

2025
THE TOWN OF
WRIGHTSVILLE BEACH
NCS000445

May 2025



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PART 1: INTRODUCTION

The purpose of this Stormwater Management Plan (SWMP) is to establish and define the means by which the Town of Wrightsville Beach will comply with its National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permit and the applicable provisions of the Clean Water Act to meet the federal standard of reducing pollutants in stormwater runoff to the maximum extent practicable.

This SWMP identifies the specific elements and minimum measures that the Town of Wrightsville Beach will develop, implement, enforce, evaluate and report to the North Carolina Department of Environmental Quality (NCDEQ) Division of Energy, Minerals and Land Resources (DEMLR) in order to comply with the MS4 Permit number NCS000445, as issued by NCDEQ. This permit covers activities associated with the discharge of stormwater from the MS4 as owned and operated by the Town of Wrightsville Beach and located within the corporate limits of the Town of Wrightsville Beach.

In preparing this SWMP, the Town of Wrightsville Beach has evaluated its MS4 and the permit requirements to develop a comprehensive 5-year SWMP that will meet the community's needs, address local water quality issues and provide the minimum measures necessary to comply with the permit. The SWMP will be evaluated and updated annually to ensure that the elements and minimum measures it contains continue to adequately provide for permit compliance and the community's needs.

Once the SWMP is approved by NCDEQ, all provisions contained and referenced in this SWMP, along with any approved modifications of the SWMP, are incorporated by reference into the permit and become enforceable parts of the permit. Any major changes to the approved SWMP will require resubmittal, review and approval by NCDEQ, and may require a new public comment period depending on the nature of the changes.


PART 2: CERTIFICATION

By my signature below I hereby certify, under penalty of law, that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete.

I am aware that there are significant penalties for submitting false information, including the possibility of fines and imprisonment for knowing violations.

I am also aware that the contents of this document shall become an enforceable part of the NPDES MS4 Permit, and that both the Division and the Environmental Protection Agency have NPDES MS4 Permit compliance and enforcement authority.

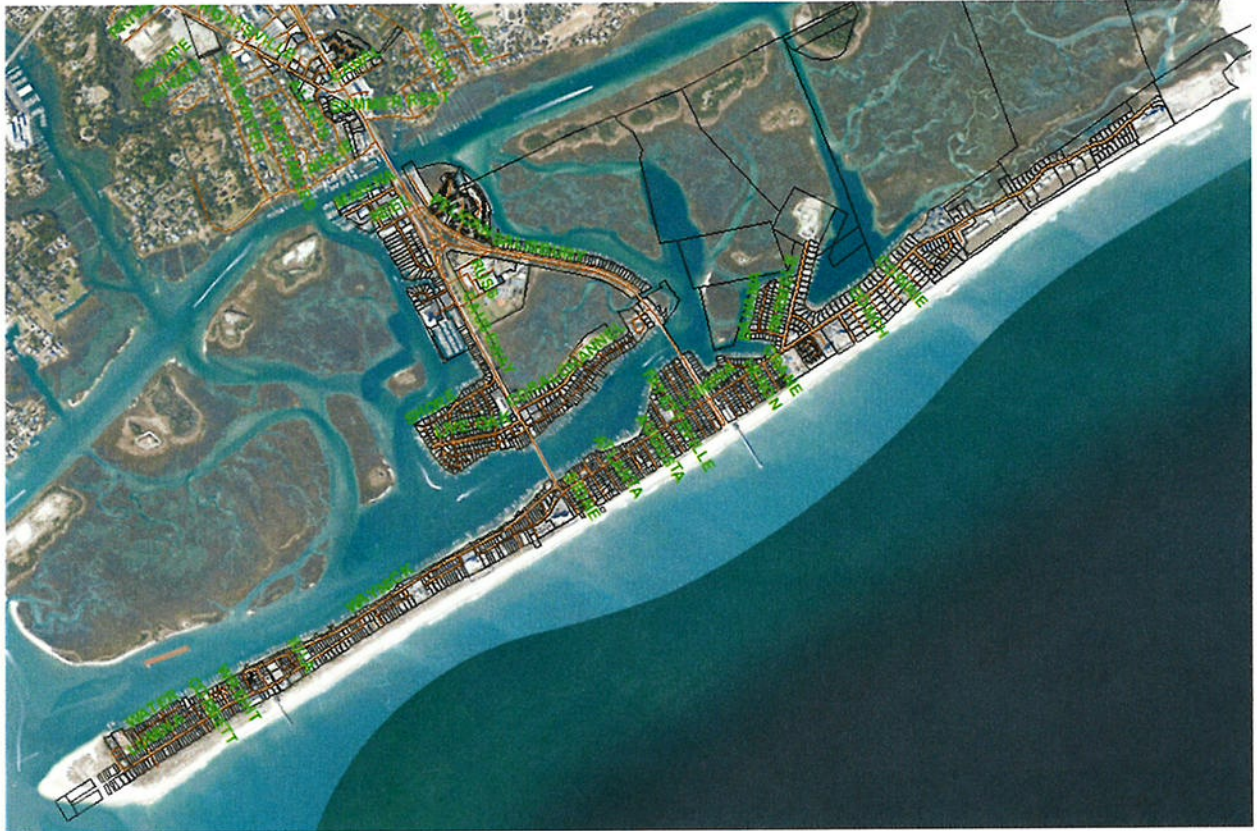
- ☐ I am a ranking elected official.
- ☒ I am a principal executive officer for the permitted MS4.
- ☐ I am a duly authorized representative for the permitted MS4 and have attached the authorization made in writing by a principal executive officer or ranking elected official which specifies me as (*check one*):
- ☐ A specific individual having overall responsibility for stormwater matters.
 - ☐ A specific position having overall responsibility for stormwater matters.

Signature:	
Print Name:	Haynes M. Brigman
Title:	Town Manager
Signed this <u>7th</u> day of <u>2025</u> . <u>5/7/25</u>	

PART 3: MS4 INFORMATION

3.1 Permitted MS4 Area

This SWMP applies throughout the corporate limits of the Town of Wrightsville Beach, including all regulated activities associated with the discharge of stormwater from the MS4. The map below shows the corporate limits of the Town of Wrightsville Beach as of the date of this document.



3.2 Existing MS4 Mapping

The current MS4 mapping includes pipe inlets, pipe outlets, catch basins and manholes within town limits east of the ICWW. The MS4 map data is maintained in the Public Works GIS files. The layers used for MS4 maps are updated semi-annually or at other times as required.



Table 1: Summary of Current MS4 Mapping

Percent of MS4 Area Mapped	100	%
No. of Major Outfalls* Mapped	0	total

There are 101 discharge outfalls in TOWB all < 36 inch. 48-NCDOT, 45-TOWB, 8-private.

3.3 Receiving Waters

The MS4 Town of Wrightsville Beach MS4 is located within the White Oak River Basin and discharges directly into receiving waters as listed in Table 2 below. Applicable water quality standards listed below are compiled from the following NCDEQ sources:

- [Waterbody Classification Map](#)
- [Impaired Waters and TMDL Map](#)
- Most recent NCDEQ Final [303\(d\) List](#)

Table 2: Summary of MS4 Receiving Waters

Receiving Water Name	Stream Index / AU Number	Water Quality Classification	303(d) Listed Parameter(s) of Interest
Wrightsville Recreational Area (including Lees Cut, Motts Channel and portions of Banks Channel)	18-87-24	SA;ORW	
Intracoastal Waterway-Growing area south of Wrightsville Recreation area and east of ICWW	18-87-(23.5)a	SA;ORW	5313-Shellfish Growing Area Status (Fecal, SH, SA)
Banks Channel- Entire channel south of the Wrightsville Recreational Area	18-87-24-3	SA;HQW	
Banks Channel- East portion of channel in prohibited shellfish growing area	18-87-24-3a	SA;HQW	13207-Shellfish Growing Area Status (Fecal, SH, SA)
Middle Sound-Portion of Sound northeast of Lee's Cut and east of ICWW	18-87-21b	SA;HQW	12983-Shellfish Growing Area Status (Fecal, SH, SA)
Middle Sound-Southeast of ICWW prohibited area	18-87-21a1	SA;HQW	13757- Shellfish Growing Area Status (Fecal, SH, SA)
Masonboro Sound ORW Area - East of ICWW	18-87-25.7a2	SA;HQW	14032- Shellfish Growing Area Status (Fecal, SH, SA)

3.4 MS4 Interconnection

The MS4 Town of Wrightsville Beach does interconnect with the statewide NCDOT MS4 and includes:

- a. The interconnection not receiving stormwater from the NCDOT MS4.
- b. The interconnection is discharging stormwater into the NCDOT MS4. The number of interconnections is known. Quantity: 24
- c. The Town of Wrightsville Beach MS4 mapping does identify interconnections with the NCDOT MS4.

- d. The Town of Wrightsville Beach MS4 mapping does include NCDOT MS4 outfalls.

3.5 Total Maximum Daily Loads (TMDLs)

The TMDL(s) listed in Table 3 below have been approved within the MS4 area, as determined by the map and list provided on the [NCDEQ Modeling & Assessment Unit web page](#). The table also indicates whether the approved TMDL has a specific stormwater Waste Load Allocation (WLA) for any watershed directly receiving discharges from the permitted MS4, and whether a Water Quality Recovery Program has been implemented to address the WLA.

Table 3: Summary of Approved TMDLs

Water Body Name	TMDL Pollutant(s) of Concern	Stormwater Waste Load Allocation (Y/N)	Water Quality Recovery Program (Y/N)
N/A	N/A		

TMDL Identification: At the current time, neither the EPA nor the NCDENR have issued Total Maximum Daily Load allocations on a body of water or receiving stream within the Town's jurisdiction.

3.6 Endangered and Threatened Species and Critical Habitat

Significant populations of threatened or endangered species and/or critical habitat are identified within the regulated MS4 urbanized area. Based upon a review of the [Endangered and Threatened Species and Species of Concern by County for North Carolina Map](#) and [Listed species believe to or known to occur in North Carolina map](#) as provided by the [U.S. Fish and Wildlife Service](#), the species listed in Table 4 have the potential to occur within the regulated MS4 urbanized area. Of those species listed, Table 4 summarizes the species that may be significantly impacted by the quality of surface waters within their habitat.

Table 4: Potential Federally Listed Species/Habitat Impacted by Surface Water Quality

Scientific Name	Common Name	Species Group	Federal Listing Status
Charadrius melodus	Piping Plover	Bird	Threatened
Calidris canutus rufa	Red Knot	Bird	Threatened
Picoides borealis	Red-cockaded Woodpecker	Bird	Endangered
Trichechus manatus	West Indian Manatee	Bird	Threatened
Sterna dougallii dougallii	Roseate Tern	Bird	Endangered

Laterallus jamaicensis ssp. Jamaicensis	Eastern Black Rail	Bird	Threatened
Myotis septentrionalis	Northern Long-Eared Bat	Mammal	Threatened
Eretmochelys imbricate	Hawksbill Sea Turtle	Reptile	Endangered
Chelonia mydas	Green Sea Turtle	Reptile	Threatened
Dermochelys coriacea	Leatherback Sea Turtle	Reptile	Endangered
Dermochelys coriacea	Leatherback Sea Turtle	Reptile	Endangered

3.7 Industrial Facility Discharges

The Town of Wrightsville Beach MS4 jurisdictional area includes the following industrial facilities which hold NPDES Industrial Stormwater Permits, as determined from the [NCDEQ Maps & Permit Data web page](#).

Table 5: NPDES Stormwater Permitted Industrial Facilities

Permit Number	Facility Name
NCG190038	Atlantic Marine
NCG190074	Marine Max

3.8 Non-Stormwater Discharges

The water quality impacts of non-stormwater discharges have been evaluated by the Town of Wrightsville Beach as summarized in Table 6 below. The unpermitted non-stormwater flows listed as incidental do not significantly impact water quality. The Town of Wrightsville Beach has evaluated residential and charity car washing and street washing for possible significant water quality impacts.

Street washing discharges are addressed under the Pavement Management Program in Part 10 of this SWMP. The Division has not required that other non-stormwater flows be specifically controlled by the Town of Wrightsville Beach.

Wash water associated with car washing that does not contain detergents or does not discharge directly into the MS4 is considered incidental. However, these types of non-stormwater discharges that do contain detergents have been evaluated by the Town of Wrightsville Beach to determine whether they may significantly impact water quality.

Vehicle/Vessel Washing: Many residents take their vehicles and trailered boats “off island” to have washing done at commercial establishments. Some washing of vehicles and boats on driveways and other impervious surfaces does occur within Wrightsville Beach. This practice sends soaps, toxins, heavy metals and other chemicals down storm drains and into the local waterways. Chemicals in car washing soaps, such as phosphates, can contribute to algal blooms and depletion of dissolved oxygen. Ongoing outreach and education efforts encourage citizens to wash vehicles on grassy areas or to patronize commercial car washes. (The Wrightsville Beach Zoning Ordinance does not allow commercial car washes, so the residents must travel to the City of Wilmington to use this method of cleaning vehicles.)

Table 6: Non-Stormwater Discharges

Non-Stormwater Discharge	Water Quality Impacts
UNCW Aquaculture Facility	Incidental
Water line and fire hydrant flushing	Incidental
Landscape irrigation	Incidental
Diverted stream flows	Incidental
Rising groundwater	Incidental
Uncontaminated groundwater infiltration	Incidental
Uncontaminated pumped groundwater	Incidental
Uncontaminated potable water sources	Incidental
Foundation drains	Incidental
Air conditioning condensate	Incidental
Irrigation waters	Incidental
Springs	Incidental
Water from crawl space pumps	Incidental
Footing drains	Incidental
Lawn watering	Incidental
Residential and charity car washing	Possible
Flows from riparian habitats and wetlands	Incidental
Dechlorinated swimming pool discharges	Incidental
Street wash water	Possible
Flows from firefighting activities	Incidental

3.9 Target Pollutants and Sources

In addition to those target pollutants identified above, the Town of Wrightsville Beach is aware of other significant water quality issues within the permitted MS4 area. These include the non-stormwater sources listed below:

Trash: Trash and litter are problems in the Wrightsville Beach waterways and necessitate constant public outreach and education efforts. Plastic and glass bottles, fast food wrappers, and cigarette butts are the most common items of trash collected during beach cleanup events. In addition to aesthetic impacts, trash also has an immediate influence on the storm drainage system, which can become clogged with debris and result in street and property flooding. Trash is also a serious threat to local wildlife, which can easily mistake trash for food, ingesting it to their detriment.

Pet Waste: Pathogens in uncollected pet waste are a threat to human health, aquatic life, and water quality. Certain bacteria, parasites, and viruses found in pet waste can be transmitted to other animals and people, especially children. Pathogens in pet waste can contribute to shellfish area closings, degraded water quality for recreational resources, and human health risks. Pet waste also contains nutrients that encourage weed and algae growth in water. This nutrient rich water becomes cloudy, green, unattractive, and unhealthy for

recreational activities such as swimming, boating, and fishing. Enforcement of the Town ordinances and continued education are necessary to maintain the level of success the Town has achieved.

Application of lawn care products: The application of fertilizers and pesticides is a common practice, particularly by lawn care companies and single-family households in the spring. Outreach efforts continue to focus on educating the public that fertilizers contain nutrients, which, in excess, can wash into area waterways and result in lower dissolved oxygen levels, excessive weed and algae growth, and impaired aquatic habitat. Education efforts encourage the use of soil testing to determine specific lawn nutrient needs and on saving the consumer money by spending less on unnecessary fertilization.

Disposal of household chemicals and used oil: Dumping household hazardous chemicals, cleaners, grease, and automobile fluids into storm drains or ditches are activities that have occurred in Wrightsville Beach. Dumping these materials can result in waterways with high levels of pollutants including heavy metals, toxins, oil, grease, solvents, and nutrients. Elevated pollutant levels degrade water quality and threaten aquatic life, wildlife, and human health. Outreach efforts continue to focus on educating the public about the proper disposal methods of hazardous materials and the impacts of dumping them into storm drains or ditches.

Vehicle/Vessel Washing: This practice sends soaps, toxins, heavy metals and other chemicals down storm drains and into the local waterways. Chemicals in car washing soaps, such as phosphates, can contribute to algal blooms and depletion of dissolved oxygen. Ongoing outreach and education efforts encourage citizens to wash vehicles on grassy areas or to patronize commercial car washes. (The Wrightsville Beach Zoning Ordinance does not allow commercial car washes, so the residents must travel to the City of Wilmington to use this method of cleaning vehicles.)

Table 7 below summarizes the water quality pollutants identified throughout Part 3 of this SWMP, the likely activities/sources/targeted audiences attributed to each pollutant and identifies the associated SWMP program(s) that address each. In addition, the Town of Wrightsville Beach has evaluated schools, homeowners and businesses as target audiences that are likely to have significant stormwater impacts.

Evaluation of target pollutant sources has determined that litter has the potential to have the greatest impact on stormwater quality. The sheer volume of people visiting the Town of Wrightsville Beach has a tremendous impact on the environment. The heaviest concentration is the “Downtown business/bar district”, Mercer’s Pier, beach strand and accesses, municipal parks, parking lots and streets with public parking. Pet waste is a concern due to its potential to affect water quality and the environment; household chemicals, yard debris, lawn care products are other target pollutants.

Table 7: Summary of Target Pollutants and Sources

Target Pollutant(s)	Likely Source(s)/Target Audience(s)	SWMP Program Addressing Target Pollutant(s)/Audience(s)
Litter	Visitors & residents	Public Education & Outreach
Pet waste	Dogs/Dog owners	Pet waste ordinance / enforcement / Public Education
Disposal of household chemicals/oil	WB residents/businesses	NHC Haz-Wagon drop-off center / Public Education
Yard debris	WB residents/lawn care companies	Debris pick up / Public Education
Application of lawn care products	WB residents/lawn care companies	Public Education & Outreach
Chemicals, fuel, oils	Vehicles/Boats, Boat yards	Inspections / Public Education

PART 4: STORMWATER MANAGEMENT PROGRAM ADMINISTRATION

4.1 Organizational Structure

Wrightsville Beach Public Works is headed by the Public Works Director. The Assistant Public Works Director/Stormwater Manager leads WB's Stormwater Program. Stormwater tasks are accomplished with help from all departments in Wrightsville Beach with most being performed by the Environmental & Stormwater Services Department.

WRIGHTSVILLE BEACH PUBLIC WORKS ORGANIZATIONAL CHART - 2025

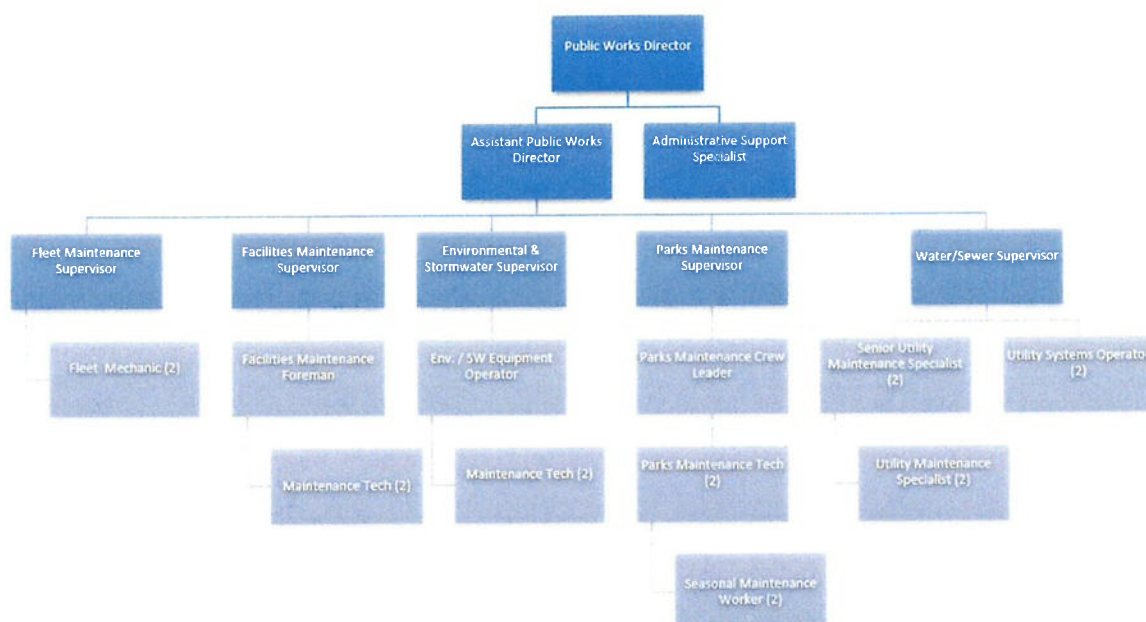


Table 8: Summary of Responsible Parties

SWMP Component	Responsible Position	Staff Name	Department
Stormwater Program Administration	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
SWMP Management	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
Public Education & Outreach	Asst PWD / SW Mgr.	Evan Morigerato	WBPW

Public Involvement & Participation	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
Illicit Discharge Detection & Elimination	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
Construction Site Runoff Control	Environmental Specialist	Brian Lambe	NCDEMR
Post-Construction Stormwater Management	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
Pollution Prevention/Good Housekeeping for Municipal Operations	Environmental / SW Supervisor	Rick Turmel	WBPW
Municipal Facilities Operation & Maintenance Program	Environmental / SW Supervisor	Rick Turmel	Environmental and Stormwater Services
Spill Response Program	Fleet Supervisor	Kenny Turner	WBPW
MS4 Operation & Maintenance Program	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
Municipal SCM Operation & Maintenance Program	Asst PWD / SW Mgr.	Evan Morigerato	WBPW
Pesticide, Herbicide & Fertilizer Management Program	Parks Maintenance Supervisor	Chris Bannerman	Parks Maintenance
Vehicle & Equipment Cleaning Program	Environmental / SW Supervisor	Rick Turmel	Environmental and Stormwater Services
Pavement Management Program	Environmental / SW Supervisor	Rick Turmel	Environmental and Stormwater Services

Total Maximum Daily Load (TMDL) Requirements	N/A		
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4.2 Program Funding and Budget

In accordance with the issued permit, the MS4 named shall maintain adequate funding and staffing to implement and manage the provisions of the SWMP and comply with the requirements of the NPDES MS4 Permit. The budget includes the permit administration and compliance fee, which is billed by the Division annually.

The TOWB Environmental and Stormwater Services are funded by appropriations from the General Fund. Fiscal Year 25-26 budget funding for this department is \$2,186,348. The department was created when elements of the Sanitation Department were merged with Stormwater. Commercial & residential trash and beach barrel collection has been contracted with a yearly cost of \$1,700,000.

One additional full time employee and one part time seasonal will be added to the department starting in FY 25/26 to take on additional responsibilities. This additional staffing will increase the FY 25/26 budget by \$79,915.

4.3 Shared Responsibility

The Town of Wrightsville Beach will share the responsibility to implement the following minimum control measures, which are at least as stringent as the corresponding NPDES MS4 Permit requirement. The Town of Wrightsville Beach remains responsible for compliance if the other entity fails to perform the permit obligation, and may be subject to enforcement action if neither the Town of Wrightsville Beach nor the other entity fully performs the permit obligation. Table 9 below summarizes who will be implementing the component, what the component program is called, the specific SWMP BMP or permit requirement that is being met by the shared responsibility, and whether or not a legal agreement to share responsibility is in place.

The Town of Wrightsville Beach is not working with any other MS4, or group of MS4s, to develop, implement or administer the Phase II stormwater program with the exception of NCDEQ for Construction Site Runoff Control.

Table 9: Shared Responsibilities

SWMP BMP or Permit Requirement	Implementing Entity & Program Name	Legal Agreement (Y/N)
Construction Site Runoff Control	Brian Lambe - NCDENR –DEMLR brian.lambe@ncdenr.gov 910-796-7313	N

4.4 Co-Permittees

The are no other entities applying for co-permittee status under the NPDES MS4 permit number NCS000445 for the Town of Wrightsville Beach.

4.5 Measurable Goals for Program Administration

The Town of Wrightsville Beach will manage and report the following Best Management Practices (BMPs) for the administration of the Stormwater Management Program.

Table 11: Program Administration BMPs				
Permit Ref.	2.1.2 Program Implementation Measures to evaluate the performance and effectiveness of the SWMP program components at least annually. Results shall be used by the permittee to modify the program components as necessary to accomplish the intent of the Stormwater Program.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
1.	Annual Self-Assessment			
	Evaluate the performance and effectiveness of the program components at least annually. Results shall be used to modify the program components as necessary to accomplish the intent of the Stormwater Program.	1. Prepare, conduct and document an annual evaluation of the program components.	1. Annually Permit Years 1 – 5	1. Yes / No
2.	Shared Responsibility (Permit Ref. 1.4)			
	Agreements with entities operating on behalf of the Town of Wrightsville Beach will be reviewed to confirm that the entity has agreed to implement part of the program on the municipalities behalf and that all required documentation will be submitted to the municipality for documentation and reporting purposes.	1. Review all agreements and confirm that they meet all requirements outlined in 1.4 of the MS4 permit.	1. Permit Year 1	1. Yes / No
3.	Minimum Control Measures (Permit Ref. 2.2.2)			

Table 11: Program Administration BMPs

	Written programs will be created to assure compliance with part 2.2.2 of the MS4 Permit. Written programs shall be reviewed on an annual basis and modified if needed to best outline the program and needs of the municipality.	1. Develop and maintain written programs for all minimum control measures.	1. Permit Year 1	1. Yes / No
		2. Review written programs and modify / update.	2. Annually	2. Yes / No
4.	Funding and Staffing (Permit Ref. 2.1.1)			
	The funding and staffing status of the program will be evaluated by appropriate Town staff to confirm that the program is meeting permit requirements.	1. Review and analyze the current funding and staffing of the program.	1. Annually	1. Adequate / inadequate
Permit Ref.	1.6: Permit Renewal Application Measures to submit a permit renewal application no later than 180 days prior to the expiration date of the NPDES MS4 permit.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
5.	Permit Renewal Application			
	Submit a permit renewal application and Draft SWMP no later than 180 prior to permit expiration.	1. Draft SWMP applicable to the proceeding 5 years following permit re-issuance.	1. Permit Year 5	1. Yes / No
		2. Certify the stormwater permit renewal application (Permit renewal application form and Draft SWMP for the next 5-year permit cycle) and submit to NCDEQ at least 180 days prior to permit expiration.	2. Permit Year 5	2. Date of permit renewal application submittal

PART 5: PUBLIC EDUCATION AND OUTREACH PROGRAM

The Town of Wrightsville Beach will implement a Public Education and Outreach Program to distribute educational materials to the community or conduct equivalent outreach activities about the impacts of storm water discharges on water bodies and steps the public can take to reduce pollutants in storm water runoff.

The target audiences and identified pollutants listed in Part 3.9 of this SWMP, which will be addressed by the Public Education and Outreach Program, are summarized in Table 12 below. In addition, the Town of Wrightsville Beach is required to inform businesses and the general public of the hazards associated with illicit discharges, illegal dumping and improper disposal of waste.

Table 12: Summary of Target Pollutants & Audiences

Target Pollutants/Sources	Target Audience(s)
Beach Trash-Litter	Beach goers, tourists
Trash-Litter Downtown Bar District	Beach goers, bar, restaurant customers and business owners
Trash-Litter Piers/streets/loop	Beach, pier users and business owners
Vehicle Boat Washing	WB residents
Disposal of household chemicals/oil	WB residents, Businesses, Municipal Employees
Application of lawn care products	WB residents, Lawncare companies, Municipal Employees
Pet Waste	WB residents, General Public
Illicit Discharges	General Public, Businesses, Municipal Employees
Illegal Dumping	General Public, Businesses, Municipal Employees
Improper Disposal of Waste	General Public, Businesses, Municipal Employees

The Town of Wrightsville Beach will manage, implement and report the following public education and outreach BMPs.

Table 13: Public Education and Outreach BMPs				
Permit Ref.	3.2.2 and 3.2.4: 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	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
1.	Social Media Educational Posting			

Table 13: Public Education and Outreach BMPs				
2.	Quarterly posting to Social Media page targeting specific residential or commercial audiences with related stormwater information	1. Was posting to WB Social Media page completed quarterly?	1. Make Quarterly	1. Yes / No
3.	Utility bill and contractor flyers			
	Information / educational materials will be added to utility bills or directly mailed targeting residents and to contractor permits targeting contractors.	1. Target resident stormwater issues with information / educational materials in their utility bills.	1. Twice per year	1. Number of materials.
		2. Target contractor stormwater issues with information / educational materials attached to their construction permits.	2. With each stormwater design permit application	2. Yes / No
4.	Distribute stormwater educational materials and information at farmer's market.			
	Stormwater staff will make themselves available at a minimum of one farmer's market to distribute educational materials and answer stormwater questions.	1. Create stormwater educational materials targeting an audience specific to the WB Farmer's Market.	1. Permit Year 1	1. Yes / No
		2. Attend at least one farmer's market to distribute stormwater materials and answer stormwater questions.	2. Annually Years 2-5	2. Contact hours
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	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
5.	Review / Update TOWB Stormwater Website (TOWB.org)			

Table 13: Public Education and Outreach BMPs

	Review and update the Town stormwater website ensuring permitting info and educational materials are available to the public and up to date.	1. Review the Town Stormwater page eliminating dead links and old information, update and reorganize to provide: rules, regulations, current SWMP and phone number for stormwater issues on an annual basis.	1. Year 1	1. Yes / No
		2. Develop or choose educational materials and information specifically targeting Wrightsville Beach issues or concerns.	2. Year 1-5	2. Yes / No
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
6.	Include stormwater hotline on TOWB stormwater webpage			
	Provide a phone number citizens can call to have their stormwater questions answered and may also be used to report stormwater issues	1. Identify a phone number to call for stormwater specific issues.	1. Permit Year 1	1. Yes / No
		2. Add phone number to TOWB stormwater webpage.	2. Permit Year 1	2. Yes / No
		3. Dedicate and train an employee to be the first point of contact for stormwater issues and concerns.	3. Permit Year 1	3. Number of staff trained.

PART 6: PUBLIC INVOLVEMENT AND PARTICIPATION PROGRAM

This SWMP identifies the minimum elements and implementation of a Public Involvement and Participation Program that complies with applicable State, Tribal and local public notice requirements. The Town of Wrightsville Beach will manage, implement and report the following public involvement and participation BMPs.

Table 14: Public Involvement and Participation BMPs				
Permit Ref.	3.3.1: Public Input Mechanisms for public involvement that provide for input on stormwater issues and the stormwater program.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
7.	Stormwater page on website			
	Phone number and link to contact stormwater will be both available on stormwater webpage.	1. Maintain phone number and link for stormwater assistance.	1. Years 1-5	1. Yes / No
		2. Update stormwater contact info as needed.	2. Yearly	2. Yes / No
Permit Ref.	3.3.2: Volunteer Opportunities Measures to provide volunteer opportunities designed to promote ongoing citizen participation.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
8.	Partner with public groups promoting volunteer opportunities benefiting the Town.			
	Town will work with volunteer groups designed to promote citizen participation that will benefit the stormwater program. In the event no one volunteers to plan an event the Town will facilitate one each year ourselves.	1. Town will work with Parks Department to target opportunities with volunteer groups wanting to do beach sweeps and trash pickups.	1. Year 1, annually	1. Yes / No
		2. Town initiated volunteer opportunity if no groups came forward.	2. Yearly	2. Number of opportunities.
		3. Beach sweeps and trash pickups will be documented.	3. Years 2-5	3. Number of participants.

PART 7: ILLICIT DISCHARGE DETECTION AND ELIMINATION PROGRAM

The Town of Wrightsville Beach will develop, manage, implement, document, report and enforce an Illicit Discharge Detection and Elimination Program which shall, at a minimum, include the following illicit discharge detection and elimination BMPs.

Table 15: Illicit Discharge Detection and Elimination BMPs				
Permit Ref.	3.4.1: MS4 Map Measures to develop, update and maintain a municipal storm sewer system map including stormwater conveyances, flow direction, major outfalls and waters of the United States receiving stormwater discharges.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
9.	Update MS4 Map			
	Review and update MS4 GIS annually or as needed.	1. Update GIS map.	1. Annually	1. Yes / No / Partial
Permit Ref.	3.4.2: Regulatory Mechanism Measures to provide an IDDE ordinance or other regulatory mechanism that provides legal authority to prohibit, detect, and eliminate illicit connections and discharges, illegal dumping and spills into the MS4, including enforcement procedures and actions.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
10.	Review and re-evaluate Town's Stormwater Ordinance			
	Illicit discharges and connections are prohibited by ordinance 50.161 The Illicit Discharge Detection Ordinance to provide illicit discharge detection team's legal authority to access private property to conduct site inspections.	1. Maintain and re-evaluate Ordinance.	1. Annually	1. Yes / No / Partial
Permit Ref.	3.4.3: IDDE Plan Measures to maintain and implement a written IDDE Plan to detect and address illicit discharges, illegal dumping and any non-stormwater discharges identified as significant contributors of pollutants to the MS4. The plan shall provide standard procedures and documentation to: <ul style="list-style-type: none"> a) Locate priority areas likely to have illicit discharges, b) Conduct routine dry weather outfall inspections, c) Identify illicit discharges and trace sources, d) Eliminate the source(s) of an illicit discharge, and e) Evaluate and assess the IDDE Program. 			

Table 15: Illicit Discharge Detection and Elimination BMPs				
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
11.	IDDE Plan			
	Create an IDDE plan, including procedures for locating areas likely to have illicit discharges, tracing the source of the illicit discharge, removing the source of the discharge, and evaluating and accessing the program.	1. Identify priority areas for inspections.	1. Year 1	1. Completion Yes / No
		2. Create written SOP's for inspecting priority areas, identifying chronic violators and investigating illicit discharges.	2. Year 2	2. Completion Yes / No
		3. Evaluate written SOP's.	3. Annually	3. Yes / No
12.	Grease interceptor Program inspection			
	Grease interceptor inspections / visit with distribution of educational materials.	1. Number of inspections / visits a year.	1. Annually	1. Number of inspections.
13.	Dry Weather Outfall Inspections			
	Write and perform dry weather outfall inspections.	1. Create written SOP's for dry weather inspections.	1. Year 1	1. Yes / No
		2. Inspect 100% per permit cycle.	2. Years 1-5	2. Percentage inspected.
14.	Monthly Saltwater Sampling			
	Six specific points have been selected for sampling bacterial levels in the recreational waters around the Town of Wrightsville Beach; the Intracoastal Waterway near the public boat ramp, Banks Channel near the Hwy 74 bridge, Banks Channel at Wynn Plaza (Hwy 76 bridge), Banks Channel near Carolina Yacht Club, Banks Channel near the Masonboro Inlet and the waters of the Atlantic Ocean immediately south of Johnnie Mercer's Pier. These tests are used to establish background levels and identify areas in need of additional testing or investigation.	1. Monthly	1. Annually	1. Yes / No / Partial

Table 15: Illicit Discharge Detection and Elimination BMPs

Permit Ref.	3.4.4: IDDE Tracking Measures for tracking and documenting the date(s) an illicit discharge, illicit connection or illegal dumping was observed, the results of the investigation, any follow-up of the investigation, the date the investigation was closed, the issuance of enforcement actions, and the ability to identify chronic violators.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
15.	Tracking and IDDE investigation program			
	New tasks will be created in the Town's workorder system to track IDDE investigations and document individuals, companies, and locations of chronic violators.	1. Create IDDE specific tasks in workorder system for documenting illicit discharges.	1. Year 1	1. Yes / No / Partial
		2. Create written procedures for performing investigations.	2. Year 1	2. Yes / No / Partial
		3. Track number of IDDE investigations and identify chronic violators.	3. Year 3-5	3. Number of investigations. Number of NOV's issued. Number of NOV's resolved. Number of enforcement actions.
		4. Violations of ordinance observed and addressed on site.	4. Year 2-5	4. Number of observed violations addressed on site.
Permit Ref.	3.4.5: Staff IDDE Training Measures to provide training for municipal staff and contractors who, as part of their normal job responsibilities, may observe an illicit discharge, illicit connection, illegal dumping or spills. Training shall include how to identify and report illicit discharges, illicit connections, illegal dumping and spills. Each staff training event shall be documented, including the agenda/materials, date, and number of staff participating.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
16.	Staff Training			
	A documentable training program for employees will be created to educate employees on the indicators and hazards of illicit discharges and connections. Training will also address how to report and document discharges.	1. Develop staff training program.	1. Year 1	1. Yes / No
		2. Train municipal staff who, as part of their normal job responsibilities, may encounter or otherwise observe an illicit discharge or connection on method of reporting and investigating.	2. Years 1-5	2. Number of employees.

Table 15: Illicit Discharge Detection and Elimination BMPs

Permit Ref.	3.4.6: IDDE Reporting Measures for the public and staff to report illicit discharges, illegal dumping and spills. The mechanism shall be publicized to facilitate reporting and shall be managed to provide rapid response by appropriately trained personnel.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
17.	The Town website will have a dedicated page for stormwater			
	A stormwater specific webpage will be maintained with both a number to call and a link to report illicit discharges and illegal dumping.	1. Stormwater webpage will be kept up to date with links and phone numbers for reporting discharges and dumping.	1. Years 1-5	1. Yes / No
		2. Trained staff will be available to respond to calls and service requests.	2. Years 1-5	2. Number of logged service requests.

PART 8: CONSTRUCTION SITE RUNOFF CONTROL PROGRAM

In accordance with 15A NCAC 02H .0153, Town of Wrightsville Beach relies upon the North Carolina Sedimentation Pollution Control Act (SPCA) of 1973 as a qualifying alternative program to meet a portion of the NPDES MS4 Permit requirements for construction site runoff control measures. The SPCA requirements include reducing pollutants in stormwater runoff from construction activities that result in land disturbance of greater than or equal to one acre, and includes any construction activity that is part of a larger common plan of development that would disturb one acre or more. The state SPCA Program is either delegated to a city/town, delegated to a county, or implemented by NCDEQ in non-delegated areas.

Table 16: Qualifying Alternative Program Components for Construction Site Runoff Control Program

Permit Reference	State or Local Program Name	Legal Authority	Implementing Entity
3.5.1 - 3.5.4	State Implemented SPCA Program	15A NCAC Chapter 04	NCDEQ

The Town of Wrightsville Beach also implements the following BMPs to meet NPDES MS4 Permit requirements.

Table 17: Construction Site Runoff Control BMPs				
Permit Ref.	3.5.6: Public Input Measures to provide and promote a means for the public to notify the appropriate authorities of observed erosion and sedimentation problems.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
18.	Municipal Staff Training			
	Train municipal staff who receive calls from the public on the protocols for referral and tracking of construction site runoff control complaints.	1. Train municipal staff on proper handling of construction site runoff control complaints.	1. Annually Permit Years 1-5	1. Number of staff trained.
Permit Ref.	3.5.5: Waste Management Measures to require construction site operators to control waste such as discarded building materials, concrete truck washout, chemicals, litter, and sanitary waste at the construction site that may cause adverse impact to water quality.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
19.	Construction Site Inspections			

Table 17: Construction Site Runoff Control BMPs

	Building permits require construction site operators to properly discard waste and maintain job site. Building inspector does onsite inspections.	1. Create a method for documentation.	1. Year 1	1. Yes / No
		2. Onsite Inspections.	2. Years 2-5	2. Yes / No

PART 9: POST-CONSTRUCTION SITE RUNOFF CONTROL PROGRAM

This SWMP identifies the minimum elements to develop, implement and enforce a program to address stormwater runoff from new development and redevelopment projects that disturb greater than or equal to one acre, including projects less than one acre that are part of a larger common plan of development or sale, that are located within the Town of Wrightsville Beach and discharge into the MS4. These elements are designed to minimize water quality impacts utilizing a combination of structural Stormwater Control Measures (SCMs) and/or non-structural BMPs appropriate for the community and ensure adequate long-term operation and maintenance of SCMs.

In accordance with 15A NCAC 02H .0153 and .1017, the Town of Wrightsville Beach implements the following State post-construction program requirements, which satisfy the NPDES Phase II MS4 post-construction site runoff control requirements as Qualifying Alternative Programs (QAPs) in the MS4 area(s) where they are implemented.

Table 18: Qualifying Alternative Program(s) for Post-Construction Site Runoff Control Program

State QAP Name	State Requirements	Local Ordinance / Regulatory Mechanism Reference
None	N / A	N / A

Table 19: Summary of Existing Post-Construction Program Elements

The National Pollutant Discharge Elimination System (NPDES) Phase II Stormwater Program is an effort to preserve, protect, and improve the nation's water resources from polluted runoff. The program requires the Town of Wrightsville Beach and other municipalities to obtain a federal stormwater permit. The Town of Wrightsville Beach was issued the first permit March 1, 2007 and the most recent in 2018.

A requirement of the Town's permit was the adoption of a post construction stormwater ordinance. The ordinance follows the N.C. Division of Water Quality's Stormwater Model Ordinance and the Best Management Practices (BMP) Design manual, and was adopted by the Town of Wrightsville Beach Board of Aldermen on June 28, 2007.

The Town's Phase II Stormwater Ordinance and the accompanying Design Manual are available upon request from the Stormwater Manager. The ordinance was effective June 28, 2007, and affects all new development and redevelopment which affect 500 square feet or more.

Additional information can be obtained by contacting the Town's Stormwater Manager at 910-256-7935 or visiting the Town's website at <http://www.towb.org>.

Permit Requirements for Plan Review and Approval	Municipal Ordinance/Code Reference(s) and/or Document Title(s)	Date Adopted
3.6.2(a) Authority	50.131	5-24-2007
3.6.3(a) & 15A NCAC 02H.0153(c) Federal, State & Local Projects	50.132	5-24-2007
3.6.3(b) Plan Review	50.142	5-24-2007
3.6.3(c) O&M Agreement	50.153 / Phase II SW Admin Manual	5-24-2007
3.6.3(d) O&M Plan	50.153 / Phase II SW Admin Manual	5-24-2007
3.6.3(e) Deed Restrictions/Covenants	50.153(A)(1) / Phase II SW Admin Manual Pg. 6	5-24-2007
3.6.3(f) Access Easements	50.154	5-24-2007
Permit Requirements for Inspections and Enforcement	Municipal Ordinance/Code Reference(s) and/or Document Title(s)	Date Adopted
3.6.2(b) Documentation	50.156	5-24-2007
3.6.2(c) Right of Entry	50.154	5-24-2007
3.6.4(a) Pre-CO Inspections	50.155 / Phase II SW Admin Manual Pg. 6	5-24-2007
3.6.4(b) Compliance with Plans	50.143(B)(1)	5-24-2007
3.6.4(c) Annual SCM Inspections	50.160(B)	5-24-2007
3.6.4(d) Low Density Inspections	50.154	5-24-2007
3.6.4(e) Qualified Professional	50.143	5-24-2007
Permit Requirements for Fecal Coliform Reduction	Municipal Ordinance/Code Reference(s) and/or Document Title(s)	Date Adopted
3.6.6(a) Pet Waste	TOWB Ordinance 91.08	3-28-2002
3.6.6(b) On-Site Domestic Wastewater Treatment	TOWB Ordinance 50.034	7-28-1983

The annual reporting metrics for the post construction program are provided in Table 20: Post Construction Site Runoff Control BMPs below.

Table 20: Post Construction Site Runoff Control BMPs				
Permit Ref.	3.6.5(a), 3.6.5(b), and 4.1.3: Minimum Post-Construction Reporting Requirements Measures to document activities over the course of the fiscal year (July 1 – June 30) including appropriate information to accurately describe progress, status, and results.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
20.	Standard Reporting			
	Implement standardized tracking, documentation, inspections, and reporting mechanisms to compile appropriate data for the annual self-	1. Track number of low density and high-density plan reviews performed.	1. Continuously Permit Years 1-5	1. Number of plan reviews performed for low density and high density.

Table 20: Post Construction Site Runoff Control BMPs				
	assessment process. Data shall be provided for each Post-Construction / Qualifying Alternative Program being implemented as listed in Tables 18 and 19.	2. Maintain a current inventory of low density projects and constructed SCMs including SCM type or low density acreage, location and last inspection date.	3. Continuously Permit Years 1-5	3. Summary: number and type of SCMs added to the inventory; and number and acreage of low-density projects constructed.
		3. Track number of SCM inspections performed.	4. Continuously Permit Years 1-5	4. Number of SCM inspections.
		4. Track number of low-density inspections performed.	5. Continuously Permit Years 1-5	5. Number of low-density projects inspected.
		5. Track number and type of enforcement actions taken.	6. Continuously Permit Years 1-5	6. Number of enforcement actions issued.
Permit Ref.	3.6.2: Legal Authority Measures to maintain adequate legal authorities through ordinance or other regulatory mechanism to: (a) review designs and proposals for new development and redevelopment to determine whether adequate stormwater control measures will be installed, implemented, and maintained, (b) request information such as stormwater plans, inspection reports, monitoring results, and other information deemed necessary to evaluate compliance with the Post-Construction Stormwater Management Program, and (c) enter private property for the purpose of inspecting at reasonable times any facilities, equipment, practices, or operations related to stormwater discharges to determine whether there is compliance with the Post-Construction Stormwater Management Program			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
21.	Stormwater Management Ordinance Maintained			
	Stormwater Management Ordinance maintained and or amend as needed.	1. Ordinance § 50.130	1. Continuously year 1-5	1. Yes / No / Partial
Permit Ref.	3.6.3: Plan Review and Approval Measures to maintain plan review and approval authority, standards and procedures to: (a) Require Federal, State, and local government projects to comply with Post-Construction Program requirements throughout the entire MS4 permitted area, unless the entity is subject to its own NPDES MS4 permit or a qualifying alternative program, (b) Conduct site plan reviews of all new development and redeveloped sites that disturb greater than or equal to one acre, and sites that disturb less than one acre that are part of a larger common plan of development or sale for compliance with 15A NCAC 02H .1017 and the qualifying alternative programs that apply within your jurisdiction, (c) Ensure that each project has an Operation and Maintenance Agreement that complies with 15A NCAC 02H .1050(12), (d) Ensure that each project has an Operation and Maintenance Plan that complies with 15A NCAC 02H .1050(13), (e) Ensure that each project has recorded deed restrictions and protective covenants, that require the project to be maintained consistent with approved plans, and (f) Ensure that each SCM and associated maintenance accesses be protected in a permanent recorded easement per 15A NCAC 02H 1050 (9) and (10)			
	A	B	C	D

Table 20: Post Construction Site Runoff Control BMPs				
BMP No.	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
22.	Stormwater Plan Reviews			
	Conduct plan reviews. The site plan review shall address how the project meets stormwater requirements.	1. Continue plan review for new development projects as they are submitted.	1. Continuously Years 1-5	1. Number of plans reviewed.
23.	Operation and Maintenance Agreements (O&M)			
	Implement and maintain an O&M program for Stormwater Control Measures (SCMs).	1. Continue to require an O&M agreement to be recorded with New Hanover County for each new SCM approved in Town.	1. Continuously Years 1-5	1. Completed stormwater systems.
24.	Town will perform post construction inspections for SCM's greater than 10,000 square foot BUA			
	Town will create a list of SCM's greater than 10,000 square foot BOA of which the town will inspect 1/5 each year of the permit cycle.	1. A list of properties with SCM's of 10,000 sq ft BUA will be created.	1. Year 1	1. List
		2. A post construction inspection program will be written for SCM's of 10,000 sqft BUA.	2. Year 1-2	2. Yes / No / Partial
		3. Inspect 1/5 of projects 10,000 sqft or larger per permit year.	3. Years 2-5	3. Yes / No / Partial
Permit Ref.	3.6.4: Inspections and Enforcement Measures to maintain inspection and enforcement authority, standards and procedures to: (a) Conduct post-construction inspections prior to issuing a Certificate of Occupancy or a Temporary Certificate of Occupancy. Alternatively, the project owner may provide a surety bond to guarantee compliance with the approved plan(s), (b) Ensure that the project has been constructed in accordance with the approved plan(s), (c) Ensure annual inspection of each permitted SCM to ensure compliance with the approved Operation and Maintenance Agreement, (d) Ensure inspection of low density projects at least once during the permit term, and (e) Require that inspections be conducted by a qualified professional. This permit requirement is fully met by the existing post-construction program, see references provided in Table 19.			
Permit Ref.	3.6.6: Fecal Coliform Reduction Measures to control, to the maximum extent practicable, sources of fecal coliform per 15A NCAC 02H .1017(7). At a minimum, the program shall include: (a) A pet waste management component, which may be achieved by revising an existing litter ordinance, and (b) An on-site domestic wastewater treatment system component, if applicable, which may be coordinated with local county health department, to ensure proper operation and maintenance of such systems.			
BMP No.	A Description of BMP	B Measurable Goal(s)	C Schedule for Implementation	D Annual Reporting Metric

Table 20: Post Construction Site Runoff Control BMPs

25.	Pet Waste Ordinance			
	Pet waste ordinance and enforcement. Work with local residents and tourists to clean up after their pets. Supplement the local ordinance with educational brochures and “pet waste cleanup bags” to keep the beach users actively involved in pet waste management.	1. Active Ordinance 91.08	1. Continuously Permit years 1-5	1. Yes / No
		2. Enforcement Tickets	2. Continuously Permit year 1-5	2. Number of citations issued.
26.	Maintain pet waste bag stations			
	Pet waste bag stations are provided throughout the town.	1. Quantity of bags	1. Continuously Permit Years 1-5	1. Number of bags purchased.

PART 10: POLLUTION PREVENTION AND GOOD HOUSEKEEPING PROGRAMS

This SWMP provides a comprehensive pollution prevention and good housekeeping strategy for the Town of Wrightsville Beach municipal facilities and operations. Pollution prevention and good housekeeping is accomplished through the implementation of seven required programs, which collectively address the ultimate goal of preventing or reducing pollutant runoff from municipal operations such as parks and open space maintenance, fleet and building maintenance, new construction and land disturbances, and municipal storm sewer system maintenance.

Pollution prevention and good housekeeping for municipal operations includes the following programs:

1. Municipal Facilities Operation and Maintenance Program
2. Spill Response Program
3. MS4 Operation and Maintenance Program
4. Municipal SCM Operation and Maintenance Program
5. Pesticide, Herbicide and Fertilizer Management Program
6. Vehicle and Equipment Maintenance Program
7. Pavement Management Program

The Town of Wrightsville Beach will manage, implement and report the pollution prevention and good housekeeping BMPs as specified in Table 21 below for each required program.

Table 21: Pollution Prevention and Good Housekeeping BMPs				
Permit Ref.	3.7.1: Municipal Facilities Operation and Maintenance Program Measures to manage facilities that are owned and operated by the permittee and have the potential for generating polluted stormwater runoff. The permittee shall maintain a current inventory of municipal facilities; perform facility inspections and routine maintenance; establish specific frequencies, schedules, and standard documentation; provide staff training on general stormwater awareness and implementing pollution prevention and good housekeeping practices			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
27.	Inventory of Municipal Facilities			
	Maintain a current inventory of municipal facilities with the potential for generating polluted stormwater runoff.	1. Create an inventory of facilities owned and operated with the potential for generating polluted runoff.	1. Year 1	1. Yes / No / Partial

Table 21: Pollution Prevention and Good Housekeeping BMPs

		2. Create SOP's and O&M plans for municipal facilities owned and operated by the Town with the potential for generating polluted stormwater runoff, that outline inspection frequencies, maintenance and documentation.	2. Years 1-2	2. Yes / No / Partial
		3. Perform and document inspections at all municipally owned facilities.	3. Annually	3. Number of facility inspections.
Permit Ref.	3.7.2: Spill Response Program Measures for facilities and operations that store and/or use materials that have the potential to contaminate stormwater runoff if spilled. The permittee shall maintain written spill response procedures and train staff on spill response procedures.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
28.	Inventory of Municipal Facility with potential for spills			
	Create and maintain an inventory of Town facilities with the potential of spilling possible pollutants into the stormwater system.	1. Create a list of Municipal sites containing possible spill pollutants.	1. Year 1	1. Yes / No
		2. Review and update the list of Municipal sites containing possible spill pollutants.	2. Twice during permit cycle	2. Yes / No
29.	Create / Review / Update Spill response plan for municipal operations			
	Create and maintain a spill response plan for each municipal operation that stores materials with the potential to contaminate stormwater runoff.	1. Identify municipal operations with the potential to contaminate stormwater.	1. Year 1	1. Yes / No
		2. Create a spill response plan for each of the identified areas.	2. Years 1-2	2. Yes / No
		3. Train staff to identify potential sources of spills that may contaminate stormwater staff how to respond to potential spills.	3. Annually	3. Number of staff trained.
		4. Evaluate and update spill response plan annually.	4. Annually	4. Yes / No

Table 21: Pollution Prevention and Good Housekeeping BMPs

Permit Ref.	3.7.3: MS4 Operation and Maintenance Program Measures to minimize pollutants in the stormwater collection system. The permittee shall provide operation and maintenance staff training on stormwater awareness and pollution prevention, perform MS4 inspections, maintain the collection system including catch basins and conveyances; and establish specific frequencies, schedules, and standard documentation.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
30.	Develop and follow an SOP and O&M program for the stormwater sewer system.			
	Develop and maintain SOPs and O&M programs for the stormwater sewer system for catch basins and conveyance systems, including inspection schedule, cleaning schedule and tracking of citizen requests.	1. Develop an SOP for the inspection, cleaning and maintenance of Town stormwater system which includes tracking.	1. Year 1	1. Yes / No
		2. Develop an O&M program for maintenance of the stormwater sewer system catch basins and conveyance system.	2. Years 1-2	2. Yes / No
		3. Clean and inspect 20% of town inlets.	3. Years 1-5	3. Percentage cleaned / inspected.
31.	Duckbill and Checkvalve Maintenance			
	Inspect and Clean Town duckbills and checkvalves.	1. Clean and inspect Town installed duckbills and checkvalves.	1. Every other month	1. Number of inspections.
Permit Ref.	3.7.4: Municipal SCM Operation and Maintenance Program Measures to manage municipally owned, operated, and/or maintained structural stormwater control measures (SCMs) that are installed for compliance with the permittee's post-construction program. The permittee shall maintain a current inventory of SCMs, perform SCM inspections and maintenance, and shall establish specific frequencies, schedules, and documentation.			
BMP No.	A	B	C	D
	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
32.	Implement and maintain an O&M program for Town Owned SCM's			
	Implement and maintain an O&M program for Town owned retention pond.	1. Create an O&M plan for public safety building SCM.	1. Year 1	1. Yes / No
		2. Inspect or maintain the public safety building SCM annually or as needed.	2. Years 1-5	2. Yes / No / Number of inspections or maintenances performed.
Permit Ref.	3.7.5: Pesticide, Herbicide and Fertilizer Management Program Measures to minimize water quality impacts from the use of landscape chemicals. The permittee shall provide routine pollution prevention and chemical use, storage and handling training, and shall ensure compliance with permits and applicator certifications.			
	A	B	C	D

Table 21: Pollution Prevention and Good Housekeeping BMPs				
BMP No.	Description of BMP	Measurable Goal(s)	Schedule for Implementation	Annual Reporting Metric
33.	Ensure required staff maintain training and licensing in line with state requirements			
	Maintain licensed and trained applicators.	1. Maintain staff with pesticide licenses in the categories relevant to the Town.	1. Yearly renewal	1. Number of licensed applicators.
		2. Pursue continuing education to ensure compliance with proper use, storage, and regulations.	2. Annually	2. Number of credits hours earned (classes taken).
Permit Ref.	3.7.6: Vehicle and Equipment Maintenance Program Measures to prevent and minimize contamination of stormwater runoff from areas used for municipal vehicles and equipment maintenance and/or cleaning. The permittee shall ensure that municipal industrial facilities subject to NPDES industrial permitting comply with those permit requirements, provide routine pollution prevention training to staff, perform routine inspections, 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
34.	Create a dedicated location for the washdown of vehicles			
		1. Train employees on location for vehicle and equipment washdown and how to minimize potential stormwater runoff.	1. Year 1-5	1. Number of staff trained.
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
35.	Litter Collection			
	Litter is picked up from Town beach, street, right of ways and parks.	1. Removal of litter from beaches, streets, right of ways and parks to prevent pollutants from entering the municipal stormwater system.	1. Daily	1. Yes / No
		2. Clean litter from sides of beach accesses.	2. Weekly	2. Yes / No
36.	Storm drain grate and gutter debris pick up			

Table 21: Pollution Prevention and Good Housekeeping BMPs

	Clear storm drain grates of debris.	1. Clean debris off storm drain grates and out of gutters to reduce pollutants entering the stormwater system.	1. Monthly, or prior to major storm event, after major storm event.	1. Yes / No / Number of cleanings.
37.	Street Sweeping			
	Use street sweeper to maintain municipally owned streets and parking lots.	1. Develop a documentable schedule for street sweeping.	1. Year 1	1. Yes / No
		2. Sweep 11 miles of Towns municipally owned streets and parking lots.	2. Years 1-5	2. Number of miles swept.