

Table 2—Stormwater Management Program Design

Minimum Control Measure Requirements, Sample Practices and Sample Measurable Goals

For each Minimum Measure, MS4s are required to develop measurable goals and select appropriate activities to ensure reduction of all pollutants of concern in stormwater discharges to the Maximum Extent Practicable

Required Elements	Sample Activities/Practices	Sample Measurable Goals
Minimum Control Measure 1: Public Outreach and Education on Stormwater Impacts and Program		
<p>Plan and conduct an ongoing public education and outreach program that describes the impacts of stormwater discharges on waterbodies, the pollutants of concern and their sources, and the steps to reduce the pollutants</p>	<ul style="list-style-type: none"> • Send speakers to community groups & schools (suggested subjects: proper lawn & garden care, proper disposal of household hazardous waste, low impact development) • Distribute posters • Promote pet waste management 	<ul style="list-style-type: none"> • Priority Waterbodies List (DEC) & other information on local water quality collected, reviewed • Pollutants of concern identified • Public education and outreach plan drafted • Printed materials completed • ___ # pet waste or no-littering signs installed
Minimum Control Measure 2: Public Involvement / Participation in Stormwater Program		
<p>Name Stormwater Management Contact Person</p>	<ul style="list-style-type: none"> • Work with town employees, boards and agencies to identify the most qualified person 	<ul style="list-style-type: none"> • Stormwater contact person identified & published
<p>Provide public notice and access to stormwater management documents and information, including program plans and SWPPPs</p>	<ul style="list-style-type: none"> • Seek out, list stakeholders to be apprised of milestones and give input to decisions • Make SWPPPs submitted with land use applications publicly available 	<ul style="list-style-type: none"> • Key interested parties identified • Mailing list developed • Procedure for document availability set
<p>Present Stormwater Management Program (SWMP) plan & annual reports to the public</p>	<ul style="list-style-type: none"> • Conduct public meetings on the SWMP and annual program reports; compile comments 	<ul style="list-style-type: none"> • Stakeholders meeting held for ___ # attendees • Presentation given on SWMP, annual report
<p>Design and conduct a stormwater management public involvement / participation program</p>	<ul style="list-style-type: none"> • Form advisory committee, within municipality and in cooperation with other MS4s • Sponsor volunteer stream monitoring; sponsor stream, roadway cleanup days 	<ul style="list-style-type: none"> • Advisory committee established • Public involvement needs & messages identified • Public involvement plan complete • ___ # cleanup days held, results achieved

Required Elements	Sample Activities/Practices	Sample Measurable Goals
Minimum Control Measure 3: Illicit Discharge Detection and Elimination		
Identify and map stormwater outfalls	<ul style="list-style-type: none"> Inspect and map outfalls/storm sewers 	<ul style="list-style-type: none"> Outfall and/or sewer system map completed
Identify illicit discharges (e.g. illegal dumping; industry/business or wastewater connections to storm drain system)	<ul style="list-style-type: none"> Conduct shoreline surveys Conduct dye testing to target failing septic systems 	<ul style="list-style-type: none"> ___% of sewer drainage area assessed for sources of illicit discharges
Prohibit illicit discharges through an ordinance, local law or other regulatory mechanisms	<ul style="list-style-type: none"> Develop ordinance or local law 	<ul style="list-style-type: none"> Ordinance/local law in place
Inform public, employees, local businesses about hazards from illegal discharges	<ul style="list-style-type: none"> Establish citizen watch groups Develop information brochures for specific audiences 	<ul style="list-style-type: none"> Training for ___# public employees completed
Minimum Control Measure 4: Construction Site Stormwater Runoff Control		
Require erosion and sedimentation controls through a local law or other regulatory mechanism (one acre or more of disturbance)	<ul style="list-style-type: none"> Develop local law including recommended strategies (such as stabilized construction entrances, dust control, permanent seeding, silt fence properly installed/maintained, preserving natural vegetation, grass lined channels) 	<ul style="list-style-type: none"> Local law or other regulatory mechanism in place ___% compliance achieved by real estate development firms and construction contractors Maximum compliance with local law
Provide stormwater background information and opportunity for the public to review SWPPPs and report observations	<ul style="list-style-type: none"> Establish a procedure to receive and consider information from the public 	<ul style="list-style-type: none"> Procedure for accepting and reviewing information from the public in place All complaints from the public about stormwater investigated
Require MS4 review of Stormwater Pollution Prevention Plans (SWPPPs)	<ul style="list-style-type: none"> Establish a procedure for SWPPP review Conduct SWPPP reviews 	<ul style="list-style-type: none"> Procedure for construction site plan review in place SWPPPs submitted, reviewed for all projects disturbing one acre or more
Require construction site waste management	<ul style="list-style-type: none"> Include site waste management in local law 	<ul style="list-style-type: none"> ___% compliance by construction contractors
Perform site inspections and enforce regulations	<ul style="list-style-type: none"> Establish procedures for site inspection, enforcement Inspect construction sites for compliance 	<ul style="list-style-type: none"> Procedures for site inspections/enforcement implemented All projects disturbing one acre or more inspected for compliance with SWPPP
Assure education and training of construction site operators	<ul style="list-style-type: none"> Sponsor training for construction site operators about regulatory requirements, technical standards 	<ul style="list-style-type: none"> Appropriate training developed or identified Training for ___% site operators completed

Required Elements	Sample Activities/Practices	Sample Measurable Goals
Minimum Control Measure 5: Post-Construction Stormwater Management		
<p>Assess existing conditions throughout the MS4 and identify management practices that will be effective in reducing pollutant discharges</p>	<ul style="list-style-type: none"> Collect Priority Waterbodies List (DEC) & other information on water quality; identify pollutants of concern identified Develop, implement appropriate post-construction strategies for new development and redevelopment (to include structural and/or non-structural management practices such as buffer zones, stormwater wetlands, stormwater ponds, eliminating curbs and gutters, open space design) 	<ul style="list-style-type: none"> Preliminary inventory of water quality problems/pollutants of concern completed MS4 discharges contributing to water quality problems/pollutants of concern identified Strategies developed to address water quality problems from existing, new and redevelopment Technical standards adopted and provided to construction site operators
<p>Regulate post-construction runoff from development through a local law or other regulatory mechanism (one acre or more of disturbance)</p>	<ul style="list-style-type: none"> Amend zoning, site plan and subdivision laws and ordinances with recommended local law to require review of Stormwater Pollution Prevention Plans; or use other regulatory mechanisms (see Table 3, page 30) 	<ul style="list-style-type: none"> Local law or other regulatory mechanism adopted ___ # stormwater management practices installed in compliance with Design Manual ___ # new developments using open space design
<p>Develop management practice inspection and maintenance program</p>	<ul style="list-style-type: none"> Establish criteria for Stormwater Management Practices O&M plans Require O&M at completed Stormwater Management Practices 	<ul style="list-style-type: none"> Maintenance plans for structural and nonstructural management practices for existing development are developed and implemented
Minimum Control Measure 6: Pollution Prevention/Good Housekeeping for Municipal Operations		
<p>Prevent discharge of pollutants from municipal operations</p>	<ul style="list-style-type: none"> Examine municipal operations and alter actions to achieve pollution prevention 	<ul style="list-style-type: none"> Pollution prevention plan (new BMPs and procedures) completed
<p>Follow DEC NPS Management Practices Catalog or equivalent</p>	<ul style="list-style-type: none"> Protect hazardous material storage areas Develop procedures for proper waste disposal and transfer 	<ul style="list-style-type: none"> Procedures in place for periodic and routine catch basin cleaning and regular street sweeping ___ # catch basins cleaned per month (or per year)
<p>Train employees in pollution prevention/good housekeeping</p>	<ul style="list-style-type: none"> Initiate employee training program 	<ul style="list-style-type: none"> Employee training materials gathered or developed Employee training sessions held

Information about local resources and stormwater conditions will help to accomplish several critical stormwater management tasks:

- **Defining the community's goals** for construction/post-construction stormwater management.
- **Providing findings of fact** to tailor the purposes of the Stormwater Management Local Law and direct the program to meet local needs.
- **Supporting land use planning and individual land use decisions**, with the goal of helping local decision makers to best manage stormwater runoff in developing and developed areas.
- **Providing an information base for reviewing SWPPPs**, for evaluating the appropriateness of proposed control measures and for developing conditions that will make local land use permits more effective for managing stormwater.
- **Identifying current and potential stormwater problem areas** where the stormwater management program should provide special protections.

All municipalities should make it an ongoing practice to seek information from the public about stormwater conditions and local natural resources. A discussion of recommended public involvement approaches appears in Chapter 4, *Implementing Construction/Post-Construction Stormwater Management*.

Successful Stormwater Management

The success of a local stormwater management program can be seen not only in water quality improvement and storm damage reduction, but also in the communities consciousness of stormwater issues and needs. *Doing the Best Job of Stormwater Management* on page 40 summarizes visible signs of a successful community stormwater management program.