



PERMIT YEAR 2 ANNUAL REPORT
2013-2018 MUNICIPAL SEPARATE STORM SEWER
SYSTEM PERMIT

FOR

TOWN OF CAPE ELIZABETH, MAINE

Due to Maine DEP September 15, 2015
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SECTION 1 INTRODUCTION

The town of Cape Elizabeth is subject to the General Permit for the Discharge of Stormwater from Small Municipal Separate Storm Sewer Systems (hereafter referenced as the "General Permit") which was issued by the Maine Department of Environmental Protection (DEP) on July 1, 2013. The General Permit authorizes the direct discharge of stormwater from or associated with a regulated small municipal separate storm sewer system (MS4) to another MS4 or to waters of the State other than groundwater.

This document constitutes the annual report for Permit Year 2 of the five-year permit cycle from 2013 to 2018 as required by Part IV Section J Reporting and Record Keeping of the MS4 General Permit.

The following table provides a listing of the annual report requirements provided in the General Permit, and the town of Cape Elizabeth status:

Annual Report Requirement	Cape Elizabeth Status
<p>a. The status of compliance with permit conditions based on the Stormwater Program Management Plan, an assessment of the appropriateness of identified best management practices (BMPs), progress toward achieving identified measurable goals for each of the MCMs, and progress toward achieving the goal of reducing the discharge of pollutants to the Maximum Extent Practicable.</p>	<p>The town of Cape Elizabeth is in compliance with the Permit Conditions based on the Stormwater Program Management Plan (revised 4/3/2014) approved by the Maine DEP on 5/13/2014.</p> <p>The BMPs identified in the town's Plan are still appropriate.</p> <p>Section 2 of this annual report contains the details of the town's progress on the measurable goals for each of the MCMs. The town is reducing the discharge of pollutants to the Maximum Extent Practicable.</p>
<p>b. Results of information collected and analyzed, including monitoring data, if any, during the reporting period.</p>	<p>No stormwater monitoring data was collected by the town of Cape Elizabeth during Permit Year 2.</p> <p>Any monitoring data collected as a result of illicit discharge investigations is described in Minimum Control Measure 3.</p>
<p>c. A summary of the stormwater activities the town intends to undertake pursuant to its Plan during the next reporting cycle.</p>	<p>Section 2 of this annual report includes the BMPs and measurable goals identified in the Stormwater Program Management Plan that will be implemented in subsequent years.</p>
<p>d. A change in any identified BMPs or measurable goals that apply to the Plan.</p>	<p>Changes to the BMPs and measurable goals are described in Section 2, where the progress is described.</p>
<p>e. A summary describing the activities, progress, and accomplishments for each of the MCMs (including such items as the</p>	<p>Section 2 of this annual report contains the details of the town's progress on the measurable goals for each of the BMPs.</p>

<p>status of education and outreach efforts, public involvement activities, stormwater mapping efforts, dry weather inspections, detected illicit discharges, detected illicit connections, illicit discharges that were eliminated, construction site inspections, number and nature of enforcement actions, post construction BMP status and inspections, and the status of the town's good housekeeping/pollution prevention program).</p>	
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SECTION 2 PROGRESS ON MINIMUM CONTROL MEASURES

MCM 1 Public Education and Outreach

The town is fulfilling the requirements for Public Education and Outreach through participation in ISWG and the town’s provision of funding to ISWG for Public Education and Outreach services.

MCM Goals

1. To raise awareness that polluted stormwater runoff is the most significant source of water quality problems for Maine's waters;
2. To motivate people to use Best Management Practices (BMPs) which reduce polluted stormwater runoff; and
3. To reduce polluted stormwater runoff as a result of increased awareness and utilization of BMPs.

Responsible party (for all MCM 1) - Public Services Director (with implementation assistance by Interlocal Stormwater Working Group (ISWG) education coordinator.)

BMP 1.1: Continue Awareness Outreach Efforts.

Measurable Goal 1.1.1 – In Permit Year 1, ISWG will implement awareness activities outlined in the revised Statewide Awareness Plan. Activities include:

- Maintain a link to www.thinkbluemaine.org on municipal website;
- Participate in a statewide media campaign to include 12 months of television advertisements and 12 months of online advertisements that direct to www.thinkbluemaine.org; and
- Promote their approved public event.

The following is a summary of the other activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p><i>Link to thinkbluemaine</i></p> <p>A link to the Thinkbluemaine.org website is available from the town’s Public Works Department page.</p> <p>Documentation of the statewide media campaign is described in BMP 1.2 Update and Implement Public Statewide Awareness Plan. Documentation of promotion of the public event is described in BMP 2.2 Host Public Event.</p>	None
2	<p>No work required to be completed as this measurable goal was a place holder until the 2013-2018 statewide awareness plan under BMP 1.2 was approved. The town continues to maintain the link to the Thinkbluemaine.org website on their public works department webpage under: related links (click on “stormwater protection maine”).</p>	None

Permit Year	Description of Progress	Changes
3		
4		
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BMP 1.2: Update and implement Public Stormwater Awareness Plan.

Measurable Goal 1.2.1 – By December 2, 2013 submit a Public Stormwater Awareness Plan to raise awareness of stormwater issues such as the path stormwater runoff takes, sources of stormwater pollution and the impact that polluted stormwater runoff has in the community(s). The plan will identify:

- a) the target audience;
- b) the outreach tool(s) to be used;
- c) the message;
- d) the distribution system;
- e) the time line and implementation schedule;
- f) the person(s) responsible for implementation;
- g) an impact evaluation protocol;
- h) a plan modification protocol (this must include DEP approval of significant plan modifications); and
- i) the goals (e.g., the targeted level of change sought as a result of the education and outreach effort; specific measurable goals for plan implementation).

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The ISWG education coordinator prepared a plan on behalf of all of the MS4 communities in the state. The ISWG education coordinator received an extension from 12/2/2013 to 12/16/2013 for submittal of the Draft Public Stormwater Awareness Plan. The ISWG education coordinator provided the draft plan to the Maine DEP on 12/16/2013. The Maine DEP provided comments to the ISWG education coordinator on 12/20/2013. The ISWG education coordinator revised the document and resubmitted it to the Maine DEP on 1/10/2014. The Maine DEP approved the plan on 1/15/2014.	None
2	No work required or completed this Permit Year.	Permit Year 1 progress dates were reported incorrectly, and were corrected for the Permit Year 2 Annual Report.
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Permit Year	Description of Progress	Changes
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Measurable Goal 1.2.2 – Unless DEP responds in writing or verbally otherwise, then as of February 1, 2014 the Stormwater Awareness Plan is considered approved and implementation of the Stormwater Awareness Plan will begin within one week of approval.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p><i>Television advertising</i></p> <p>The ISWG education coordinator coordinated a television and online media campaign through Time Warner Cable on behalf of ISWG. The ducky and devil ducky ads ran two weeks per month from March through June 2014. The ads were shown on cable television stations most likely to reach the target audience (e.g. HGTV, The Weather Channel, ESPN, Fox News, DIY).</p> <p>The following television campaign data were provided by Time Warner Cable:</p> <p>Ducky 1 – 824 runs Devil Duck – 1240 runs Total – 2064 runs Estimated reach: 35.9% Estimated Frequency: 3.8</p> <p><i>Online advertising</i></p> <p>The ISWG education coordinator developed online ads with a clean water message that directed to www.ThinkBlueMaine.org. Time Warner Cable placed the ads on websites most likely to reach the target audience (e.g. local and national news websites, outdoor-themed sites). The online ad campaign ran continuously from March through June 2014.</p> <p>The following online campaign data were provided by Time Warner Cable: 701,137 impressions were run Click through rate = 0.04% (on par with national average).</p> <p>Based on analytical software installed on the Think Blue Maine website, hits during the online media campaign increased 72% over the previous four month period.</p>	None

Permit Year	Description of Progress	Changes
	Between March and June 2014, hits to www.ThinkBlueMaine.org equaled 1,365. Hits between November 2013 and February 2014 equaled 794.	
2	<p><i>Television advertising</i> CCSWCD coordinated a statewide television and online media campaign through Time Warner Cable. The original ducky and devil ducky ads ran two weeks per month from August through October 2014 in PY2. The ads were shown on cable television stations most likely to reach the target audience (e.g. HGTV, The Weather Channel, ESPN, Fox News, DIY).</p> <p>The following television campaign data were provided by Time Warner Cable:</p> <p>Total – 762 runs Estimated reach: 23.65% Estimated Frequency: 2.4</p> <p><i>Online advertising</i> CCSWCD developed online ads with a clean water message that directed to www.ThinkBlueMaine.org. Time Warner Cable placed the ads on websites most likely to reach the target audience (e.g. local and national news websites, outdoor-themed sites). The online ad campaign ran continuously from August through October 2014.</p> <p>The following online campaign data were provided by Time Warner Cable: 383,872 impressions were run Click through rate = 0.05% (national average is 0.04%).</p> <p>Based on analytical software installed on the Think Blue Maine website, hits during the online media campaign increased 68% over the same three month period in 2013. Between August and October 2014, there were 1,127 visits to www.ThinkBlueMaine.org. Between August and October 2013, there were 672 visits, which is almost a twofold increase in Permit Year 2.</p> <p>The town also stencils storm drains with the phrase “Do not dump, Drains to Casco Bay”.</p>	None
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BMP 1.3: Develop and Implement Municipal/Permit Stormwater Awareness Plan.

Measurable Goal 1.3.1 – By January 6, 2014 submit a Permit Awareness Plan to raise awareness of stormwater issues including MS4 permit requirements from municipal employees, elected officials and volunteers within municipal government. The plan will identify:

- a) the target audience;
- b) the outreach tool(s) to be used;
- c) the message;
- d) the distribution system;
- e) the time line and implementation schedule;
- f) the person(s) responsible for implementation;
- g) an impact evaluation protocol;
- h) a plan modification protocol (this must include DEP approval of significant plan modifications); and
- i) the goals (e.g., the targeted level of change sought as a result of the education and outreach effort; specific measurable goals for plan implementation).

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The ISWG education coordinator submitted a draft Municipal/Permit Awareness Plan on behalf of the ISWG communities on 2/7/2014. The ISWG education coordinator received comments from the Maine DEP on 3/14/2014. The ISWG education coordinator revised the document and resubmitted it to the Maine DEP on 3/28/2014. The Plan was approved by the Maine DEP on 4/28/2014.	None
2	No work required or completed this Permit Year.	None
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Measurable Goal 1.3.2 – Unless DEP responds in writing or verbally otherwise, then as of March 1, 2014 the Permit Awareness Plan is considered approved and implementation of the Permit Awareness Plan will begin within one week of approval. Reporting - review of Permit Awareness Plan will be included in every Annual Report. The review will include process and impact indicators as outlined in the Permit Awareness Plan. In Permit Year 5 an analysis of the process and impact indicators of the Permit Awareness Plan will be provided.

Responsible Party – public works director (with implementation assistance by ISWG education coordinator)

Overall schedule for raising awareness of the permit will be included as part of the Permit Awareness Plan.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p>The Plan's PY1 activities and the progress completed for each activity is described below:</p> <p><i>Develop standard PowerPoint presentation that is easily tailored to target municipalities.</i> – The ISWG education coordinator prepared a draft template for presentations to the audiences described in the fact sheets, for the topics provided in the fact sheet.</p> <p><i>Develop fact sheets about permit requirements and compliance for elected officials and municipal managers/directors; provide to ISWG reps for inclusion in information packets for newly elected officials.</i> – Fact sheets were developed and provided to the Maine DEP for comment on 7/14/2014. The Maine DEP provided comments on 7/16/2014.</p> <p><i>Develop talking points for use when meeting with newly elected officials; provide to ISWG reps for use when meeting with newly elected officials.</i> - Talking points for newly elected municipal officials will be finalized upon completion of the municipal fact sheets.</p> <p><i>Provide regional good housekeeping/pollution prevention training for municipal staff.</i> Training was provided at the APWA Highway Congress 6/5/2014. Four Cape Elizabeth public works employees attended.</p> <p><i>Provide display or demonstration at APWA's Highway Congress.</i> CCSWCD provided an educational display about proper vehicle washing at APWA's annual Highway Congress, held on June 6, 2014.</p> <p><i>Develop and carry out annual survey of ISWG municipal representatives (or other relevant municipal staff) to gauge level of awareness.</i> The ISWG education coordinator is in the process of developing a survey for ISWG representatives to determine their municipal councils' awareness of their stormwater program. The survey will be finalized and administered to ISWG representatives in PY2.</p> <p>Although Cape Elizabeth's municipal outreach was scheduled for Permit Year 3, the town's consultant provided an overview of the MS4 General Permit requirements and</p>	<p>Survey of awareness is being developed and will be carried out in Permit Year 2.</p>

Permit Year	Description of Progress	Changes
	implementation status at a town council meeting on 11/6/2013.	
2	<p>The Plan's PY2 activities and the progress completed for each activity is described below:</p> <p>The town's public works director and consultant provided a program update to the town council on 1/5/2015. A one page written summary was provided to councilors and reviewed verbally. The town's public works director also met with the town council for budgeting on 3/18/2015 and provided the budget committee a written description of the program requirements.</p> <p>ISWG also prepared a poster entitled "Clean Water is Everyone's Job". The poster will be distributed in PY 3.</p> <p>CCSWCD coordinated with each of the 14 ISWG representatives to finalize a survey to determine their municipal councils' awareness of their stormwater program. PY2 results will be compared to future years' data.</p>	
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BMP 1.4: Continue Targeted Best Management Practices Adoption efforts from previous MS4 permit cycle.

Measurable Goal 1.4.1 – In Permit Year 1, the town will continue BMP adoption activities carried out in permit year 5 of the BMP Adoption Plan. Activities include:

- Providing a minimum of six adult education classes throughout the ISWG region per year;
- Work with a minimum of 21 retail locations to provide healthy lawn care education to consumers;
- Maintain the YardScaping website hosted on CCSWCD's website; and
- Provide information to targeted neighborhoods via direct mail, or storm drain stenciling.
- Maintain a mailing list of property owners in the Trout Brook Watershed.

Reporting – A status report of the progress on the activities will be included in each annual report.

Responsible party - public works director (with implementation assistance by ISWG education coordinator)

Permit Year	Description of Progress	Changes
1	The first four bullet items listed under this BMP and Measurable Goal are effectively the same as those listed under BMP 1.5 Measurable Goal 1.5.2 and therefore progress is reported under Measurable Goal 1.5.2. The town planner maintains a list of property owners in Trout Brook.	None
2	Same as Permit Year 1	None
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BMP 1.5: Update and Implement BMP Adoption Plan

Measurable Goal 1.5.1 – By November 1, 2013 submit a plan to encourage targeted audience to adopt or practice specific BMPs that will reduce stormwater pollution. The Plan will include:

- a) the BMP;
- b) the target audience;
- c) the outreach tool(s) to be used;
- d) the message;
- e) the distribution system;
- f) the time line;
- g) the person(s) responsible for implementation;
- h) an impact evaluation protocol;
- i) a plan modification protocol; and
- j) the targeted level of change as a result of the outreach effort (specific measurable goals for plan implementation).

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The ISWG education coordinator revised the Targeted Best Management Practices Adoption Plan developed under the 2008 permit. The Plan was submitted to Maine DEP on October 31, 2013. The revised Plan was submitted on December 20, 2013 and notice of plan approval was received on January 15, 2014.	None
2	No work required or completed this Permit Year.	None
3		
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Measurable Goal 1.5.2 – Unless DEP responds in writing or verbally otherwise, then as of January

15, 2014 the BMP Adoption Plan is considered approved and implementation of the Plan will begin.

Reporting – A review of BMP Adoption Plan will be included in every Annual Report. The review will include process and impact indicators as outlined in the BMP Adoption Plan. In Permit Year 5 an in-depth assessment of both the implementation and the impact of the BMP Adoption Plan will be provided.

The following is a summary of the activities completed for this Measurable Goal for Permit Year 2. There were no changes to the Measurable Goal.

Point of Sale

Retain 21 Point of Sale locations in the ISWG communities	complete	Three additional Point of Sale locations joined ISWG’s YardScaping program in 2015 (Home Depot in Portland, South Portland and Biddeford), one store closed (Estabrook’s in Scarborough) bringing the total number of stores participating in the program to 23. The distribution of the stores is as follows:
		Biddeford: 1
		Cape Elizabeth: 0
		Cumberland: 1
		Falmouth: 2
		Freeport: 1
		Gorham: 2
		Old Orchard Beach: 0
		Portland: 3
		Saco: 1
		Scarborough: 1
		South Portland: 4
		Westbrook: 2
		Windham: 3
Yarmouth: 3		
Establish Point of Sale program in Home Depot stores	complete	In the spring of 2015, ISWG implemented the Point of Sale program in the four Home Depot stores located in ISWG municipalities (Biddeford, Portland, South Portland, and Windham). Program components include a staff training, distribution of educational materials to the general public, and an educational event for customers at each store.

Adult Education

Offer a minimum of seven adult education events per year on YardScaping practices	complete	Gorham: 7/12/2014, Table at Farmer’s Market, 22 interactions
		Portland: 7/23/2014, Table at Farmer’s Market, 13 interactions
		Scarborough: 8/1/2014, YardScaping Social at Broadturn Farm, 12 interactions
		Windham: 8/23/2014, Home Depot Educational Table Event, 18 interactions
		Portland: 9/13/14, Portland Greenfest, 52 interactions
		Gorham: 9/27/2014, 7 participants

		Scarborough: 3/26/2015, 12 participants
		Falmouth: 4/10/2015, 6 participants (Falmouth Middle School Teacher Training)
		South Portland: 4/13/2015, 10 participants (Home Depot Staff Training)
		Biddeford: 4/14/2015, 3 participants (Home Depot Staff Training)
		Portland: 4/20/2015, 8 participants (Home Depot Staff Training)
		Windham: 5/1/2015, 3 participants (Home Depot Staff Training)
		Windham: 5/10/2015, Home Depot Educational Event, 16 interactions
		Portland: 5/16/2015, Home Depot Educational Event, 20 interactions
		Biddeford: 5/16/2015, Home Depot Educational Event, 19 interactions
		South Portland: 5/17/2015, Home Depot Educational Event 18 interactions
		Falmouth: 6/9/2015, 32 participants (Falmouth Middle School Youth YardScaping presentation)
		Falmouth: 6/9/2015, 35 participants (Falmouth Middle School Youth YardScaping presentation)
Promote adult education classes	complete	Information on YardScaping practices was published in local adult education brochures, via direct mail, using social media, and through host locations.
Track behavior change	complete	CCSWCD staff documented class evaluations and contacted past adult education class participants to determine which YardScaping practices were implemented. Please see summary of behavior change reported by participants of PY1 classes, as well as those practices participants of PY2 classes intend to implement below.

Adult Education Behavior Change Tracking

During the spring of 2015, phone calls were made to participants of YardScaping adult education classes held in the fall of 2013 and spring of 2014 in order to determine class participants' level of implementation of the YardScaping practices. Follow up phone calls are made six months to one year after the class to allow participants a growing season to implement the recommended practices. As expected, it was difficult to reach people, but the information gleaned from those who were reached provided an anticipated rate of compliance for the YardScaping practices that class participants intended to implement.

Permit Year 1 Post-Class Evaluations			
Lawn Care Practice	Plan to implement	Implemented Practice	% behavior change
Set Mower to a height of 3"	4	3	75.0%
Leave grass clippings	5	4	80.0%
Sharpen mower blades	10	6	60.0%
Aerate	22	13	59.1%
Topdress	21	12	57.1%
Overseed	16	10	62.5%

Use low maintenance seed	15	10	66.7%
Get a soil test	19	8	42.1%
Use nitrogen-only fertilizer	16	3	60.0%
Use compost tea	20	5	25.0%

Below are the results of the Permit Year 2 post-class evaluations completed by the YardScaping class participants.

Permit Year 2 Post-Class Evaluations			
Lawn Care Practice	Plan to implement	Currently do not implement	% planning to implement
Set Mower to a height of 3"	4	4	100.00%
Leave grass clippings	4	4	100.00%
Sharpen mower blades	3	3	100.00%
Aerate	7	7	100.00%
Topdress	7	7	100.00%
Overseed	7	7	100.00%
Use low maintenance seed	6	6	100.00%
Get a soil test	5	5	100.00%
Use nitrogen-only fertilizer	7	8	87.50%
Use compost tea	8	9	88.89%

CCSWCD staff will contact the class participants from the Permit Year 2 classes in the fall of 2015 and/or spring of 2016 to determine which behaviors have been adopted.

**Targeted Information
Distribution**

Distribute lawn care information in one targeted neighborhood per ISWG community	complete	YardScaping information was distributed throughout priority neighborhoods in each ISWG community. The following number of households received information:
		Biddeford: 122
		Cape Elizabeth: 79
		Cumberland: 112
		Falmouth: 95
		Freeport: 40
		Gorham: 68
		Old Orchard Beach: 77
		Portland: 203
		Saco: 107
		Scarborough: 110
		South Portland: 86
		Westbrook: 205
		Windham: 92
Yarmouth: 61		

Websites & Free

Media

Maintain and monitor CCSWCD YardScaping website	ongoing	CCSWCD is in the process of updating their website as the current format is no longer supported. YardScaping information will be updated once the website redesign is complete, which is scheduled for fall 2015.
Newspaper coverage of YardScaping activities and healthy lawn care	complete	<u><i>Portland Press Herald: Good for you if you live by water, good for all if you don't pollute (September 7, 2014)</i></u>
		<u><i>Portland Press Herald: Chemical Lawns a Formula for Trouble (October 5, 2014)</i></u>
		<u><i>Portland Press Herald: Maine Gardener: Put lawn and garden to bed for the winter (November 2, 2014)</i></u>
		<u><i>Portland Press Herald: Lawn Chemicals Threaten Health of Children, Environment (December 24, 2014)</i></u>
		<u><i>Portland Press Herald: Fertilizing for a Perfect Lawn Harms Coastal Waters (January 7, 2015)</i></u>
		<u><i>Portland Press Herald: Pause to understand hazards before using pesticides (March 15, 2015)</i></u>

BMP 1.6: Develop and Implement Targeted Outreach in Priority Watershed Plan.

Measurable Goal 1.6.1 – By July 1, 2014 submit a draft plan on how to meet either permit requirement H.1.a.iv.1 or H.1.a.iv.2. The plan will identify:

- a) the specific stormwater activity or pollutant to be addressed;
- b) the target audience;
- c) the outreach tool(s) to be used;
- d) the message and the BMPs to be encouraged;
- e) the time line and implementation schedule;
- f) the person(s) responsible for implementation;
- g) the goal of the outreach effort; and
- h) impact evaluation protocol.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The ISWG education coordinator worked with the York County MS4s to develop a regional MS4 Enhanced Outreach Plan. The draft plan was submitted to Maine DEP on June 25, 2014.	None
2	Comments on the draft plan were received from Maine DEP on 8/11/2014. The comments were addressed, and a revised plan was submitted to DEP on 9/23/2014. Additional comments were received from DEP on 10/29/2014. The plan was revised and resubmitted on 12/18/2014. The plan was approved by DEP on 12/30/2014.	None
3		
4		

Permit Year	Description of Progress	Changes
5		

Measurable Goal 1.6.2 – by November 1, 2014 submit a final plan. Unless DEP responds in writing or verbally otherwise, then as of January 5, 2015 the Targeted Outreach in Priority Watershed Plan is considered approved and implementation will begin.

Reporting - review of Targeted Outreach in Priority Watershed Plan will be included in Annual Reports starting with the Permit Year 2 annual report. The review will include process and impact indicators as outlined in the Targeted Outreach in Priority Watershed Plan. In Permit Year 5 an analysis of the process and impact indicators of the Targeted Outreach in Priority Watershed Plan will be provided.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	No work required to be completed this Permit Year. The Maine DEP comments will be addressed and finalized by November 1, 2014.	None
2	<p>LR22 – act to Promote Asphalt and Latex Pavement Sealing Products was drafted by Representative Matthea Daughtry in January 2015. The Legislative revisers office adjusted the bill and issued it in draft on 3/11/2015. Rep. Daughtry met with the revisers office on 3/17 and adjusted the language. The bill, LD 1208 was drafted and issued on 4/7/2015, with a hearing scheduled for the Environment and Natural Resources Committee on 4/23/2015.</p> <p>Representatives from ISWG and the York County MS4s held several conference calls (1/6/2015, 4/16/2015 and 4/27/2015) and meetings (12/11/2014) to review and adjust the language, conduct research on the issue and how other states and municipalities have addressed bans on coal tar-based sealants.</p> <p>ISWG drafted a fact sheet, which was reviewed by ISWG and the York County MS4s. The fact sheet was reviewed only by Ms. Daughtry and revised based on all comments received. The fact sheet was provided to the Environment and Natural Resources Committee members via email and as part of their informational packet for consideration. Phone calls were also made to representatives on the committee to discuss the bill and fact sheet. A small number of committee members were reached directly, and messages were left for those that were not reached. No phone calls were returned before the Committee met to consider the bill.</p> <p>ISWG and the York County MS4s reached out to the Long Creek Watershed Management District, the Falmouth Conservation Commission, Environmental Health Strategy Center, MEWEA, and the US Geologic Survey (who has done much of the research on coal-tar based sealants). In addition, ISWG and York County MS4s reached out</p>	None

Permit Year	Description of Progress	Changes
	<p>their MMA Legislative committee members to encourage them to vote to support the bill (the MMA Legislative committee is the entity that decides what bills MMA will support).</p> <p>The hearing for the bill was conducted on 4/23/2015. The Falmouth Conservation Commission, Environmental Health Strategy Center, MEWEA, and MMA all testified for the bill. The Long Creek Watershed Management District testified neither for nor against the bill. The Pavement Coatings Technology Council and Maine DEP testified against the bill.</p> <p>A work session was held on 4/20/2015, and the US Geologic Survey attended this work session. At the end of the session, a majority of the Environment and Natural Resources Committee voted "ought not to pass". On May 26, 2015, the House and Senate accepted the majority committee's recommendation to not pass the bill.</p> <p>Ms. Daughtry has stated she will revise and re-issue the bill in 2016. ISWG and the York County MS4s are obtaining a full copy of all testimony, and anticipate making some revisions to our proposed plan for enhanced public education to provide better public education to the legislators for this issue.</p>	
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BMP 1.7: School Outreach

Measurable Goal 1.7.1 – In Permit Year 1, continue to offer the “It’s all connected” school curriculum to elementary and/or middle schools.

Measurable Goal 1.7.2 – In Permit Years 2 - 5, as funding permits, to offer the “It’s all connected” school curriculum to elementary and/or middle schools.

Reporting – Annual reports will include the total number of students reached, which schools were involved and the lesson topics that were covered.

The following is a summary of the activities completed for the Measurable Goals associated with the School Outreach BMP. Any changes to the Measurable Goals are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p>PWD and CCSWCD offered the “Its all connected” program to the Cape school district. The following is a summary of the programming provided to Cape Elizabeth students:</p> <p>Total students: 150 (CCSWCD: 15, PWD: 135) Total contact hours: 718 (CCSWCD: 60, PWD: 658) Lesson topics: Macroinvertebrate sampling and</p>	None

Permit Year	Description of Progress	Changes
	<p>identification & bio assessment, water quality and nonpoint source pollution and prevention, water cycle and distribution, water systems/movement, watershed delineation, local watersheds, nested watershed concept, topography, stormwater, brook trout anatomy, life cycle, habitat and adaptations, native and invasive aquatic species, impervious/pervious surface, best management practices.</p> <p>Schools: Pond Cove Elementary School, Cape Elizabeth High School</p> <p>Educator: CCSWCD, PWD</p> <p>Educator contact information</p> <p>CCSWCD: Deb Debiegun, District Educator, Cumberland County Soil & Water Conservation District, ddebiegun@cumberlandsxcd.org, 207-892-4700 x 101</p> <p>PWD: Sarah Plummer, Environmental Education Coordinator, Portland Water District, splummer@pwd.org, 207-774-5961 x 3324</p> <p>In addition, the public works department continued to support the beach clean up efforts coordinated by the middle school, which occurred on September 27, 2013. The department provided 8 man hours of labor removing collected rubbish, using two dump trucks, a loader, and a pickup truck.</p>	
2	<p>Cape Elizabeth</p> <p>Total students: 61 (CCSWCD: 48, PWD: 13)</p> <p>Total contact hours: 133 (CCSWCD: 68, PWD: 65)</p> <p>Lesson topics: Macroinvertebrate sampling and identification & bioassessment; water quality and nonpoint source pollution and prevention; marine debris and ocean currents, nonpoint source pollution and prevention, treatment and laboratory analysis of drinking water and wastewater</p> <p>Schools: Cape Elizabeth High School, Pond Cove Elementary School</p> <p>Educator: CCSWCD, PWD</p> <p>In addition, the public works department continued to support the beach clean up efforts coordinated by the middle school, which occurred on September 25, 2014. The department provided 12 man hours of labor removing collected rubbish, using a dump truck, and a front end loader.</p>	None
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MCM 2 Public Involvement and Participation

The town is fulfilling the requirements for Public Involvement and Participation through participation in the ISWG and the town's provision of funding to ISWG for Public Involvement and Participation services, or through directly fulfilling the requirements.

MCM Goals:

1. Involve the public in both the planning and implementation process of improving water quality and reducing quantity via the stormwater program.

BMP 2.1: Public Notice Requirement

Measurable Goal 2.1.1 – ISWG and/or its members will follow state and local Public Notice requirements for both ISWG and individual Stormwater Management Plans. Copies of the plans will be made available on the town’s web site.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town provided public notice of its NOI and SWPM Plan on the town website.	None
2	No work required or completed this Permit Year.	None
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Measurable Goal 2.1.2 – ISWG and/or its members will follow state and local Public Notice requirements when involving stakeholders in the implementation of the Small MS4 General Permit.

Reporting –The annual report will describe compliance with public notice requirements including documentation of meetings and attendance, where applicable.

Responsible party - public works director (with implementation assistance by ISWG stormwater program coordinator)

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The ISWG meetings are open to the public. A listing of meetings and attendance is provided in Appendix A.	None
2	The ISWG meetings are open to the public. The public works director attended 5 of the meetings.	Per DEP request, appendix was removed from Annual Report.
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Permit Year	Description of Progress	Changes
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BMP 2.2: Host Public Events

Measurable Goal 2.2.1 –ISWG and/or the town will annually host/conduct or participate in at least one public event such as storm drain stenciling, stream clean-up, household hazardous waste collection day, volunteer monitoring, neighborhood educational events, conservation commission outreach program, Urban Impaired Stream outreach program, or adopt a storm drain or local stream program). The target audience will be adult residents living in the Urbanized Area of the town of Cape Elizabeth. The message will be tailored to best reach the target audience given the characteristics of the public event. The ISWG and/or permittee will consult with DEP to ensure the event will satisfy requirements. In particular, the town of Cape Elizabeth will continue hosting an annual household hazardous waste day to minimize the potential for illegal dumping in Trout Brook.

Reporting - The annual report will include description of the event including estimated attendance/participation and an impact evaluation to assess effectiveness of the methods used to plan and host the event.

Responsible Party: public works director (with implementation assistance by ISWG education coordinator)

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p>Urban Runoff & Green Neighbor Family Fest</p> <p>The third annual <i>Urban Runoff</i> 5K race and walk and the <i>Green Neighbor Family Fest</i> were held on April 26, 2014. The goal of these events was to raise awareness of polluted runoff and support ISWG’s school education program. With approval from Maine DEP, the race and festival served as the Public Involvement and Participation event for all ISWG communities.</p> <p>By all accounts, the event was a huge success. Approximately 600 runners and walkers registered for the race, and many local businesses supported the race through sponsorships, in-kind donations, and employee participation as race participants and volunteers. Local media outlets advertised the events, including the donation of radio advertisement and an on-air interview during the month of April by 98.9 WCLZ and news coverage by News Chanel 8 WMTW. Social media, paid online advertising, posters, and direct mail and email were also used to promote the race</p>	None

Permit Year	Description of Progress	Changes
	<p>and cause. Stormwater awareness messages were included on the event website, social media, eblasts, and other marketing tools that were sent to all registered participants, sponsors, and partners.</p> <p>Anecdotes as well as a post-race survey completed by race participants demonstrate the success of the race’s planning and implementation. Many participants particularly enjoyed the course, which changed this year to end in front of Deering High School. Many survey respondents indicated the cause of the race, clean water education, was a major reason why they chose to participate.</p> <p>The <i>Green Neighbor Family Fest</i> was held after the race in Deering High School gymnasium due to weather. The event ran for three hours and was attended by approximately 700 people. Scheduled events included the awards ceremony and a live music. A total of 21 exhibits were set up by local nonprofit and governmental organizations, universities, and businesses to provide hands-on, educational activities for children. These activities included a marine touch tank, making “seed bombs” (seeds rolled in compost), water quality experiments, “poo bag” toss (about proper disposal of pet waste), and many more. Children also took part in face painting and water related prize giveaways.</p> <p>The festival was also a great success. Children were engaged, and parents provided feedback that the activities were not only fun, but also educational for both parents and children.</p> <p>Plans are underway to host the fourth annual <i>Urban Runoff</i> 5K and <i>Green Neighbor Family Fest</i> on Saturday, April 25, 2015.</p> <p>The public works director volunteered at the event.</p> <p>Household Hazardous Waste Day The town hosted a Household Hazardous Waste Day on May 10, 2014. The estimated cost to the town to host this collection is approximately \$13,543. This amount indicates a slight decrease over the expenditures for Permit Year 5 of the previous cycle. The town continues to survey residents in regards to this successful annual event. The town advertises the event using the announcement contained in Appendix B. A summary of the survey results are also contained in Appendix B. Questions ranged from what types of wastes residents were dropping off to whether or not</p>	

Permit Year	Description of Progress	Changes
	<p>they would be willing to pay to drop off these wastes and what level of awareness they had about town, state and other organizations stormwater programs. Results this year indicated that “oil based paint” and “solvents/cleaners” were the most common wastes being dropped off. As has been true of prior years, most residents had heard about the event thru the small weekly newspaper (Cape Courier), 74% of residents had previously participated in this event, 70% said they would be willing to pay a fee and 30% of residents were aware of the stormwater management efforts of the “Think Blue Maine” campaign (down from 35% last year. It should be noted that a car count was not able to be conducted, 329 surveys were received this year.</p> <p>Prescription Medication Drop-off Day The town hosted a collection of unwanted prescription medications on April 26, 2014. The town collected 249.6 lbs of medications.</p>	
2	<p>Urban Runoff & Green Neighbor Family Fest</p> <p>2015 marked the fourth year ISWG supported, coordinated, promoted, and participated in the Urban Runoff and Green Neighbor Family Fest, a day-long community event that promotes clean water and raises awareness of water pollution. In addition to raising awareness, funds raised from the Urban Runoff and Green Neighbor Family Fest support ISWG’s in-school youth education program. With approval from Maine DEP, the race and festival, held on April 25, 2015, served as the Public Involvement and Participation event for all ISWG communities. Each community’s participants are summarized in the table below.</p> <p>By all accounts, the event was a huge success. Approximately 700 runners and walkers registered for the race, and many local businesses supported the race through sponsorships, in-kind donations, and employee participation as race participants and volunteers. Local media outlets advertised the events, including the donation of radio advertisement during the months of March and April by 98.9 WCLZ. WMTW News Channel 8 promoted the events prior to April 25th, and they attended the race and festival to provide news coverage of the events. Social media, paid online advertising, posters, and direct mail and email were also used to promote the race and included a clean water message. Additional clean water messages were included on the event website, social media, eblasts, and other marketing tools that were sent to all registered participants,</p>	None

Permit Year	Description of Progress	Changes
	<p>sponsors, and partners.</p> <p>Anecdotes as well as a post-race survey completed by race participants demonstrate the success of the race’s planning and implementation. Many survey respondents indicated the race’s cause: clean water and youth education, was a major reason why they chose to participate.</p> <p>The <i>Green Neighbor Family Fest</i> was held after the race at Deering High School. The event ran for three hours and was attended by approximately 700 people. Scheduled events included the awards ceremony and a live music. A total of 21 exhibits were set up by local nonprofit and governmental organizations, universities, and businesses to provide hands-on, educational activities for children. These activities included a marine touch tank, making “seed bombs” (seeds rolled in compost), water quality experiments, and many more. Children also took part in face painting and water related prize giveaways.</p> <p>Plans are underway to host the fifth annual <i>Urban Runoff 5K</i> and <i>Green Neighbor Family Fest</i> on Saturday, April 23, 2016.</p> <p><i>Promotion</i> With the help of all ISWG representatives, CCSWCD promoted ISWG’s public event, the Urban Runoff 5K and Green Neighbor Family Fest, via social media, paid online ads, and direct email communication to participants. In addition, 340 posters were distributed throughout the 14 ISWG communities by ISWG representatives; radio ads aired on 98.9 WCLZ during the months of March and April; and WMTW News Channel 8 attended the event and covered the events leading up to April 25, 2015.</p> <p>Cape Elizabeth placed 6 posters throughout the town advertising the event and had 10 participants in the race.</p> <p>Household Hazardous Waste Day The town hosted a Household Hazardous Waste Day on May 9, 2015. The estimated cost to the town to host this collection was approximately \$17,400. This amount indicates a slight decrease over the expenditures for Permit Year 1 of this permit cycle. The town continues to survey residents in regards to this successful annual event. Questions were the same as asked in prior years and ranged from what types of wastes residents were dropping off to whether or not they</p>	

Permit Year	Description of Progress	Changes
	<p>would be willing to pay to drop off these wastes and what level of awareness they had about town, state and other organizations stormwater programs. 306 people completed the survey. This year respondents indicated that “oil based paint” was again the most common waste being dropped off (121 respondents), but only 10 respondents dropped off “solvents/cleaners” (this was one of the more common wastes last year). As has been true of prior years, most residents had heard about the event thru the small weekly newspaper (Cape Courier), 77% of residents had previously participated in this event, 67% said they would be willing to pay a fee and 17% of residents were aware of the stormwater management efforts of the “Think Blue Maine” campaign (down from 30% last year, 35% in Permit Year 5 of the previous permit cycle). It should be noted that a car count was not able to be conducted, 306 surveys were received this year.</p> <p>Prescription Medication Drop-off Day The town hosted a collection of unwanted prescription medications on April 25, 2015. The town collected 389 lbs of medications.</p>	
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MCM 3 Illicit Discharge Detection and Elimination

MCM Goals

1. Maintain an updated watershed-based storm sewer system infrastructure map;
2. Continue to enforce the town’s non-stormwater discharge ordinance;
3. Continue to implement the town’s illicit discharge detection and elimination program (the program includes a prioritized dry weather outfall inspection plan that will be expanded into watersheds that have not been inspected);
4. Continue to implement the town’s strategy to detect any illicit discharges to the open ditch system within Trout Brook; and
5. Develop a list of septic systems in Trout Brook that are 20 years old or older and implement a drive-by evaluation and documentation program
6. Work with the Portland Water District to identify if hydrant flushing practices in the MS4 constitute significant contributors of pollutants.

For specific permit requirements and suggestions, Discharge of Stormwater from Small Municipal Separate Storm Sewer Systems Part IV.H.3 refer to the General Permit.

BMP 3.1: Maintain an updated Watershed-Based Storm Sewer System Infrastructure Map

Measurable Goal 3.1.1 - The town created a watershed-based map of the MS4 infrastructure during the prior two permit cycles (2003-2013). Annually by June 30 each year, the town will update the paper copies of the maps to reflect new infrastructure and changes to the infrastructure. If funding allows, the electronic map system will also be updated.

Reporting - Annual update of mapping efforts undertaken in the Permit Year.

Responsible Party - public works director

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	Watershed based maps that outline the storm sewer system have been developed. The existing maps continue to be updated to reflect changes to the system as they are constructed. Updates are hand notations on paper maps, which are updated electronically by a consultant as time and funds allow.	None
2	The town converted its paper maps to GIS and conducted a quality control check. The town has 137 active MS4 outfalls, 1650 catch basins, 163 drain manholes, 251 culverts, 152,122 feet of storm drain pipe (28.8 miles), and 30,500 feet of ditches. The town also incorporated the infrastructure changes associated with the Charles Road combined sewer	None

Permit Year	Description of Progress	Changes
	separation into GIS.	
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BMP 3.2: Continue to Enforce the Non-Stormwater Discharge Ordinance

Measurable Goal 3.2.1 - The town of Cape Elizabeth adopted and implemented a Non-Stormwater Discharging Ordinance (Article II, Section 18-2-8 Non-Stormwater Regulation of Chapter 18 Conservation) effective July 13, 2005. As part of the Illicit Discharge Detection and Elimination Program, the town maintains a listing of illicit discharges that have been identified and how they are addressed. The town will update the spreadsheet by June 30 each year to include information on whether the Non-Stormwater Discharge Ordinance was used as an enforcement tool for the illicit discharges.

Responsible Party - public works director

Reporting - Documentation of illicit discharge incidents and municipal enforcement actions as a result of the adopted ordinance will be included in annual reports to DEP each year of the permit. This information will be reported under BMP 3.3 Continue Dry Weather Outfall Inspection Program.

Responsible Party: public works director.

BMP 3.3: Continue Illicit Discharge Detection and Elimination Program

Measurable Goal 3.3.1 – During the past permit cycle, the town developed an illicit discharge detection and elimination program which included annual dry weather inspections in the town’s two highest priority watersheds (Trout Brook and Spurwink River). Implementation of the IDDE program will continue, and dry weather outfall inspections will be expanded to watersheds that were not previously inspected beginning in Permit Year 2.

Reporting - Inspection results will be documented in a spreadsheet or other recordkeeping system and a summary will be reported in annual reports submitted to the DEP.

Responsible Party - public works director

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town inspected 115 outfalls in the urbanized area, expanding inspections from the highest priority (Trout Brook and Spurwink River) watersheds to the Casco Bay Watershed. No evidence of illicit discharge was identified except for one	None

Permit Year	Description of Progress	Changes
	<p>outfall on Ocean House Road that discharges to Trout Brook. This outfall has a known illicit discharge, for which a Notice of Violation has been issued. The town is working with the discharger to correct the issue. The NOV specifies that the discharge discontinue by October 1, 2014.</p> <p>The public called in two additional potential illicit discharges in Permit Year 2.</p> <p>A copy of the inspection record for the outfalls is provided in Appendix C as well as a copy of the NOV that was issued, and a copy of the Illicit Discharge Tracking Sheet that shows the status of those potential illicit discharges identified.</p> <p>The public works director also provided a memorandum to staff on May 17, 2014 reminding them to be on the lookout for illicit discharges when performing their duties. The town also began preparation of a written document describing the IDDE program that they have implemented over the past two permit cycles.</p>	
2	<p>The town updated its IDDE Program in December 2014 and provided the Maine DEP with a copy of review. The DEP reviewed the Program and provided comments on 2/17/2015. The Town updated the IDDE program in April 2015 to incorporate many of the comments.</p> <p>The town inspected 146 of the 147 outfalls in the Urbanized Area and all catch basins during Permit Year 2. Three potential illicit discharges were identified during the outfall inspections, and no potential illicit discharges were identified during catch basin inspections.</p> <p>The illicit discharges are under investigation.</p> <p>Maintenance needs identified include: approximately 10 of the outfalls need vegetation trimming for improved access, approximately 10 need jetting and or plunge pool repair, and the remaining sections require varying degrees of maintenance which have been added to the Public Works maintenance list and will be addressed as time and budgets allow.</p>	Per DEP request, appendix was removed from Annual Report.
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BMP 3.4: Continue Open Ditch Illicit Discharge Program

Measurable Goal 3.4.1 – During the past permit cycle, the town developed a strategy for detecting illicit discharges in their open ditch system within their highest priority watershed (Trout Brook). The town will expand the open ditch inspection program into the second highest priority watershed (Spurwink River).

Reporting - Annual reports to DEP each year of the permit will include a status report on the inspections completed. Note: reporting of illicit discharge detections and actions taken will be done under BMP 3.3 Continue Dry Weather Outfall Inspection Program.

Responsible Party - public works director.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	Ditch inspections during Permit Year 1 included Spurwink Road, Gull Crest and the DPW area. The inspections identified two previously unknown drains. No evidence of illicit discharges were observed in or around the drains. The inspections were conducted in conjunction with maintenance work.	None
2	Inspections were completed on 100% of the ditches in the Urbanized Area during Permit Year 2. No illicit discharges were identified during ditch inspections, but maintenance needs were documented on several ditch segments.	None
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BMP 3.5: Document and Evaluate Aging Septic Systems

Measurable Goal 3.5.1 – By June 30, 2016, the town will develop a list of aging (i.e., greater than 20 years old) septic systems in its two highest priority watersheds (Trout Brook and Spurwink River) that might discharge to the MS4 if they were to fail.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	No work was required to be completed this year.	None
2	Although no work was required to be completed this year, the town began generating a list of properties with aged septic systems. This list will be reviewed and updated during Permit Year 3.	None
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Permit Year	Description of Progress	Changes
5		

Measurable Goal 3.5.2 – By June 30, 2017, the town will implement a drive-by evaluation and documentation program of the aging septic systems identified in Measurable Goal 3.5.1. The program will include a mechanism to address any discharges from failed septic systems.

Reporting – The Permit Year 3 Annual report will include a status report on the number of septic systems identified. The Permit Year 4 Annual Report will include a description of the evaluation and documentation program. Note: reporting of illicit discharge detections and actions taken will be done under BMP 3.2, Continue to Enforce the Non- Stormwater Discharge Ordinance.

Responsible Party - code enforcement officer

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	No work required to be completed this permit year.	None
2	No work was required to be completed this year.	None
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BMP 3.6: Coordinate with the water utility regarding water line and hydrant flushing to determine if either is a significant contributor of pollutants to the MS4

Measurable Goal 3.6.1 – By June 30, 2014 (end of Permit Year 1), coordinate with the water utility via mail or in person to evaluate whether or not water line or hydrant flushing from potable water sources is a significant contributor of pollutants to the MS4. Evaluation will include the following action:

- Provide the water utility with a location map showing the extent of the municipal urbanized area, and the highest priority watershed(s).
- Gather information from the water utility, specific to the urbanized area and priority watershed(s), including the number and location of hydrants and details on water line or hydrant flushing that outlines procedures, including how often flushing occurs, typical flow rates and duration, where the water is conveyed, what the target or actual chlorine concentrations are, and what best practices are employed to prevent erosion and address potential pollutants.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town and their stormwater consultant met with the Portland Water District on 10/1/2013 to discuss hydrant	None

Permit Year	Description of Progress	Changes
	<p>flushing in the town. The PWD informed the town of the number and location of hydrants, and gave general information on typical flow rates and duration of flushing and where the water is conveyed. The PWD informed the town that flushing was scheduled to occur in the spring 2014, and that flushing occurs on a three year cycle.</p> <p>The town also met with the PWD and ISWG communities on 1/17/2014, where further discussions occurred regarding the flow rates, target chlorine concentrations and best practices. The PWD agreed to conduct chlorine monitoring and to investigate BMPS to reduce chlorine discharges.</p> <p>The town provided the PWD with shape files showing the highest priority watershed – Trout Brook (4/17/2014), information on the types of discharges that might cause exceedances of the Non-Stormwater Discharge Ordinance (4/3/2014 email), and electronic files of the storm drain system (4/17/2014).</p>	
2	No work was required to be completed this year.	None
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Measurable Goal 3.6.2 - By no later than December 30, 2014, unless otherwise approved by the Department, using available GIS or other municipal mapping information, the location of hydrants will be added to the storm sewer system infrastructure map to aid in the evaluation; the municipality will work with the water utility to prioritize the hydrants or water lines that have the potential to cause exceedances of the ambient water quality criterion for chlorine when discharged through the MS4. The municipality will request a water quality progress report that documents what best management practices are being implemented for flushing activity at the prioritized hydrants as well as the water utility's testing results of the total residual chlorine for any such discharges.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The PWD provided the town with electronic files showing the locations of the hydrants on 2/21/2014.	None
2	No work was required to be completed this year because the work was completed under 3.6.1 during Permit Year 1.	None
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Measurable Goal 3.6.3: Permit Years 3 – 5, the municipality will request an annual water quality progress report that documents what best management practices are being implemented for flushing activity at the prioritized hydrants as well as the water utility’s testing results of the total residual chlorine for any such discharges.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	No work required to be completed this permit year.	None
2	No work was required to be completed this year, however, the town’s consultant met with the Portland Water District on 1/29/2015 to review the Portland Water District’s water quality testing reports and to determine next steps. The Portland Water District will be testing dechlorination units in Permit Year 3.	None
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Measurable Goal 3.6.4: If it is determined by the end of Permit Year 3, that water line or hydrant flushing is a significant contributor of pollutants to the MS4, and the water utility has demonstrated that it will not voluntarily implement BMPs in order to reach ambient water quality criteria for chlorine, the municipality will, as soon as practicable or by no later than the end of Permit Year 4, update their IDDE ordinance to allow enforcement of discharges that cause exceedances of water quality criteria.

Reporting - The annual report will include a status update on the evaluation of water line and hydrant flushing as a significant contributor of pollutants to the MS4 and an update on subsequent actions.

Responsible Party - public works director.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	No work required to be completed this permit year.	None
2	No work was required to be completed this year.	None
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MCM 4 Construction Site Stormwater Runoff Control

MCM Goals

Continue to implement and enforce a program to reduce pollutants in any stormwater runoff to the regulated small MS4 from construction activities that result in a land disturbance of greater than or equal to one acre. For specific permit requirements and suggestions, refer to DEP's General Permit for the Discharge of Stormwater from Small Municipal Separate Storm Sewer Systems Part IV.H.4.

The town will rely on the Maine Construction General Permit or Chapter 500, Stormwater Management.

In addition, the town will require contractors performing municipal work to be certified in erosion and sediment control through the state program, and the public works director and department supervisor will become certified.

BMP 4.1: Continue notification to construction site developers and operators of the requirements for registration under the Maine Construction General Permit or Chapter 500, Stormwater Management for the discharge of stormwater associated with construction activities;

Measurable Goal 4.1.1 – Continue notifying developers and contractors through the modified building permit and Planning Board review process, and through meetings with code enforcement and planning staff. The documents provide notification to applicants of the requirements for registration under the Maine Construction General Permit or Chapter 500 Stormwater Management for the Discharge of Stormwater Associated with Construction Activities.

Responsible Party - public works director (Planning Board review process), code enforcement officer (building permit)

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town continued notification procedures currently in place using the town planning staff and code enforcement staff directing construction site developers to town Subdivision, Zoning and Stormwater, Non-Stormwater Control Ordinances for requirements related to Federal and State regulations. The Planning Board applications have been modified to include notification to applicants of the requirements for registration under the MCGP or Chapter 500 Stormwater Management. The town continues to evaluate the current system and modifies it if needed.	None
2	The building permit application includes a question about whether the applicant will disturb one or more acres of land to help in tracking sites. The town added notices to the planning and code enforcement office web pages notifying applicants of the Chapter 500 requirements. http://www.capeelizabeth.com/government/departments/planning/home.h	

Permit Year	Description of Progress	Changes
	tml http://www.capeelizabeth.com/government/departments/code_enforcement/home.html	
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BMP 4.2: Continue documenting every construction activity that disturb one or more acres within the Urbanized Area.

Measurable Goal 4.2.1 – During the previous Permit Cycle, the public works director developed a spreadsheet to document the construction activities that disturb more than one acre of land in the Urbanized Area. By June 30 each year the spreadsheet will be updated to include the construction projects in the Urbanized Area that disturbed more than one acre of land.

Responsible Party - public works director

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	Of the 110 building permits that were issued during Permit Year 1, none except those that passed through Planning Board were for projects that would cause one or more acres of disturbance. Only one site which triggered the construction inspection requirements was under construction during Permit Year 1. A spreadsheet is maintained documenting selected site inspections (Appendix D).	None
2	Of the 185 building permits that were issued during Permit Year 2, none except those that passed through Planning Board were for projects that would cause one or more acres of disturbance. Two sites triggered the construction inspection requirements during Permit Year 2.	Per DEP request, appendix was removed from Annual Report.
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BMP 4.3: Continue implementing the construction site inspection program.

Measurable Goal 4.3.1 – During the previous permit cycle, the town developed a procedure for construction site inspections by either a municipal official or a contracted third party to meet the terms and conditions of the MS4 General Permit (i.e., to ensure projects are in compliance with the Maine Construction General Permit and Basic Standards of Chapter 500, Stormwater Management). The program includes three construction inspections for sediment and erosion control issues in those sites that are in the highest priority watershed (Trout Brook), and two inspections in all other portions of the Urbanized Area. One of the inspections occurs at the end of construction to document that final stabilization of the site has been completed. The town will continue to implement this program, and by June 30 each year will document this information in the Construction Inspection Tracking spreadsheet that is also used to document BMP 4.2.

Responsible Party - public works director (third party inspections), code enforcement officer (when no third party inspections are completed)

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	At least 6 inspections were conducted by a third party contractor for the site that required inspections. Generally issues such as repair of silt fence and maintenance of the construction entrance were recommended and then repaired by the contractor prior to the next inspection. The Maine DEP was not required to be involved in any issues associated with implementation of the Construction SWPPP for the site.	None
2	Both sites are being inspected a third party inspector to ensure contractors are following their Erosion and Sediment Control Plans. Three inspections were completed at each of the two active subdivision sites this Permit Year. The Maine DEP was not required to be involved in any issues associated with implementation of the Construction SWPPP for the sites.	
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BMP 4.4: Enhanced Certifications in Trout Brook

Measurable Goal 4.4.1 – By June 30, 2016, the public works director and department supervisor will become certified in sediment and erosion control through the State program.

The following is a summary of the activities completed for this Measurable Goal. Any changes to

the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The public works director completed the classroom training for certification in sediment and erosion control on 12/2/2013 and completed field training for full certification on 6/24/2014.	None
2	No work required or completed this Permit Year.	None
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Measurable Goal 4.4.2 – Whenever the town undertakes a major project in town (including Trout Brook), they specify in the bidding documents that the contractor be certified by the state in sediment and erosion control.

Responsible Party: public works director

Reporting – The Permit Year 1, 2, and 3 Annual reports will include a summary of information tracked in the spreadsheet.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	No town construction was conducted during Permit Year 1 that triggered this requirement.	This measureable goal was expanded to the entire town (it previously identified that the practice was applicable only to projects in Trout Brook).
2	No town construction was conducted during Permit Year 2 that triggered this requirement.	None
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MCM 5 Post-Construction Stormwater Management

Goals (within the Urbanized Area)

- Continue to implement 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 discharge into the town’s MS4;
- Continue to implement an ordinance or similar measure to ensure adequate long-term operation and maintenance of post-construction BMPs;
- Ensure post-construction BMPs are functioning as intended; and
- Document and report annually to the MDEP all applicable post-construction related information.

For specific permit requirements and suggestions, refer Part IV.H.5 of the General Permit.

BMP 5.1: Continue to Enforce Ordinance or Similar Measure

Measurable Goal 5.1.1 – During the previous permit cycle, the town passed a Post-Construction Discharge Ordinance (effective April 8, 2010) which requires that any site that disturbs more than one acre certify to the town annually by May 1 that they have inspected and maintained their stormwater BMPs. The ordinance is Article IV of Chapter 18 Conservation. The town will continue to enforce this ordinance.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town continues to enforce this ordinance.	None
2	The town continues to enforce this ordinance.	None
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BMP 5.2: Track Post-construction Sites to ensure proper reporting and compliance with the Ordinance

Measurable Goal 5.2.1 - The town has developed a spreadsheet to track sites that trigger the Post-Construction Ordinance and to document the following elements which are required to be reported to the Maine DEP:

- The cumulative number of sites that have post-construction BMPs discharging into the permittee's MS4;
- A summary of the number of sites that have post-construction BMPs discharging into the permittee's MS4 that were reported to the municipality;
- The number of sites with documented functioning post-construction BMPs; and
- The number of sites that required routine maintenance or remedial action to ensure that the post-construction BMP is functioning as intended.

The town will complete the spreadsheet by June 30 each year.

The town ordinance requires that owners and operators hire a “Qualified Third Party Inspector” to inspect the site, therefore the General Permit requirements related to town inspections in watersheds of Urban Impaired Streams and Lakes Most at Risk do not apply.

Reporting - Documentation of all inspections will be entered into a spreadsheet for tracking and annual reporting to DEP.

Responsible Party - public works director

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p>The town updated its Post-Construction Spreadsheet, which is contained in Appendix E. Eastman Meadows is the only project triggering the ordinance where construction has been completed.</p> <p>The Cottage Brook site will not be subject to the Post construction ordinance as it was approved by the Town and the DEP three days before the Chapter 500 changes requiring Post Construction certifications was approved (well before the Town’s ordinance was approved).</p> <p>The following is a summary of the Post-Construction BMPs for the town:</p> <ul style="list-style-type: none"> 1 Site discharge to the town’s MS4 1 site provided its maintenance certification to the town 1 sites had fully functioning BMPs 0 site required routine maintenance. 	<p>During permit year 1, the Town reported that the Cottage Brook site would be subject to the Post Construction Ordinance. This site was approved by the DEP and Town 3 days before the 2006 Chapter 500 changes went into effect (well before the Town’s ordinance went into effect). The text has been corrected here.</p>
2	<p>The following is a summary of the Post-Construction sites’ status for Permit Year 2 certifications:</p> <ul style="list-style-type: none"> 1 Site discharge to the town’s MS4 1 site provided its maintenance certification to the town 1 sites had fully functioning BMPs 1 site required routine maintenance (catch basin cleaning). 	<p>Per DEP request, appendix was removed from Annual Report.</p>

Permit Year	Description of Progress	Changes
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BMP 5.3: Develop LID notification procedures for developers

Measurable Goal 5.3.1 - The town will develop a procedure to notify developers they should consider low impact development techniques. Though no date is specified in the General Permit for this requirement, the town will complete this during Permit Year 2.

Permit Year	Description of Progress	Changes
1	No work required or completed this permit year.	None
2	The Town provides applicants with an EPA brochure describing the water quality and community benefits of LID.	This BMP is required by the General Permit but was omitted from the SWPM Plan. The BMP and measureable goal were added and completed this permit year.
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MCM 6 Pollution Prevention/Good Housekeeping for Municipal Operations

This program has the ultimate goal of preventing or reducing pollutant runoff from municipal operations.

MCM Goals:

- Maintain an updated inventory of all municipal operations conducted in, on, or associated with facilities, buildings, golf courses, cemeteries, parks and open space owned or operated by regulated MS4s that have the potential to cause or contribute to stormwater or surface water pollution.
- Continue to implement written operation and maintenance procedures for the facilities in the inventory to ensure long term operation of structural and non-structural controls that reduce stormwater pollution to the maximum extent practicable.
- Train employees on ways to prevent and reduce stormwater pollution from municipal operations and facilities.
- Continue to implement a program to sweep all publicly accepted paved streets and publicly owned paved parking lots as well as cleaning catch basins and other stormwater structures.
- Continue to maintain the conveyances, structures and outfalls of the regulated MS4.
- Continue to implement the Stormwater Pollution Prevention Plan for the Department of Public Works and Recycling Center sites.

For specific permit requirements and suggestions, refer to Part IV.H.6 of the General Permit.

BMP 6.1: Operations at Municipally Owned Grounds and Facilities

Measurable Goal 6.1.1 – During the previous permit cycle, the town developed an inventory of all municipal operations conducted in, on, or associated with facilities, buildings, golf courses, cemeteries, parks and open space that have the potential to cause or contribute to stormwater or surface water pollution.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The Inventory of Municipal Operations was updated in March of 2014. The Inventory is attached as Appendix F.	None
2	The Inventory was updated in March 2015, to include mowing and internments in the Riverside Cemetery, to clarify that annual mowing is done at the Thomas Jordan Trust area, and that fertilizer is applied at the Public Works facility.	Per DEP request, appendix was removed from Annual Report.
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Measurable Goal 6.1.2 – The town relies on the Standard Operating Procedures which are revised as necessary. The town will continue to implement these SOPs at the inventoried facilities in town. Where the public works director is not responsible for implementing the SOPs (i.e., at the police and fire departments), those facilities will maintain copies of their SOPs on-site.

Reporting - Annual reports to DEP each year will include a status report on the progress of implementing the SOPs.

Responsible Party – public works director

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town updated its Police, Fire and Grounds Maintenance SOPs in April 2014. Copies of the updated SOPs are contained in Appendix G.	None
2	No changes to the SOPs were required. (Even though the Inventory was updated to show the activities at the Riverside Cemetery and Thomas Jordan Trust area, the Grounds and Maintenance SOPs for these facilities and personnel already contained practices for these activities.)	
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BMP 6.2: Training

Measurable Goal 6.2.1 – Formal stormwater pollution prevention employee training is completed annually. Refresher trainings occur on an informal basis whenever deemed necessary by the public works director. The trainings cover such topics as spill prevention and response, good housekeeping, and materials management practices. The town will train other employees in the Standard Operating Procedures during Permit Year 2.

Reporting - Annual reports to DEP each year will include a status report on the development of the training program and number of employees trained.

Responsible Party - public works director.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p>Thirteen public works employees were trained in IDDE and Pollution Prevention Good Housekeeping (SWPPP and SPCC Plan) on 8/15/2013.</p> <p>The two Recycling Center employees and the public works director were trained on the SWPPP on 9/23/2013.</p> <p>Four additional public works employees were trained in pollution prevention Good Housekeeping at the Highway Congress on 6/5/2014.</p> <p>The public works director received his Tank Smart training on 6/19/2014.</p> <p>The public works director and planner also attended the Maine Stormwater Conference on November 21 and 22, 2013.</p>	None
2	<ol style="list-style-type: none"> 1) Thirteen (13) Public Works and Parks/Recreation employees attended the 5/14/2015 training on PPGH presented by ISWG. 2) Three Public Works employees were trained in outfall and ditch inspections on 10/10 and 10/15/2015 by Integrated Environmental Engineering. The training included classroom training on the IPAD and field training on inspections. 3) Five (5) Cape Elizabeth Public Works employees attended the educational display booth at the APWA Highway Congress on 6/4/2015. 	
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Permit Year	Description of Progress	Changes
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BMP 6.3: Continue Street Sweeping Program

Measurable Goal 6.3.1 - Each permit year the town will continue to sweep all publicly accepted paved streets and publicly owned paved parking lots at least once a year as soon as possible after snowmelt. Additional street sweeping will be conducted in the Trout Brook Watershed to minimize pollutant transport.

Reporting - Annual reports to DEP each year will include a status report on street sweeping. To track the additional street sweeping in the Trout Brook Watershed, number of hours of sweeping will be reported.

Responsible Party - public works director.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	All municipal streets that have winter sand accumulation are swept three to four times per year. Streets are swept in early spring and usually completed by mid-May/June depending on the spring rains. Approximately 738 hours were logged and ~300 cubic yards of material was collected through street sweeping. Materials collected are stockpiled at the Public Works/Transfer Station for later removal.	None
2	All municipal streets that have winter sand accumulation are swept three to four times per year. Streets are swept in early spring and usually completed by mid-May/June depending on the spring rains. Approximately 290 hours were logged and ~250 cubic yards of material was collected through street sweeping. Materials collected are stockpiled at the Public Works/Transfer Station for later removal.	
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BMP 6.4: Cleaning of Stormwater Structures Including Catch Basins

Measurable Goal 6.4.1 - Each permit year the town will continue to inspect all catch basins and will clean catch basins and other stormwater structures that accumulate more than three inches of sediment. The town will clean catch basins more frequently if inspections indicate excessive accumulation of sediment. Excessive accumulation is greater than or equal to 50 percent filled.

Reporting - Annual reports to DEP each year will include a status report on cleaning of stormwater structures.

Responsible Party - public works director.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The town checked and accompanied its third party contractor who cleaned 412 catch basins in July/August of 2013. Approximately 114 cubic yards of catch basin grit was collected and deposited at CPRC Group in Scarborough. All basins are inspected and only cleaned if more than 3 inches of material exists.	None
2	The town checked and accompanied its third party contractor who cleaned 429 catch basins between 8/14/2014 and 9/8/2014. Approximately 126.84 tons of catch basin grit was collected and deposited at CPRC Group in Scarborough. All basins are inspected and only cleaned if more than 3 inches of material exists.	Permit Year 1 text was revised to reflect the 2013 date and that a contractor cleaned catch basins, accompanied by a public works employee.
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BMP 6.5: Maintenance and Upgrading of Storm water Conveyances and Outfalls

Measurable Goal 6.5.1 – The town will continue to maintain and upgrade the stormwater conveyance systems based on the results of the catch basin, outfall, and ditch inspections, in accordance with the urgency of the repair. The town continues to perform systematic upgrades of the storm drain system in correlation with the road paving program for the town.

Reporting - Annual reports to DEP each year will include a status report on the maintenance and upgrading of stormwater conveyances and outfalls.

Responsible Party - public works director.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	<p>The town expended 48 hours on outfall inspections, 237.5 hours on maintenance and repairs, 130 hours on mechanical cleaning of catch basins, and 672 hours manually cleaning infrastructure (raking debris and leaves) between July 1, 2013 and June 30, 2014. Drainage repairs completed included:</p> <ul style="list-style-type: none"> • Brush removal on the detention ponds in the Cross Hill Area • Third Party maintenance on the filterra[®] units at the high school and Fort Williams • Repairs to drainage swales, and culverts in and around Gull Crest and the Public Works Garage • Repairs to outfalls identified during outfall inspections (e.g., riprap placement, clearing of vegetation) • Chimney Rock Road received new drainage infrastructure (~\$130,000) 	None
2	<p>No major drainage projects were completed during Permit Year 2. The following maintenance was completed:</p> <ul style="list-style-type: none"> • Installed a new Type "F" catch basin in front of 3 Pine Point Road and installed the outlet (12" ADS N-12) into an existing drainage easement in July 2014 • Replaced a failed cross pipe between two catch basins at the terminus of Fenway Road, cleaned out and opened the storm drain for the outfall, build a new protective headwall around the outfall, and stabilized the ditch with erosion control matting in June 2015. • With the help of a local contractor, replaced the northern most of three 36" cross culverts on Shore Road at Pond Cove with an aluminized Type II corrugated metal pipe in June 2015. 	None
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BMP 6.6: Stormwater Pollution Prevention Plans (SWPPPs)

Measurable Goal 6.6.1 – During Permit Year 1, the town will update the SWPPP for the Public Works Facility and Recycling Center to conform to the conditions and requirements of the Maine Multi-Sector

General Permit for Stormwater Discharge Associated with Industrial Activity published April 26, 2011. During subsequent permit years, the town will implement the SWPPP, including conducting quarterly visual monitoring and quarterly housekeeping inspections.

The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The SWPPP for the Public Works Facility and Recycling Center was updated in September 2013 to conform to the requirements of the MSGP.	None.
2	No work was required or completed this Permit Year.	None
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Measurable Goal 6.6.2 – Although the public works garage does not exceed the 1,320 gallon threshold requiring an Oil Spill Prevention Control and Countermeasure Plan, the Garage holds a Site Location of Development Permit requiring a Spill Plan. The town will update the Spill Plan during Permit Year 1.

Reporting - Annual reports to DEP each year will include a status report on the development of the SWPPP and SPCC Plans.

Responsible Party: public works director.

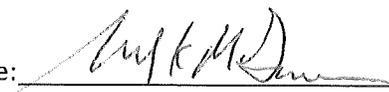
The following is a summary of the activities completed for this Measurable Goal. Any changes to the Measurable Goal are identified in the last column of the table.

Permit Year	Description of Progress	Changes
1	The SPCC Plan for the Public Works Facility was updated in September 2013.	None
2	No work was required or completed this Permit Year.	None
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SECTION 3 CERTIFICATION

The General Permit requires that this Plan be certified by either a principal executive officer or ranking elected official. This section provides the necessary certification.

"I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 fine and imprisonment for knowing violations."

Signature: 
Michael K. McGovern

Date: 9/14/15

Title: Town Manager

