Instructions for Using the NPDES Phase II MS4 Interim SWMP Template

1. Embedded Instructions

The SWMP template has instructions embedded in the document. They are always highlighted:

Red text with gray highlighting denotes an instruction or guidance that should be deleted from the document after completion. For example, *[insert a map]*.

Bold red text with yellow highlighting denotes an option or choice to be made. Follow the associated instructions to ensure you have all of the required information associated with the selected option.

Plain highlighted text indicates an item that must be edited to provide the appropriate information, for example:

- o   has / has not would be replaced with either has or has not

- o   Document Date would be replaced with the date, written as February 6, 2019 or 02/06/2019

- o   Permit Number NCS000xxx would be replaced with the permit number, NCS000123

2. Standard Text

The SWMP Template and the Permit Template work hand in hand to define a compliant MS4 program. Do not delete standard text unless you have included other appropriate BMPs to specifically develop and/or implement what the text says.

For example, the standard text in Section 3.8 says the MS4 has evaluated non-stormwater discharges from street washing. If the MS4 has *not* evaluated street washing discharges, then the MS4 has three options:

1. Evaluate street washing discharges and keep the standard text in the SWMP,

2. Err on the side of caution by assuming street washing discharges are significant, and include BMPs to address them in the appropriate BMP table in Part 10, or

3. Commit to evaluate street washing discharges by including specific BMPs to perform the evaluation and then make appropriate changes to the SWMP in the future based upon the findings.

3. BMP Tables

- The standard BMP table format and guidance for using the table are provided in Appendix A.

- Examples of filled in BMP tables are provided in Appendix B and C.

- Add or delete rows to enter as many BMPs as are necessary to satisfy each permit requirement.

- Number the BMPs in the tables consecutively, starting with BMP No. 1. Do not restart numbering in each BMP table. The consecutive numbering supports quick referencing of the individual table cells (e.g. BMP 1.B.1 or BMP 15.C.3).

- Each BMP should answer three basic questions and the reporting metric should, ideally, represent what the MS4 will use to evaluate whether the BMP is successful/useful or not:

  o What will be done?

  o When will it be completed?

  o How will it be measured and reported to the Division each year?

- Do not delete "Draft" on the SWMP document until DEQ provides instructions in writing to do so.

4. **Helpful Hints**

- Search and replace "MS4name" with the name of the municipality (e.g. City of Smithville).

- Think through BMP commitments, time and available vs. needed resources.

- Identify components that need to be in place prior to BMP implementation and consider whether they should be included as interim steps towards compliance (e.g. developing tracking spreadsheets, staff training, etc.).

- Establish reasonable time frames. The MS4 will be held accountable for them each year.

- Use best professional judgement when creating BMPs. Think about what is appropriate for the community and be capable of justifying the choices.

- It is recommended that an MS4 not include extraneous information, because it becomes an enforceable component of the permit.

- The Division will specifically request additional information if needed to define permit compliance and approve the Final SWMP.

- Clear and concise wording is strongly recommended.

5. **The SWMP Review and Approval Process**

Step	Task
1	Following an audit and notice to do so, the MS4 submits a Draft SWMP to the Division.
2	Once the MS4 and DEQ agree that the Draft SWMP defines a compliant and implementable MS4 program, the MS4 submits a Permit Renewal Application and the Draft SWMP.
3	The Draft SWMP is sent to public notice along with the Draft Permit.
4	The MS4 works cooperatively with DEQ to address comments on the Draft SWMP.
5	DEQ authorizes the MS4 to finalize and submit the Final SWMP.
6	The Final SWMP approval and Final Permit are issued together.
7	The Annual Self-Assessment template is developed based upon the approved Final SWMP.

APPENDIX A: BMP Table Guidance

Table 13: Public Education and Outreach BMPs				
Permit Ref.	**3.2.5: Stormwater Hotline** Measures to provide a stormwater hotline/helpline for public education and outreach.			
BMP No.	**A** **Description of BMP**	**B** **Measurable Goal(s)**	**C** **Schedule for Implementation**	**D** **Annual Reporting Metric**
#.	**BMP Title**			
	Narrative description of BMP	*1. Specific task that will be completed, worded so that it provides an answer of Yes/No/Partial for an audit question of "Did you <this Column B Measurable Goal> in <corresponding Column C Schedule for Implementation>?"*	*1. When the Measurable Goal task will be completed*	*1. How the MS4 will measure the success/usefulness of the BMP and report it to DEQ every year*
		2.	2.	2.
		3.	3.	3.
		4.	4.	4.
		5.	5.	5.

Example Partial Public Education and Outreach BMP Table

Table 13: Public Education and Outreach BMPs			
Permit Ref.	**3.2.3: Outreach to Targeted Audiences** Measures to identify the specific elements and implementation of a Public Education and Outreach Program to share educational materials to the community or conduct equivalent outreach activities about the impacts of stormwater discharges on water bodies and how the public can reduce pollutants in stormwater runoff. The permittee shall provide educational information to identified target audiences on pollutants/sources identified in table 12 above, and shall document the extent of exposure of each media, event or activity, including those elements implemented locally or through a cooperative agreement.		
BMP No.	**A** **Description of BMP**	**B** **Measurable Goal(s)**	**C** **Schedule for Implementation**	**D** **Annual Reporting Metric**
1.	**Utility Bill Inserts**			
	Stormwater fliers will be inserted into utility bill statements and distributed to all City residents and businesses receiving a utility bill. Four topics will be addressed over the term of the permit; general stormwater awareness, illicit discharges, illegal dumping and proper disposal of waste.	1. Develop and distribute a utility bill flier for general stormwater awareness.	1. Permit Year 1 FY19/20	1. Document and report the topic and number of utility bill inserts distributed.
		2. Develop and distribute a utility bill flier for illicit discharges.	2. Permit Year 2 FY20/21	
		3. Develop and distribute a utility bill flier for illegal dumping.	3. Permit Year 3 FY21/22	
		4. Distribute the utility bill flier for general stormwater awareness again.	4. Permit Year 4 FY22/23)	
		5. Develop and distribute a utility bill flier for proper waste disposal.	5. Permit Year 5 FY23/24)	
2.	**Information Kiosks**			
	Stormwater fliers developed for utility bill inserts will be displayed at locations throughout the City including City Hall and J. Doe Public Library.	1. Display the flier for general stormwater awareness.	1. Permit Year 1 FY19/20	1. Document and report the topic and number of fliers distributed at each location.
		2. Display the flier for illicit discharges.	2. Permit Year 2 FY20/21	
		3. Display the flier for illegal dumping.	3. Permit Year 3 FY21/22	

Table 13: Public Education and Outreach BMPs			
		4. Display the flier for general stormwater awareness.	4. Permit Year 4 FY22/23	
		5. Display the flier for proper waste disposal.	5. Permit Year 5 FY23/24	
	Additional BMPs….			

Permit Ref.	2.1.7, 3.2.3 and 3.6.5(c): Web Site Measures to provide a web site designed to convey the program's message(s) and provide online materials including ordinances, or other regulatory mechanisms, or a list identifying the ordinances or other regulatory mechanisms, providing the legal authority necessary to implement and enforce the requirements of the permit and SWMP. The web page shall also provide developers with all relevant post-construction requirements, design standards, checklists and/or other materials.			
BMP No.	**A** **Description of BMP**	**B** **Measurable Goal(s)**	**C** **Schedule for Implementation**	**D** **Annual Reporting Metric**
3.	**City Stormwater Web Page**			
	The web page will provide information on the city's stormwater program including the MS4 permit, SWMP, Annual Self-Assessment Reports and ordinances. The web page will also include the fliers developed for utility bill inserts and links to other informational resources such as the EPA stormwater web page, NCDEQ stormwater web page, and the XXCOG stormwater education web page.	1. Establish the stormwater web page.	1. Permit Year 1 FY19/20	1. Document and report the date the web page went live.
		2. Maintain the stormwater web page.	2. Continuously from date of initial web page going live.	2. Document and report the number of web page views.
		3. Update the web page by posting the MS4 Annual Self-Assessment, verifying all links and contact information are current/active, posting the current year utility bill insert flier, and reset the view counter.	3. Annually beginning in in Permit Year 2 FY20/21	3. Document and report the date performed and the number of web page updates completed.
		4. Add one new educational component to the web page that addresses a target pollutant/audience.	4. Annually beginning in in Permit Year 3 FY21/22	4. Document and report the date posted, type of component and target audience(s)/pollutant(s) for each addition.
		5. Add Stormwater Hotline contact information to the web page.	5. Permit Year 1 FY19/20 See also BMP No. 4	5. Document and report the date the information was added.

Table 13: Public Education and Outreach BMPs				
Permit Ref.	3.2.5: Stormwater Hotline Measures for a stormwater hotline/helpline for the purpose of public education and outreach.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
4.	Stormwater Education Contact			
	Establish appropriate staff contact(s) to field inquiries regarding stormwater education, outreach and complaints (See also BMP # for IDDE Reporting).	1. Identify specific staff member(s)/position(s) who will serve as stormwater education and hotline contact(s).	1. Permit Year 1 FY19/20	1. Document specific staff position(s)
		2. Train stormwater education and hotline contact(s) in general stormwater awareness, complaint call protocols and appropriate contacts for referral of typical stormwater issues.	2. Annually beginning in Permit Year 1 FY19/20	2. Document and report number of staff trained, training date(s) and topics covered.
		3. Publicize contact information on the city stormwater web page (See also BMP 3.B.5.).	3. Continuously from date of first annual training (see BMP 4.B.2 above) in Permit Year 1 FY19/20	3. Document and report a summary of the number of inquiries received, the general type of inquiry (education, outreach, complaint), and the contact mechanism (phone, email, web page, walk-in).

APPENDIX C
Example Pollution Prevention and Good Housekeeping BMP Table
For Pavement Management Program

Table 21: Pollution Prevention and Good Housekeeping BMPs				
Permit Ref.	**3.7.7: Pavement Management Program** Measures to reduce pollutants in stormwater runoff from municipally-owned streets, roads, and parking lots within the permittee's corporate limits. The permittee shall implement measures to control litter, leaves, debris, particulate and fluid pollutants associated with vehicles, and establish specific frequencies, schedules, and documentation.			
BMP No.	**A** **Description of BMP**	**B** **Measurable Goal(s)**	**C** **Schedule for Implementation**	**D** **Annual Reporting Metric**
72	**Street & Parking Lot Sweeping**			
	Sweep streets and public parking lots to collect accumulated litter and solids/particulates from paved surfaces and dispose of the collected materials appropriately so that wash water and pollutants are not discharged into the storm sewer or local water bodies.	1. Design and install a street sweeper solids dewatering site at the municipal maintenance facility that directs discharges to the sanitary sewer system.	Permit Years 1 – 2 FY20/21 FY21/22	Yes/No/Status Summary
		2. Institute a SOP that includes street sweeping schedules, zones/locations, staff training, and proper disposal of collected wash waters and solids.	Permit Years 1 – 2 FY20/21 FY21/22	1. Yes/No/Status Summary 2. Document and report number of staff trained, date, and topics covered.
		3. Acquire one vacuum sweeper.	Permit Year 3 FY22/23	Yes/No/Status Summary
		4. Sweep streets and public parking lots to collect accumulated surface debris, litter and particulates in accordance with SOP in BMP No. 12.B.2.	Monthly beginning upon acquisition of a street sweeper in Permit Year 3. FY22/23 FY23/24 FY24/25	1. Number of street miles swept, date, and amount of solids collected/disposed for each event (pounds). 2. Parking lot acres swept, date ,and amount of solids collected/disposed for each event (pounds).

Permit Ref.	3.7.7: Pavement Management Program Cont'd Measures to reduce pollutants in stormwater runoff from municipally-owned streets, roads, and parking lots within the permittee's corporate limits. The permittee shall implement measures to control litter, leaves, debris, particulate and fluid pollutants associated with vehicles, and establish specific frequencies, schedules, and documentation.			
BMP No.	**A** **Description of BMP**	**B** **Measurable Goal(s)**	**C** **Schedule for Implementation**	**D** **Annual Reporting Metric**
73	**Litter Management**			
	Collect litter from public trash receptacles and dispose of collected waste in the county landfill.	1. Develop/update an inventory of public trash receptacles.	Annually Permit Years 1-5 FY20/21 FY21/22 FY22/23 FY23/24 FY24/25	Total number of public trash receptacles.
		2. Empty public trash receptacles	Weekly Permit Years 1-5 FY20/21 FY21/22 FY22/23 FY23/24 FY24/25	1. Total number of collection events. 2. Total amount of trash collected/disposed of for each event (pounds).
74	**Leaf Collection**			
	Provide seasonal loose leaf collection in residential areas and compost the collected material at the city-operated yard mulch center for use by the city and residents.	1. Publicize/establish protocols for residential loose leaf collection via utility bill inserts and posting on the city's web page (see BMP No. 6 and 9)	Permit Years 3 - 5 FY22/23 FY23/24 FY24/25	1. Number of utility bill inserts distributed annually. 2. Posted on web page: Yes/No
		2. Acquire a leaf vacuum truck or contract to provide seasonal leaf removal services.	Permit Year 3 FY22/23	Yes/No/Status
		3. Collect and compost leaves.	Twice/year beginning in Permit Year 3 FY22/23 FY23/24 FY24/25	1. Number of street miles collected. 2. Volume of leaves collected for each event (cubic yards).

Permit Ref.	3.7.7: Pavement Management Program Cont'd Measures to reduce pollutants in stormwater runoff from municipally-owned streets, roads, and parking lots within the permittee's corporate limits. The permittee shall implement measures to control litter, leaves, debris, particulate and fluid pollutants associated with vehicles, and establish specific frequencies, schedules, and documentation.			
BMP No.	**A** **Description of BMP**	**B** **Measurable Goal(s)**	**C** **Schedule for Implementation**	**D** **Annual Reporting Metric**
75	**Vehicle Pollutant Management**			
	Minimize the deposition of pollutants from leaking vehicles and accidents on paved surfaces through public education and enforcement of the illicit discharge ordinance.	1. Train fire and police first responders in protocols for minimizing, collecting and disposing of fluids and other vehicular pollutants following an accident. Include protocols for replacing spent materials.	Annually beginning in Permit Year 1 FY20/21 FY21/22 FY22/23 FY23/24 FY24/25	Number of fire and police staff trained and date of training.
		2. Equip fire and police first responder vehicles with spills kits and material containment/collection/ disposal tools and materials.	Continuously beginning in Permit Year 1 FY20/21 FY21/22 FY22/23 FY23/24 FY24/25	1. Number of vehicles equipped. 2. Amount of material(s) used/replaced in kits.
		3. Public education "Fix the Drip" campaign to inform citizens about the importance of fixing vehicle leaks to prevent pollution (see BMP No. 3).	See BMP No. 3	See BMP No. 3.
		4. Illicit discharge enforcement for significant vehicle leaks from parked cars (see BMP No. 17).	See BMP No. 17	See BMP No. 17.