience (when area colleges back in session).

## **BMP: Better Management of Runoff from Parking Lots**

Message Description and Distribution Method:

Messaging to this audience has been further developed from Year 4 to Year 5. In Year 4, a letter went to municipalities for use with large parking lot owners that recommended retrofits of conventional catch basins



with deep sump hooded catch basins. In year 5, the Committee decided to broaden the messaging to include promotion of low impact development retrofit approaches. As such, an updated letter went to Connecticut River Stormwater Committee members for use in reaching out to property owners with large parking lots. Also, an op-ed piece was written and then published by Business West, the most prominent publication in the region.

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

Business West has a readership of some 30,000. See the following link to the publication's readership demographics: <https://businesswest.com/wpcontent/uploads/2018/06/READERSHIP.pdf>

Message Date(s): Op-ed published June 26, 2023

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 optimize engagement with this audience, decided to add preparation and submission of an article to Business West. Furthermore, the messaging here in both the article and the additional letter prepared in Year 5 went beyond idea of recommending installation of hooded catch basins to also recommend retrofits with planted green infrastructure facilities in parking lots.

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### **BMP:Low Impact Development Strategies and Technologies Workshop**

Message Description and Distribution Method:

On behalf of the Connecticut River Stormwater Committee, PVPC partnered with the Center for Watershed Protection and the Neponset River Watershed Association to develop and coordinate four training workshops for the development / construction community. The aim of the workshops was to provide construction-focused stormwater pollution prevention information to companies who engage in land-disturbing activities in participating towns.

Workshops were held live on-line in June and promoted through stormwater networks in the region and through statewide organizations, including the Homebuilders Association of Massachusetts and NAIOP, the Commercial Real Estate Development Association.

Targeted Audience: Developers (construction)

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

65 people attended virtual workshops.

Post workshop survey that indicated that 76% of attendees received information from the training that strengthened their knowledge or provided them with new tools to do their job.

32 people downloaded the library of a green infrastructure stormwater management facility specifications.

Message Date(s): June 2023

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 workshop had been planned for Year 4, but it was hoped that the new development standards from the draft Massachusetts Stormwater Handbook could be part of the workshop if postponed to Year 5. Also, the one workshop identified in the SWMPP became a series of four workshops thanks to the MS4 Assistance Grant provided by MassDEP.

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**BMP: Better Management of Runoff from Parking Lots (formerly installation of Hooded Catch Basins)**

Message Description and Distribution Method:

Given the refinements in #3 above, the message to industrial facility managers was also broadened, in this case to include lined green infrastructure facilities. Letters signed by the Committee Chair and Co-chair went to all 140 multi-sector general permit holders in member communities.

Targeted Audience: Industrial facilities

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

Letters sent to all 140 multi-sector general permit holders in member communities

Message Date(s): June 2023

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 letter had been planned initially for Year 4, but was sent in Year 5.

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**BMP: Proper Disposal of Leaf Litter**

Message Description and Distribution Method:

PVPC updated messaging used previously based on Be a Leaf Hero social media posts developed by the Cape Cod Commission, but now customized for the Connecticut River Stormwater Committee. For Year 5, messaging included slides displayed by local cable access television stations, a regionally posted social media message, and a flyer for posting on member webpages. All three messaging elements promoted linking to a series of tips and more in-depth content on the Think Blue Connecticut River website. The flyer included a link to locations for proper disposal of leaves and yard waste. See website page at: <https://thinkblueconnecticutriver.org/be-a-leaf-hero/>. The content seeks to promote better practices with leaf litter and build understanding about potential contamination of stormwater with leaf litter. PVPC also updated a PDF

document for member communities use on their municipal websites.

Targeted Audience: Residents

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

Local cable access television message went to 17 stations in the region.

Regional Facebook message drew 12 shares.

Analytics for the Think Blue Connecticut River website page on Be a Leaf Hero, indicates that there were a total of 213 views of the Leaf Hero landing page with average time spent by visitors on that resource page at 3 minutes and 25 seconds, and 193 clicks to download posted PDF resources.

Message Date(s): Local cable access television message - aired during several weeks starting mid October to early November.  
PVPC Facebook message - posted October 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:

Messaging on leaf litter made use of local cable access television rather than paid advertising to local radio and then augmented this messaging with a flyer and regionally posted social media all of which included a “call to action.”

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### **BMP:Importance of Soil Test, Proper Use of Fertilizers, Disposal of Grass Clippings**

Message Description and Distribution Method:

A 30-second radio message ran for 3 weeks in April with a total of 216 messages aired in the region on WRSI, WHMP, and Lazer 99.3.

In addition, a paid social media message ran on Facebook and Instagram and continued to promote the idea of keeping lawns safe for families. The “Learn More” 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 soil testing services at the University of Massachusetts – Amherst. The link to Think Blue Connecticut River is: <https://thinkblueconnecticutriver.org/lawn-and-yard-care/>.

Targeted Audience: Residents

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

The radio message reached a total estimated audience of 65,000 people per week.

Facebook and Instagram ads reached 58,529 individuals who match “gardening,” “home improvement,” or “do it yourself” identifiers in Connecticut Stormwater Committee zip codes. One thousand twenty five people clicked on the “Learn More” button to go the Think Blue Connecticut River landing page on lawn care.

Analytics for the Think Blue Connecticut River website page on lawn care, indicate that there were a total of 1035 views on the website landing page, with average time spent by visitors on that resource page at 1 minute and 54 seconds, and 47 downloads of posted resources.

Radio ad ran for 3 weeks in April  
 Message Date(s): Paid Facebook and Instagram message ran for 10 days, from June 12 to June 22

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**

#### Message Description and Distribution Method:

Pet waste messaging in Year 5 occurred at time of licensing and during the summer. Messaging is based on the “Think picking up Spike’s poop is gross? Try swimming in it,” and aimed at driving people to the pet waste pick up pledge on the Think Blue Connecticut River website. Paid placement social media messages at both time of licensing and summer targeted people in Connecticut Stormwater Committee zip codes who had identifiers that match “pets at home” and “dog walking.”

At time of licensing Messaging included a slide for use by local cable access television stations, a paid social media message, and an e-mail message to municipal clerks/dog officers providing materials for use in the licensing process. This message also focused specifically on communicating that pet waste should be put in a trash bin. Public works officials on the committee had stressed the importance of this point because they are frequently finding bagged pet waste in catch basins.

Targeted Audience: Residents

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

#### Measurable Goal(s):

During time of licensing

Local cable access television message went to 17 stations in the region.

Paid social media messaging on Facebook and Instagram reached 41,936 people in Stormwater Committee communities with 1,028 individuals clicking on the “Pledge” button to go to the Pick Up Poop pledge on the Think Blue Connecticut River website.

Summer

Paid social media messaging on Facebook and Instagram reached 53,264 people in Stormwater Committee communities with 943 individuals clicking on the “Pledge” button to go to the Pick Up Poop pledge on the Think Blue Connecticut River website.

Analytics for the Think Blue Connecticut River website, indicate that there were another 195 people went to the pet waste landing page on the Connecticut River Think Blue website with average time spent by visitors on that resource page at 2 minutes and 4 seconds.

During time of licensing  
 Facebook ad ran for 12 days, from February 22 to March 6  
 The cable access message went to 17 local stations  
 Summer  
 Message Date(s): The social media message ran on Facebook and Instagram for seven days, from September 5 through 12. The aim had been to have the message run before and during the Labor Day

weekend, but approvals from Facebook and Instagram were slow in coming.

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.

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### **BMP: Proper Septic System Care**

Message Description and Distribution Method:

PVPC again timed messaging on septic system care to coincide with EPA's Septic Smart Week, from September 18 to 25, with a Facebook ad and regional post to its Facebook page. These posts provide a link to a great infographic on septic system maintenance developed by Whatcome County Public Works and Health Department.

Targeted Audience: Residents

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

The Facebook ad reached 47,536 people whose interest matches "Septic Tank" in Connecticut Stormwater Committee zip codes. There were 838 clicks on the ad's "Learn More" button which links to the Think Blue Connecticut River website septic system landing page.

The regional Facebook post drew a total of 8 "shares," including member communities.

There were a total of 782 views of the Think Blue Connecticut River website septic system landing page with people spending an average of 1 minute and 48 seconds. Analytics indicate that there were 199 clicks to download information.

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:

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 adjusted accordingly, starting in Year 2.

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### **BMP: Proper Disposal of Leaf Litter**

Message Description and Distribution Method:

This year, PVPC issued a letter to reach the landscaper and landcare business and commercial audience with best practices messaging on disposal of leaf litter. Signed by the Committee Chair and Co-chair, the letter promoted several key best practices:

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 turf areas, you avoid having to rake/blow and bag and you offer a way to manage autumn leaves while providing clients with free fertilizer. Mulched leaves recycle nutrients and reduce the overall need for applied fertilizer, which can help to reduce nutrient loading for local rivers, streams, and lakes.

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 reach these water resources.

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee members

Measurable Goal(s):

Letter – sent to 145 landscaping companies in the region

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:

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### **BMP: Importance of Soil Test, Proper Use of Fertilizers, Disposal of Grass Clippings**

Message Description and Distribution Method:

For spring messaging on best landcare practices, PVPC prepared an updated letter that went to 145 landscaping companies operating in the region. The letter, signed by the Connecticut River Stormwater Committee Chair and Co-chair, continued to emphasize two important strategies:

1. Leave grass clippings where they fall. Of course, you want to leave things nice and neat for your clients, but let them know that grass clippings left on the lawn will decompose, returning valuable nutrients back into the soil. This will save them money by reducing the need for applied fertilizer and promote a healthier lawn. To make best use of this free, natural fertilizer: mow high according to the grass species and use of the turf, do not remove more than 1/3 of the blade per mowing event, and mow when grass is dry.

2. Test your client's soil. A soil test lets you know more specifically what your client's lawn and garden need for nutrients so that you don't waste time and money. UMass Extension provides soil testing services. See: <http://umass.edu/soiltest>

If a soil test shows your client's lawn needs nutrients, go for slow-release fertilizers. These products more effectively deliver what plants need and don't wash off as easily as chemical fertilizers. Also, take the time to understand how much and when and where to apply fertilizers.

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: PVPC staff and Connecticut River Stormwater Committee

Measurable Goal(s):

Letter – sent to 145 landscaping companies in the region

Message Date(s): Letter - sent April 20, 2023

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:

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### **BMP: Proper Management of Pet Waste**

Message Description and Distribution Method:

An article was written and distributed to Business West for publication. When the article did not get published in the September 4 issue, PVPC worked for publication through other news outlets. WWLP covered the messaging on its digital news feed, pointing to resources on the Think Blue Connecticut River website, including a design template for a humorous 12x18” sign, quotes for sign production and hardware, and a pet waste message for business to share on social media.

Targeted Audience: Businesses, institutions and commercial facilities

Responsible Department/Parties: PVPC staff and member municipalities

Measurable Goal(s):

WWLP, Channel 22 News, is an NBC affiliate with a large audience in Western Massachusetts. For more information see: <https://www.wwlp.com/about-us/>

Message Date(s): September 12, 2023

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:

For Year 5, the SWMP indicated that municipalities would send out a letter to property owners with problem pet waste locations. Identifying these properties proved problematic and would have involved high levels of effort and large mailings for member communities. Running an article seemed a more reasonable alternative in reaching this audience.

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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:**

SWMP was posted in the website for public to review and comment

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:**

City of Holyoke DPW held two annual household hazardous waste events - one in May & one in September

## 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 City is actively updating the current version and will include West Holyoke into the mapping. This part of the City will have an estimated 15-20 additional outfalls. The mapping will be further updated.

### 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 above referenced outfall screening data is attached to the email submission
- ☐ The above referenced outfall screening data can be found at the following publicly available 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:*

Developed and submitted IDDE Plan to EPA on May 2023. The Plan outlines a timeline for outfall screening and catchment investigation.

### **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 publicly available 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:*

Developed and submitted IDDE Plan to EPA on May 2023. The Plan outlines a timeline for outfall screening and catchment investigation.

### **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 publicly available 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**:

Holyoke staff received annual training based on the 2019 IDDE plan.

### **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

Date update was completed (due in year 3): 9/1/2021

Website of ordinance or regulatory mechanism: <https://www.holyoke.org/documents/zoning-ordinance-2019/>

### As-built Drawings

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

Number of as-built drawings received: 0

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

### Street Design and Parking Lots Report

Below, describe any changes made or planned to be made to local regulations and guidelines based on the report completed in Year 4:

In 2021 under the 2021 MVP Action Grant, Pioneer Valley Planning Commission (PVPC) completed a review of the City's ordinances and regulations in relation to climate resiliency and all topics relevant to MS4 permit requirements.

PVPC held several workshops with the Regulatory Review Advisory Working Group (created specifically by the City to collaborate with PVPC) and individual meetings with various City departments to draft regulatory edits and supplementary documents that would improve stormwater management in the context of climate resiliency. Their analysis and recommendations fully satisfy the permit year 4 requirements (Section 2.3.6(b)) & (Section 2.3.6(c)). However, their recommendations have yet to be implemented except for recommendations to the stormwater regulations (PVPC Attachment 3).

This review is available as an Appendix (Appendix G) to the SWMP

### Green Infrastructure Report

Below, describe progress towards making green infrastructure practices allowable based on the report completed in Year 4:

In 2021 under the 2021 MVP Action Grant, Pioneer Valley Planning Commission (PVPC) completed a review of the City's ordinances and regulations in relation to climate resiliency and all topics relevant to MS4 permit requirements.

PVPC held several workshops with the Regulatory Review Advisory Working Group (created specifically by the City to collaborate with PVPC) and individual meetings with various City departments to draft regulatory edits and supplementary documents that would improve stormwater management in the context of climate resiliency. Their analysis and recommendations fully satisfy the permit year 4 requirements (Section 2.3.6(b)) & (Section 2.3.6(c)). However, their recommendations have yet to be implemented except for recommendations to the stormwater regulations (PVPC Attachment 3).  
This review is available as an Appendix (Appendix G) to the SWMP

### **Retrofit Properties Inventory**

Below, list remaining permittee-owned properties that could be modified or retrofitted with BMPs to mitigate impervious areas (must maintain a minimum of 5 sites in inventory until less than 5 sites remain):

The City will develop a list of 5 sites to implement retrofit opportunities once the Nitrogen source ID report (due December 2023) is prepared.

Below, list all properties that have been modified or retrofitted with BMPs to mitigate impervious area that were inventoried as part of 2.3.6.d of the permit. Non-MS4 owned properties that have been modified or retrofitted with BMPs to mitigate impervious area may also be listed, but must be indicated as non-MS4.

## **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:

### **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:

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

Performed quarterly inspection in Holyoke WWTP. Inspection log will be submitted as an attachment to the annual report.

## **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 publicly available 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. If any of the above year 5 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 City is currently working on to identify and create an inventory of all maintenance garages, transfer stations, and other waste-handling facilities that drain to the MS4 system and develop SWPPPs for all facilities. The City developed a Good House Keeping Manual in 2023.

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

Yes, I agree ☒

**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)
- Identify additional permittee-owned properties that could potentially be modified or retrofitted with BMPs to reduce impervious areas so that the permittee maintains a minimum of 5 sites in their inventory, until such a time when the permittee has less than 5 sites remaining

Provide any additional details on activities planned for permit year 6 below:

## Part V: Certification of Small MS4 Annual Report 2023

### 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.

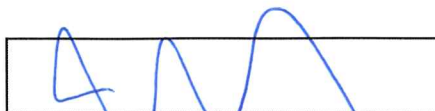
Name:

Joshua A. Garcia

Title:

Mayor

Signature:



Date:

9/22/2023

*[Signatory may be a duly authorized representative]*