

**NPDES MS4 Phase II Storm Water Management Program
Permit Term 2
2008-2013**

Georgetown, Kentucky - CWP Phase II Permit 2008 - 2013 (DRAFT 12/17/07)

Task	BMP- Activity Description	Milestone Product/Measurable Goal	Measure(s) of Success	Responsible Party	Year 1	Year 2	Year 3	Year 4	Year 5
					PY 08-09	PY 09-10	PY 10-11	PY 11-12	PY 12-13
1. PUBLIC EDUCATION AND OUTREACH									
A. Cooperative Efforts with KYTC									
1	MS4 Continuing education	Attend meetings, workshops, and forums hosted by KYTC for the purpose of discussing new developments, policies, and issues related to the MS4 program.	Number of meetings attended. Assistance provided to KYTC in conducting the meetings (preparation, presentations, venues).	City	Annual Activity	Annual Activity	Annual Activity	Annual Activity	Annual Activity
2	KYTC contact information exchange	Provide KYTC with any changes in point of contact (POC) names or contact information and request the same of KYTC.	Record of annual submittal of POC status update and request and receipt of same from KYTC.	City, KYTC	Annual Activity	Annual Activity	Annual Activity	Annual Activity	Annual Activity
3	Website management support	Provide KYTC with any changes and/or new links related to the local MS4 website and utilize information posted on the KYTC website through linking or download.	Number of updates and links generated from KYTC and utilized on the local website. Number of downloads of information.	City, SWAC	Annual Activity	Annual Activity	Annual Activity	Annual Activity	Annual Activity
4	KYTC Participation in community meetings	Invite KYTC to participate in stakeholder, SWAC, and general public meetings on stormwater.	Number of meetings with requested participation from KYTC and number of meetings attended by KYTC.	City, KYTC	Present Topic To Be Determined (TBD)	Attendance	Present Topic TBD	Attendance	Present Topic TBD
5	KEEC Educational material utilization	Utilize the library of information to be made available to local MS4s by KEEC as part of their contract with KYTC. Information will be used for school, general public, local official, and other stakeholder educational activities.	Number of materials utilized (variety of programs, and also the number of individuals reached through each program).	City, KEEC	Annual Activity	Annual Activity	Annual Activity	Annual Activity	Annual Activity
6	Train the Trainer	Utilize the KEEC service offered to train education and outreach coordinators on proper use of training materials.	Number of individuals trained and number of programs trained for.	City, KEEC	Training and implementation	Application of programs	Training and implementation	Application of programs	Application of programs
7	Public survey	Participate in the public survey efforts in conjunction with the KYTC and provide feedback on results and progress.	Tracking and graphical representation of educational and behavioral changes based on the survey results.	City, KEEC		Survey		Survey	
8	Highway signage	Coordinate plans with KYTC to develop and install stormwater signage.	Number of signs developed and installed.	City, KYTC	Annual Activity	Annual Activity	Annual Activity	Annual Activity	Annual Activity
9	Outreach toolkit	Review, evaluate, and utilize the materials provided by KYTC in their toolkit for applicability to the needs of the local MS4 program.	Variety of outreach materials incorporated by the MS4, activities in which the materials were used, and public participation at the activities.	City	Annual Activity	Evaluate materials and adjust as needed	Annual Activity	Evaluate materials and adjust as needed	Annual Activity
10	Stakeholder education on KYTC and KPDES policy	Utilize opportunities provided by KYTC to get local officials, staff, contractors, developers informed of the regulatory and policy requirements associated with the KPDES permit (state and local), encroachment permits, NOIs etc.	Number of individuals trained.	City, KYTC	Annual Activity (as needed)	Annual Activity (as needed)	Annual Activity (as needed)	Annual Activity (as needed)	Annual Activity (as needed)
B. Local MS4 Activities									
1	Environmental NPO contract for Education and Outreach	Establish contractual agreement with Bluegrass PRIDE (or other local NPO) to utilize KEEC and their own materials and coordinate information/material distribution and presentations (as requested by MS4) to satisfy Minimum Control Measure (MCM) 1.	Agreement established and successful execution of outlined tasks (to be determined).	City, SWAC, PRIDE/other	Enter contractual agreement and execute plan of work	Evaluate performance, value, and effectiveness - adjust as needed	Evaluate performance, value, and effectiveness - adjust as needed	Evaluate performance, value, and effectiveness - adjust as needed	Evaluate performance, value, and effectiveness - adjust as needed
2	Distribute Storm Water/NPS Pollution Educational Materials	Place brochures at library, court house, Planning Commission, or other common public venues. Evaluate potential for requesting readers to visit the website and check that they accessed the site as a result of reading or receiving the educational material.	Number and variety of materials placed and picked up. Website hits attributed to materials.	City, SWAC, PRIDE/other	Identify preferred materials and distribute	Evaluate previous material response and effectiveness - modify as needed and distribute	Evaluate previous material response and effectiveness - modify as needed and distribute	Evaluate previous material response and effectiveness - modify as needed and distribute	Evaluate previous material response and effectiveness - modify as needed and distribute

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3	Educational programs and materials for Schools and other interested groups	Utilize KEEC, CWP and PRIDE, and others to generate and disseminate educational materials to schools and other local and/or regional groups.	Number of programs and activities, number of individuals reached, increase in knowledge base identified from pre- and post-event surveys.	City, PRIDE, others	Identify preferred materials and distribute/present	Evaluate previous material effectiveness - modify as needed and distribute/present	Evaluate previous material effectiveness - modify as needed and distribute/present	Evaluate previous material effectiveness - modify as needed and distribute/present	Evaluate previous material effectiveness - modify as needed and distribute/present
4	Acquire/Develop and run local and regional PSA's	Public Service Announcements (PSA) on Local Government or network TV, regional radio, and print media.	Potential viewership, readership, listening audience as percentage of population.	City, PRIDE/other	Identify preferred materials and media and run PSA	Evaluate previous material and media effectiveness - modify as needed & continue PSAs	Evaluate previous material and media effectiveness - modify as needed & continue PSAs	Evaluate previous material and media effectiveness - modify as needed & continue PSAs	Evaluate previous material and media effectiveness - modify as needed & continue PSAs
5	Web site education and outreach	Provide educational materials on the MS4 website including local regulations, news and updates, educational opportunities. Provide counters to identify hits to web site and hits to related links. Evaluate potential for self-surveys on website.	Number of hits on website. Survey results - improved level of understanding.	City	Identify materials and develop the website	Evaluate and modify as needed	Evaluate and modify as needed	Evaluate and modify as needed	Evaluate and modify as needed
6	Present Storm Water Seminars to City Officials and agencies	Present seminars on topics of NPS Pollution, water quality, stream protection, permit status, local issues etc.	Number of presentations, individuals reached, pre- and post-presentation survey results, as applicable.	City, SWAC	Present Topic To Be Determined (TBD)	Present Topic TBD	Present Topic TBD	Present Topic TBD	Present Topic TBD
2. PUBLIC INVOLVEMENT/PARTICIPATION									
A. Cooperative Efforts with KYTC									
1	Interlocal agreement participation	Maintain communication with KYTC POC with regard to SWAC activities and meetings and extend invitation to attend and/or provide input on said meetings.	Percentage of meetings in which KYTC attends.	City, SWAC, KYTC	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
B. Local MS4 Activities									
1	Maintain Storm Water Advisory Committee (SWAC) to discuss community stormwater (SW) issues and direction of SW program.	Maintain SWAC consisting of a broad coalition of interests from public and private sector. Meet quarterly.	Number of SWAC members and number of meetings with percent attendance.	City, SWAC	Meet quarterly to evaluate and/or develop listed programs	Meet quarterly to evaluate and/or develop listed programs	Meet quarterly to evaluate and/or develop listed programs	Meet quarterly to evaluate and/or develop listed programs	Meet quarterly to evaluate and/or develop listed programs
2	Interlocal agreement participation	Establish non-binding agreement with other MS4s to share information, communicate and strive for common goals, reduce cost of SWMP through utilization of common materials and contracted agencies, establish a regional voice and direction for stormwater management.	Number of agreements entered into with other MS4s.	City, SWAC	Establish agreements	Evaluate and adjust as needed	Evaluate and adjust as needed	Evaluate and adjust as needed	Evaluate and adjust as needed
3	Environmental NPO contract for Public Involvement	Establish contractual agreement with Bluegrass PRIDE or other NPO to utilize KEEC and their own materials and coordinate public involvement programs to satisfy MCM 2.	Agreement established and successful execution of outlined tasks (to be determined).	City, SWAC, PRIDE/other	Enter contractual agreement and execute plan of work	Evaluate performance, value, and effectiveness - adjust as needed	Evaluate performance, value, and effectiveness - adjust as needed	Evaluate performance, value, and effectiveness - adjust as needed	Evaluate performance, value, and effectiveness - adjust as needed
4	Catch Basin Stenciling Program	Enlist volunteers to stencil catch basins or repair those currently marked but damaged or unreadable.	Number of catch basins marked, and number maintained also recorded as a percent of total catch basins.	City	Complete placement of markers	Maintenance, repair, and addition of markers for newly developed areas	Maintenance, repair, and addition of markers for newly developed areas	Maintenance, repair, and addition of markers for newly developed areas	Maintenance, repair, and addition of markers for newly developed areas

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5	Rain Garden Alliance and Low Impact Development (LID)	Assist in the establishment of and maintain membership in a Bluegrass Regional Rain Garden Alliance.	Community membership, number of associated local activities, number of rain gardens and/or LID BMPs installed.	City, SWAC	Participate in developmental meetings to establish Alliance	Promote goals and mission. Hold event in community	Promote goals and mission. Hold event in community.	Promote goals and mission. Hold event in community	Promote goals and mission. Hold event in community
6	Community involvement program	Evaluate the potential to implement a clean community awareness program implemented by an Ohio MS4 that contracts with the same stormwater consultant as Georgetown.	Adoption and implementation of program.	City, P&Z, SWAC		Existing program evaluation and customization	Implement program		Evaluate and adjust
3. ILLICIT DISCHARGE DETECTION AND ELIMINATION									
A. Cooperative Efforts with KYTC									
1	IDDE Agreement	Establish an agreement with KYTC regarding IDDE protocols.	Agreement in place.	City, KYTC	Establish agreement		Evaluate and adjust as needed		Evaluate and adjust as needed
2	Mapping coordination	Request mapping data related to KYTC drainage systems and also right-of-entry onto KYTC right-of-way areas for the purpose of system inventory/mapping, and illicit discharge investigations.	Data acquired and right-of-entry granted.	City, P&Z	Request data and incorporate into local mapping	Evaluate and revise as needed		Evaluate and revise as needed	
3	IDDE Responses	Notify KYTC when potential or identified illicit discharges are reported and coordinate investigations, tracking, and removal.	Number of illicit discharge reports, number of responses/field investigations made by KYTC, number of reports provided to local MS4 from KYTC.	City	Report to KYTC	Report to KYTC - ongoing	Report to KYTC - ongoing	Report to KYTC - ongoing	Report to KYTC - ongoing
B. Local MS4 Activities									
1	Maintain storm sewer mapping	Complete any unmapped areas and add new areas as development dictates. Update mapping also for capital improvements.	Listing of outfalls mapped and added to MS4 GIS. Percent completion and/or percent increase in outfalls.	City, P&Z	Complete surveying major/minor system - incorporate into GIS	Update as needed	Update as needed	Update as needed	Update as needed
2	Enforce local illicit discharge ordinance	Implement enforcement policy and track the number of reports, identified illicit discharges, and number of violations or enforcement actions taken.	Number of reports, number of NOV's or citations. Track percent change year to year.	City		Evaluate and adjust enforcement and reporting mechanism		Evaluate and modify as needed	
3	Promote Public Reporting of Discharges through phone number or web page	Maintain link, phone number, or email address to community web page to report illicit discharges to enforcement personnel.	Number of reporting methods established. Graphical depiction of reports received via each mode.	City		Update/enhance reporting methods and tracking		Evaluate and modify as needed	
4	Reported illicit discharges protocol	Enhance record keeping to track reports, methods of reporting, and substantiated reports. Utilize GIS to the maximum extent practicable to track locations and history of reports.	Number of reports separated by mode of communication and type of discharge. Updated GIS database to reflect reports and actions taken.	City, SWAC	Update/enhance record keeping methods and tracking	Evaluate and modify as needed		Evaluate and modify as needed	
5	Outfall inspections - IDDE program	Complete and/or repeat dry weather screening of all outfalls.	Number of Outfalls inspected, number of identified illicit discharges, and number of illicit discharges eliminated.	City	Complete outfall inspections as necessary.	Initiate next cycle of screening and Implement Removal	Screening and Implement Removal	Screening and Implement Removal	Screening and Implement Removal
6	Storm inlet stencil/medallion maintenance	See Item 2.B.4	Number of storm inlet marker repairs.	City	See Item 2.B.4				
4. CONSTRUCTION SITE STORM WATER RUNOFF CONTROL									
A. Cooperative Efforts with KYTC									

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1	KEPSC "qualified" inspector and related program participation	Evaluate the benefits and necessity in requiring KEPSC training for staff and development community.	Decision made as to participation or not. If yes, then the number of individuals (municipal, development, and other) attending the training and pass rate.	City, P&Z	Evaluate to determine MS4 level of participation in KEPSC. Begin training if participating	Evaluate and train if necessary	Evaluate and train if necessary	Evaluate and train if necessary	Evaluate and train if necessary
2	KYTC compliance with local MS4 regulations and policy	Provide KYTC with set of construction standards and local regulations for compliance on KYTC projects in the local MS4 jurisdiction.	Percent compliance on KYTC projects in MS4 jurisdiction.	City, KYTC	Provide local regulations and standards for construction		Provide updates as necessary		Provide updates as necessary
B. Local MS4 Activities									
1	Ordinance requiring Erosion and Sediment Controls and Waste Controls on construction sites	Evaluate and revise as needed the ordinance or related BMP manual.	Necessity for revisions and numbers of revisions made.	City, P&Z	Evaluate and Adjust		Evaluate and Adjust		Evaluate and Adjust
2	Procedures for reviewing individual site plans by planning or engineering personnel	Review and revise as needed. Develop effective means of tracking and reporting plan review activities - utilize GIS and digital forms to the maximum extent practicable (MEP).	Number of site plan reviews, number of rejected plans, number of approvals.	City, P&Z	Evaluate and Adjust		Evaluate and Adjust		Evaluate and Adjust
3	Procedures for site inspections and enforcement	Review and revise as needed. Develop effective means of tracking and reporting inspection activities - utilize GIS and digital forms to the MEP.	Number and location of site inspections. Number and type of digital forms developed.	City, P&Z	Evaluate and Adjust		Evaluate and Adjust		Evaluate and Adjust
4	Enforcement of ordinance	Enforcement already implemented - provide tracking mechanism (locations, dates, infractions, photo documentation) for reporting purposes utilizing digital formats and GIS.	Number of NOVs, citations, stop work orders.	City, P&Z		Enhance tracking and reporting mechanisms		Evaluate and Adjust	
5	E&S and Waste Controls in design and planning submittals	Review current requirements and revise as necessary. Track compliance with submittal requirements over time.	Percentage improvement in acceptable first time submittals.	City, P&Z		Evaluate and adjust		Evaluate and Adjust	
5. POST-CONSTRUCTION STORM WATER MANAGEMENT IN NEW DEVELOPMENT AND REDEVELOPMENT									
A. Cooperative Efforts with KYTC									
1	Karst policy	Utilize the KYTC Karst policy for post-construction BMP standards.	Adoption of the Karst policy in local public improvement specifications. Number of instances where policy was applicable and percentage of time it was followed.	City, P&Z	Review KYTC Karst policy and add to local specifications if acceptable	Track and report application of policy	Track and report application of policy	Track and report application of policy	Track and report application of policy
B. Local MS4 Activities									
1	Participate in watershed planning efforts with other municipalities and organizations	Maintain active involvement in current group consisting of Frankfort/Franklin County, Georgetown, Nicholasville, and Richmond with common contracted consultant. Common goals and messages in a common geographic region benefit all stakeholders.	Number of meetings and attendance at meetings. Number of outside speakers/participants attending meetings.	City, P&Z, SWAC	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
2	Ordinance(s) for protecting water quality in development and redevelopment projects - incorporate BMP's in designs.	Evaluate and revise, Post-Construction Water Quality Ordinance.	Necessity for revisions and numbers of revisions made.	City, P&Z, SWAC	Develop or revise ordinance as necessary		Evaluate and adjust		Evaluate and adjust
3	BMP Manual for Post-construction BMPs	Develop BMP manual. Consider the adoption of state or federal BMP manuals. Include LID as accepted practice.	BMP manual development or modification. Number of LID practices accepted by MS4.	City, P&Z	Evaluate and adjust as needed		Evaluate and adjust		Evaluate and adjust

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4	BMP Inspections	Develop inventory of installed BMPs and track the frequency of inspections, submittal of inspection reports, and pollutants collected.	Number of BMPs installed, Number of maintenance actions, and amount of pollutants collected from BMPs by type.	City	Develop and maintain BMP inventory	Ongoing	Ongoing	Ongoing	Ongoing
6. POLLUTION PREVENTION/GOOD HOUSEKEEPING FOR MUNICIPAL OPERATIONS									
A. Cooperative Efforts with KYTC									
1	KYTC Training materials for staff. Environmental Awareness Handbook and Field Guide	Make use of available KYTC resources (web-based or other) for municipal employee training. Where applicable, request assistance of KYTC to review these materials and help identify additional needs.	Number of individuals trained using the KYTC materials.	City	Acquire and review materials - begin application of content in trainings	Utilize materials	Utilize materials	Utilize materials	Utilize materials
B. Local MS4 Activities									
1	Municipal Facilities Maintenance Management Plan	Revise Plan as needed	Number of updates to plan. Number of violations to accepted protocol and change year to year.	City	Evaluate existing facilities and update plan	Annual Review and Update	Annual Review and Update	Annual Review and Update	Annual Review and Update
2	Sweep streets to prevent pollutants from entering storm discharges	Street sweeping is already being done - evaluate and adjust as needed. Provide means to record frequency and amounts collected.	Amount of pollutants collected by street sweeping.	City		Evaluate existing program and modify as needed		Evaluate and adjust as needed	
3	Leaf and Brush Collection Program to prevent pollutants from entering storm discharges.	Leaf and Brush collection is already being done - evaluate and adjust as needed. Provide means to record frequency and amounts collected.	Amount of pollutants collected by leaf and brush collection.	City	Evaluate existing program and modify as needed		Evaluate and adjust as needed		
4	Waste recycling and disposal	Provide records of materials recycled within municipal operations and community wide, and disposal methods of non-recyclable waste products generated at municipal facilities.	Amounts of commonly recycled materials broken out by municipal facility collection and community. Amounts of hazardous waste products (including tires) disposed of and location of disposal.	City		Evaluate current disposal procedures. Enhance record keeping and reporting		Evaluate and adjust as needed	
5	Conduct training classes for municipal employees on storm water pollution prevention.	Hold at least one training session per year.	Number of training classes and number of individuals trained.	City	Hold one training meeting	Hold one training meeting	Hold one training meeting	Hold one training meeting	Hold one training meeting
7. Reviewing, Reporting, and Record Keeping									
A. Cooperative Efforts with KYTC									
1	Annual report information sharing	Incorporate KYTC annual reports with local MS4 annual reports. Provide KYTC with information as requested for the purpose of their annual report submittals.	MS4 submittals to KYTC and KYTC submittals to MS4.	City, KYTC	Annual activity	Annual activity	Annual activity	Annual activity	Annual activity
B. Local MS4 Activities									
1	SWMP Review	Perform Annual Review of SWMP and update as necessary.	Listing of proposed revisions and rationale.	City, SWAC	Annual Review and Update	Annual Review and Update	Annual Review and Update	Annual Review and Update	Annual Review and Update
2	Record Keeping	Retain copies of all reports, data, & NOI required by this permit for a period of three years.	Catalog of records for all 6 MCMs for submittal in annual report - digital record keeping.	City	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
3	Reporting	Submit Annual Reports of status of compliance with permit, progress towards goal of reducing NPS pollution to MEP, measurable goals of each MCM, and summary of activities planned to take place during next reporting cycle. Develop digital submittals.	Submittal of annual report to DOW with ultimate goal of digital submittal.	City, SWAC	Annual Report	Annual Report	Annual Report	Annual Report	Annual Report