

Regional Strategy for Managing Stormwater in North Central Texas FY2012 Work Program

October 1, 2011 to September 30, 2012

This Annual Work Program is the guiding path of a cooperative and comprehensive regional approach to managing stormwater in North Central Texas. It has been developed under the direction of the Regional Stormwater Management Coordinating Council (RSWMCC) as part of regional unified approach to addressing state and federal stormwater quality regulations, and to support regional stewardship of the urbanized surface waters of North Central Texas.

The North Central Texas Council of Governments (NCTCOG) has worked with local governments and other stakeholders to implement a regional strategy to address stormwater quality issues affecting North Central Texas. A *Regional Policy Position on Managing Urban Storm Water Quality* was created in 1999 by the RSWMCC to provide guidance for the regional strategy, setting out the key elements for a cooperative and comprehensive regional approach to stormwater management.

Member Involvement

The RSWMCC, comprised of local government representatives, guides implementation of the regional strategy for stormwater management through development of the Annual Work Program, with direction from the Regional Policy Position, and support from the NCTCOG Stormwater Team. The work program is implemented through three programmatic Task Forces, each addressing one of the key elements of the stormwater regulations – public education and involvement (PETF), illicit discharge detection and elimination (IDDETF), and municipal pollution prevention (P2TF).

Multiple Year Projects and Programs

Executing the goals of the Regional Policy Position and providing continuing support to the local programs of the participants is a multi-year effort. NCTCOG staff annually reviews multi-year milestones, schedules and regional opportunities for participants, and makes recommendations for on-going activities to be considered by the RSWMCC to help meet permit requirements and milestones in subsequent years. In addition, members of the three programmatic task forces propose new tasks for the upcoming work program. These ideas are narrowed down by a Work Program Committee and are presented, along with budget recommendations, for endorsement by the full RSWMCC. This annual work program document describes the new and the on-going regional initiatives approved by the RSWMCC to be implemented during FY2012 (October 1, 2011 to September 30, 2012). The FY2012 work program deliverables are listed in Appendix A, and the budget is presented in Appendix B.

Program Cost Shares

The annual work program is funded by individual cost shares provided by each of the regional participants. Individual cost shares are developed from an allocation of the program elements to three categories of participants: Large MS4s (Large and Medium Municipal Separate Storm Sewer Systems as defined by USEPA), Small MS4s, and Common, based on the category the element primarily supports. Cost shares for each participant are calculated according to population and to an equal share from the resource allocation assigned to the program elements under each of these three categories. While each work element may be structured primarily for one size category within the program, all elements are connected to some extent by the regional stormwater common goals and are expected to contribute to a common body of knowledge that will directly enhance all members' individual programs.

As in recent years, primary activities associated with Control of Construction Site Stormwater Runoff and Management of Stormwater Impacts Associated with Development will be funded

separately under the *integrated* Stormwater Management (iSWM™) program. The FY2012 Public Works Program, including the iSWM™ work elements are developed and implemented under the direction of NCTCOG's Public Works Council.

Local Government Participation and Oversight

Local Government Participation and Oversight groups the foundational elements of the Regional Program including: Coordinating Council meetings, watershed meetings, general permitting support issues, liaising with regulators, administrative support, and other Regional Program maintenance concerns.

The Regional Program maintains communication and regular opportunities for the exchange of information between participants, RSWMCC members, and NCTCOG staff via the internet, the dfwstormwater.com web site, meetings, forums and workshops as appropriate, and roundtable discussions held in each watershed as needed. The interests of the watersheds in the Regional Program are represented by RSWMCC members in regular meetings held to guide the regional strategy.

Large Communities-Specific Permit Coordination

The Large MS4 (Phase I) entities are commencing their third permit term. Staff will continue to ensure that the collective bargaining power of the Regional Program is brought to bear and that coordination with the overall Regional Program is considered in any discussions on regulatory issues with the Texas Commission on Environmental Quality (TCEQ) and EPA.

Small Communities-Specific Permit Coordination

Small MS4s have been issued permits and are now well into implementing their Stormwater Management Programs (SWMP). NCTCOG staff will continue to be available to answer questions and address issues that arise from participants as they implement their programs. In some cases, this may mean that NCTCOG staff will need to survey the membership and compile the results to a question and provide the response back to all members. In years past, NCTCOG staff has hosted a forum to address questions regarding submission of the annual report to TCEQ. This has involved arranging to have TCEQ stormwater leadership accessible by phone to answer questions. NCTCOG staff can continue to provide such a forum in the coming year given sufficient participant interest in doing so.

During FY2012, the Phase II permit will expire (August 2012) and TCEQ will be developing revisions to the new permit and seeking input from the regulated community. NCTCOG staff will stay in close communication with TCEQ staff and track the process. Staff will also review any draft permits that are issued for public comment and compile any comments that our members feel the need to address for joint submission to TCEQ.

RDI Development and Combined Reporting

The concept of Regionally Developed Initiatives (RDIs) is the foundation of the regional strategy. RDI's specific to each program element are described in the program area sections of this work program. During FY2012, the RDI Task Forces [Public Education/Public Involvement (PETF), Illicit Discharge Detection and Elimination (IDDE), and Municipal Pollution Prevention (P2)] will continue to develop ideas for RDI projects to be incorporated into subsequent work programs.

County Roundtable (this work element is contingent upon program support and interest from at least three counties)

The County Roundtable is offered to county stormwater managers and staff, as they contend with stormwater issues that are unique to county governments in our region. If

adequate interest is expressed, during FY2012 NCTCOG staff will seek opportunities for leadership education and cooperative efforts unique to the city/county relationship. The Roundtable could provide a forum to assist in the implementation of regional program elements and potentially to develop new initiatives specific to Small MS4 permitting and compliance for counties. Staff will plan to support up to two meetings during the year, contingent upon interest and support.

Coordinate and Facilitate a Variety of Meetings

The RSWMCC provides oversight for the Regional Program and directs the activities of the NCTCOG staff. Staff will arrange and administer a minimum of four meetings of the RSWMCC over the course of the fiscal year (1 per quarter). Staff will work with the Chair to develop meeting agendas, and will compose and e-mail meeting notices, and background information in support of these meetings. Key to the development and maintenance of a regional effort are open discussions among all the participants. NCTCOG will provide support for up to two work sessions as needed to discuss strategy and other permit-related issues. Additional events may be conducted based on joint recommendation by staff and the RSWMCC.

Perform General Liaison Functions

As the State continues the process of developing its role as stormwater regulator, it is important that staff keeps them informed of our regional activities. Staff will continue to work closely with the TCEQ staff during the implementation of this first Small MS4 permit term as well as during the development of the second permit term language to ensure that the region's interests are made known. Upon direction from the RSWMCC, NCTCOG staff will serve as representatives for the Regional Program to federal and state officials in matters regarding the regional strategy and will coordinate activities among the participants to promote the Regional Program. Staff will track regulatory information and changes in the stormwater arena, providing regulatory updates and/or announcements as appropriate.

Identify Regional Cooperative Opportunities

An element essential to the success of the regional strategy is identification of opportunities for regional cooperation. This is particularly important now that all entities are implementing Stormwater Management Programs (SWMPs). Staff will continue to identify/refine potential regional cooperative initiatives for consideration as additional RDIs by the RSWMCC. It is anticipated that some initiatives will be supported by the continuing base funds, while others may require supplemental funding. Staff will seek cooperative bulk purchase opportunities and continue to coordinate bulk orders, delivery, and billing at least once per fiscal year for educational materials such as bookmarks and curb markers.

Promote the Adopted Regional Storm Water Management Strategy

Staff will be available to respond to requests for presentations to city councils and civic groups in order to assist city staff in their efforts to develop local stormwater management programs in concert with the regional effort. The adopted Regional Policy Position continues to be an essential tool in this regard. Staff will continue to participate in a limited number of local, state and national conferences to showcase the Regional Program, to stay informed of national developments in water quality issues, and to access the municipal leadership for the region. Staff will prepare and present overviews of the Regional Program at selected local, state and national conferences and other opportunities as they arise. Staff will also report to participants on information gained at the conferences attended, and furnish copies of useful materials as appropriate.

Provide Administrative Support

NCTCOG will coordinate the Regional Program through the development of interlocal agreements, work programs and cost share arrangements. NCTCOG staff will handle all necessary administrative support for these efforts including billing and phone call follow-ups.

Seek Grants Funding for Additional Programs or Projects

External funding through grant opportunities may be sought for specific projects as they are identified. State and federal grant sources will be explored and any application will be made under guidance of the RSWMCC. Non-traditional funding sources will also be investigated: for example, partnering with non-profits on direct implementation of BMPs has been successful in other parts of the country.

Coordinate with the SEE Safe Clean & Green Initiative and Other Allied Environmental Programs.

Staff will as necessary attend meetings of other environmental and infrastructure programs such as the Public Works Council, Flood Management Task Force, COMMON VISION of the Trinity River Corridor Program, iSWM, Stop Illegal Dumping (litter abatement), Water Resources Council and other watershed programs to ensure coordination and avoid duplication of efforts.

Other Activities as Identified

NCTCOG staff will be open and available to address other activities that will assist in further development and implementation of the regional strategy as time and budget permits. Should a valuable opportunity arise, staff will consult with RSWMCC leadership, and may shift priorities in the work program to take advantage of the opportunity.

Regional Stormwater Resource Center

In order for governmental agencies to make informed decisions, they must have access to current and progressive information from around the country, as well as information on what their neighbors are doing. In addition, agency staff will need supporting information to be able to effectively communicate proposed policies to their managers, councils, and the public. To help coordinate the multiple sources of information on stormwater management, NCTCOG will continue to serve as a resource center for this information and will provide avenues for dissemination. NCTCOG will maintain an updated Internet presence as well as the ability to prepare custom-generated maps, charts, and other presentation materials to participants upon special request; some of which may incur additional charges.

Support the Regional Stormwater Web Site

Staff will provide maintenance and updates to the stormwater web site on the NCTCOG web domain to serve as an information clearinghouse and resource center. The web site will continue to present information targeted specifically at providing permit related support and maintaining general program information such as the annual work scope, program costs and other related information. The web site can also aid public education on stormwater issues, and it can help to facilitate public involvement by making available notices of program meetings, which are open to the general public. The site will continue to be upgraded with technical support information, seminar and training opportunities, news items, national regulatory issues, and other current topical issues.

Serve as an Information Clearinghouse and Resource Center

NCTCOG staff will solicit and compile information on regional and national experiences in the area of stormwater management, and will continue current efforts to bring existing public

information materials to local governments for use as examples. A regional resource of available information on stormwater management issues such as pollution prevention, innovative BMPs, and funding mechanisms, including studies, presentations by experienced professionals, and other guidance, will be maintained in-house and posted as components of dfwstormwater.com as feasible.

Prepare Newsletter Articles, Produce Informational Materials for Various Topics

NCTCOG staff will write four to six newsletter articles in the Department of Environment and Development's monthly *Insight* electronic newsletter and/or NCTCOG's *It's Your Region* newsletter. Local, state and national news sources including journals, Internet 'Listserves', news agencies, regulatory news releases, and association newsletters will be regularly reviewed by NCTCOG for relevant materials that can be provided to Regional Program participants. Informational materials on various topics such as stormwater management programs, practices and procedures along with specific permit commitments or requirements to assist with informing elected officials, city management and the general public will be made available to participants as needed. Program participants will receive email notices as relevant items become available.

Public Education

Educating the public about the impact of their everyday activities on stormwater quality is a key element of the stormwater program. Education and outreach programs are particularly suited to regional cooperation. Combined outreach talent and resources can increase individual program effectiveness and maximize purchasing power. Opportunities abound to reach citizens and businesses throughout the Metroplex in a coordinated program. The public must be made aware of the potential hazards associated with their individual practices and steps they can take to reduce pollutants in stormwater runoff. Education on the proper use, disposal and/or management of these pollutants (e.g. lawn and garden chemicals, pet waste, yard waste, detergent, trash, sediment, and oil and grease) as well as on general stormwater issues should be a major element of any stormwater public education program. In addition, non-permitted commercial, institutional and industrial entities whose operations could have a significant impact on stormwater quality also need to be informed of their potential impacts along with practical ways to mitigate these impacts.

Public Education Task Force Meetings

The Public Education Task Force will continue to support a unified stormwater public education message for the region, while maintaining the uniqueness of individual municipal programs. The Task Force has been very successful in providing coordinators an opportunity to discuss public education issues, learn from each other's on-going programs and explore creative areas of mutual cooperation. In FY2012 the Task Force will explore and develop additional RDIs and/or seasonal campaigns for public education and public involvement. A minimum of seven meetings will be conducted, with updates provided to the RSWMCC.

Continue Regional Texas SmartScape® as an RDI

Staff will coordinate the 11th Annual *March is Texas SmartScape Month* activities in FY2012 as an RDI for public education. Staff will work with SmartScape participants to promote the program and assist them in planning, organizing and promoting related outreach. Such efforts may consist of developing outreach or planning materials, coordinating a SmartScape class and/or developing other initiatives identified by participants. Staff will continue to serve as the primary liaison for cities, the public and the media on SmartScape information. Staff will maintain the technical and informational aspects of the SmartScape web site, and will incorporate new information as it becomes available, including city specific information on demonstration gardens, educational events

and city promotions. As part of the SmartScape web zip code tracking and Google Analytics, staff will provide annual SmartScape web user statistic reports to each participating entity for inclusion in annual reports. Regional cooperative purchases of bookmarks and other SmartScape related promotional tools will continue to be made available.

Seasonal Education and Outreach Efforts

One objective of the Public Education Task Force will be to continue to build upon the successes of past seasonal education and outreach activities. For FY2012, the Task Force will continue running successful campaigns to address proper management of pet waste (*DOO the Right Thing*), yard waste, used cooking oil and construction site pollutants, and address general stormwater issues. Cooperative purchasing of media related products will be conducted for interested participants. In addition, local media partnerships will be maintained and opportunities for new partners to conduct public outreach will be pursued.

For FY2012, the Task Force will also target local businesses through a regional Green Business program. Businesses would commit to doing certain activities and would receive a decal to display at their store or on their vehicle(s). A Green Business web page could be developed to promote these businesses. Other activities could include creating outreach materials that identify best management practices for preventing pollution at businesses. Final activities are subject to change, but developing a regional effort to target this group would be the goal. Targeted businesses could include power washers, mobile dog washing operations, landscaping companies, and others as identified. Individual MS4 outreach efforts will be supported and encouraged through the regional events calendar on dfwstormwater.com. Task Force activities, web site statistics and outreach information will be tracked and documented for participants' annual reporting to TCEQ.

Illicit Discharge Detection and Elimination (IDDE)

Regional initiatives can provide local governments with an increased array of tools for addressing businesses and citizens that may be contributing to contaminated discharges in stormwater. Regionally developed training programs, inspection methods, or monitoring and tracking procedures can support local management programs by providing effective BMPs that work at the watershed level and provide an aspect of continuity for industries in the region. The focus of the regional effort in this program area has been the hands-on training workshops that have provided real world experience to numerous municipal staff over the years. The practical field guide that was developed last year was a new direction for the regional program and created a new tool for staff to use. The training workshops will continue to be offered each year, while the regional program continues to seek opportunities to develop additional RDI(s) that will assist MS4s with full permit compliance in IDDE.

IDDE RDI Development

NCTCOG staff and the IDDE Task Force will revisit proposed projects and explore additional ideas to develop for use by local governments in detecting and eliminating illicit discharges. Proposed projects for future consideration may include a regional stormwater complaint hotline and website, regional mapping of outfalls, IDDE response database, development of educational materials for automotive businesses, and a regional permitting program for power washing, mobile dog washing companies, and/or special events. Selected options will be formulated into RDI(s) to be implemented in future work programs.

Training PowerPoint Module(s)

For the FY2012 Work Program, the IDDE Task Force recommended the development of a training PowerPoint module(s) and coordinating a "train-the-trainer" session. This module(s)

will train municipal staff on identifying and detecting illicit discharges. It will be modeled after the “Preventing Storm Water Pollution: What We Can Do” municipal employee training module series developed through the Pollution Prevention Task Force. Once developed, NCTCOG will coordinate with a consultant or local participant to teach the module and show municipal staff how to then teach the module to their staff.

Municipal Industrial Inspectors Workshop

This workshop will provide a venue for municipal industrial inspectors to discuss methods and tools for conducting inspections and promoting Pollution Prevention (P2) concepts to local industries. The workshop will include a tour of a host industrial facility with stormwater management demonstrations, case studies and pollution prevention examples presented by facility staff. This workshop is typically a three-quarter to a full-day event.

[The following workshops will be made available to regional program participants as optional elements of the FY2012 Work Program. Staff will solicit interest in these workshops during the third quarter of the fiscal year, and if resources are available, one or both will be offered during the fourth quarter.]

IDDE Training (based on level of interest and resources)

NCTCOG staff will offer a basic IDDE training session that walks municipal staff through the approaches discussed in the “IDDE Field Investigation Guide.” This workshop will also review several case studies and will include a problem solving example that guides participants in finding the source(s) of the illicit discharge(s).

Dry Weather Field Screening Training (based on level of interest and resources)

One training session using the Regional Dry Weather Field Screening Protocol and screening kit will be conducted. This workshop includes a hands-on chemical testing in both a classroom setting and outdoors. The curriculum also covers how to conduct an outfall inventory, use a Global Positioning System (GPS), and set up and manage an outfall database. To minimize costs, the workshop will be conducted by a local volunteer with experience in outfall mapping and field investigations. The training targets MS4 staff needing to conduct dry weather field screening of municipal stormwater outfalls.

Municipal Pollution Prevention

Local governments must lead by example if they are to succeed in changing the practices and habits of businesses and residents. Toward this end, the goal of governments must be to prevent or reduce pollutant runoff from municipal operations including streets, highways, municipal parking lots, maintenance facilities, storage yards, and waste transfer stations. Comprehensive regional training programs developed in prior years have gone a long way in providing for the training component of the permit requirements. Previously developed PowerPoint training modules were converted to DVD for greater ease of use and were distributed as a complete set to FY2010 participants. A new construction DVD will be available that focuses on training non-stormwater municipal personnel to recognize and report potential construction stormwater problems on active construction sites.

The training DVDs provide employee training and orientation whether or not an experienced trainer is available, at low cost and at any time. The construction video will also be available at a low cost for those needing additional copies or who did not receive a copy from last fiscal year. However, since training alone does not fully address all the requirements of the permit, continued attention is needed to develop a more comprehensive RDI(s) for this program area. In FY2012, NCTCOG staff will work with the Pollution Prevention (P2) RDI Task Force to identify additional RDI projects for future work programs.

Local governments in our region have expressed a strong interest in making pollution prevention training *more useful to more member cities, more of the time*. The selected project for FY2012 focuses on this goal.

“Peer 2 Peer Education and Sharing”

This unique deliverable involves the year-round opportunity for members interested in pollution prevention to share ideas, questions, and challenges they may have within their local programs. Meetings, presentations and workshops will be held regularly throughout the year to provide plenty of opportunities for discussion and sharing of P2 activities. Meeting topics will be diverse in hopes that all aspects of P2 will be covered. This non-traditional deliverable will provide information to P2 Task Force participants, who in turn will be better equipped with greater knowledge and experience to train their employees completely and efficiently in municipal pollution prevention operations.

- **Site Visits:** A tour of municipal facility operations in at least three entities will be conducted. These visits will provide a wonderful learning opportunity for members to see how another municipality handles P2 operations.
- **Checklist Comparison:** Several members have mentioned how helpful it would be to compare checklists used by state and local enforcement inspectors in order to better improve inspections at their own facilities. Staff will solicit and compile checklists from member local governments to discuss and review at meetings throughout the year.
- **“Show and Tell”:** Members will be asked to bring in pictures of facility operations as well as questions or concerns they are having to the scheduled P2 Task Force meetings. This would provide a cost-efficient opportunity for lots of discussion on what other municipalities are doing, as well as a chance for alternative ideas to be generated.
- **Small Business & Local Government Assistance Program:** Someone from this organization will be invited to come and talk to the P2 Task Force about their checklist and procedures.
- **Listserv/social media:** Staff will investigate, and if possible, create a type of listserv such as Yahoo Groups that would allow members to post pictures, questions, or comments for all to see. This way, the project would continue past 2012 and further the success of P2.

P2 RDI Development

Staff and the P2 Task Force will continue to explore additional options for the development of an RDI program for use by local governments in managing facilities and operations that have a potential impact on stormwater quality. Projects for future consideration include one or more operational guides for supervisors with BMPs, procedures and techniques appropriate to particular municipal departments or activities. Selected projects will be formulated into RDI(s) to be implemented in future work programs.

Regional Cooperative Monitoring

NCTCOG is facilitating the implementation of a third permit term TCEQ-approved monitoring program that is based on in-stream monitoring of selected watersheds. The goal for this monitoring program is to continue to generate water quality data on receiving streams in the DFW Metroplex during storm events for use in tracking long-term water quality trends and effectiveness of BMP implementation in the watershed.

Regional Monitoring Program Commencement

As FY2012 begins, the Phase I entities will commence monitoring activities for a third permit term. A regional consultant has been selected through an RFP process to perform sampling activities for seven of the regional participants; while two participants will perform

their own monitoring and submit data to the consultant for inclusion in the regional data set. NCTCOG staff will administer all contractual paperwork for both the consultant and the participating entities, as well as oversee consultant activities on behalf of the regional partners. Staff will work in concert with the consultant to prepare a digital annual report that will be submitted to TCEQ in March of 2013. Meetings of the Regional Monitoring Task Force will be held as needed.