

## **Regional Strategy for Managing Stormwater in North Central Texas FY2014 Work Program**

**October 1, 2013 to September 30, 2014**

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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 a 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 on-going regional initiatives approved by the RSWMCC to be implemented during FY2014 (October 1, 2013 to September 30, 2014). The FY2014 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. Completion of the full work program is contingent upon receiving the approved level of funding from participating local governments. 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 the U.S. Environmental Protection Agency (EPA)), 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 FY2014 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 [www.dfwstormwater.com](http://www.dfwstormwater.com) web site, meetings, forums and workshops as appropriate, and roundtable discussions held in each watershed as needed. The interests of each watershed 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 in 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**

The Small MS4 (Phase II) entities are beginning their second permit term. NCTCOG staff will continue to be available to answer questions and address issues that arise from participants as they develop and implement their Stormwater Management Programs (SWMP) under the requirements of the renewed general permit.

The Small MS4 general permit that was to be renewed by TCEQ in August 2012 is still under review. The renewal may be pushed back as far as winter of FY2013. NCTCOG staff will stay in close communication with TCEQ staff and track the process.

### **RDI Development and Combined Reporting**

The concept of Regionally Developed Initiatives (RDIs) is the foundation of the regional strategy. RDIs specific to each program element are described in the program area sections of this work program. During FY2014, the RDI Task Forces (PETF, IDDETF, and P2TF) will continue to develop ideas for RDI projects to be incorporated into subsequent work programs, especially now that the Small MS4 permit is being renewed.

### **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 FY2014 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 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 NCTCOG staff keeps them informed of our regional activities. Staff will continue to work closely with TCEQ staff during the development and implementation of the second Small MS4 permit term. Upon direction from the RSWMCC, NCTCOG staff will serve as representatives for the Regional Program with 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 regulated entities are implementing Stormwater Management Programs (SWMPs) and with the renewal of the Small MS4 general permit. 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 Stormwater 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 best management practices (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, Trinity River COMMON VISION Program, iSWM, Stop Illegal Dumping (litter abatement), Water Resources Council, Total Maximum Daily Load Program, 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 [www.dfwstormwater.com](http://www.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 periodic *Insight* electronic newsletter and/or NCTCOG's *It's Your Region* newsletter. Local, state, and national news sources including journals, Internet 'Listservs', 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, school children, 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 FY2014, the Task Force will explore and develop additional RDIs and/or seasonal campaigns for public education and public involvement. A minimum of four meetings will be conducted, with updates provided to the RSWMCC.

**Continue Regional Texas SmartScape® as an RDI**

Staff will coordinate the 13th Annual *March is Texas SmartScape Month* activities in FY2014 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 FY2014, the Task Force will continue running successful campaigns to address proper management of pet waste (*DOO the Right Thing*), yard waste, used cooking oil, construction site pollutants, general stormwater issues, and green business certification. 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 FY2014, the Task Force will also develop a video to educate a specific industry about stormwater and provide some best management practices. The Task Force members will decide what specific industry will be targeted, but an example that was suggested was restaurants. The video will provide an explanation about what stormwater is, how it affect the environment, and human health. Examples of do's and don'ts as well as best management practices will be featured.

### **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 in FY2011 was a new direction for the regional program and created a new tool for MS4 staff to use. The training workshops for municipal staff will continue to be offered and the materials developed for employee training will continue to be made available. The regional program will also 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 web site, 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 could be formulated into RDI(s) to be implemented in future work programs.

#### **IDDE Case Studies**

For FY2014, the IDDE Task Force will focus on gathering information important to IDDE cooperation. These activities will include collecting detailed case studies on IDDE problem resolution and sharing this information at IDDE meetings while selecting some for inclusion on a NCTCOG web page; this will also become a clearing house for IDDE contacts for mutual information (including general contact information). The Task Force will study the potential modification of existing materials or development of new to include more mention of bacteria. For example, training materials, field investigation guide, and the industrial inspector guide may be updated with bacteria information. Staff will also research and determine the feasibility of a hotline and/or web reporting for IDDE.

### **Municipal Industrial Inspectors Workshop**

This workshop will provide a venue for municipal industrial inspectors to discuss methods and tools for conducting inspections and promoting 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.

### **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 training DVDs focusing on various municipal operation activities will be available for purchase and some aspects of the FY2012 education and sharing initiative will continue. 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.

### **Pollution Prevention Minute Videos**

For FY2014, the Task Force will develop some minute videos based off the training materials that have been produced in the past. Task Force members will decide on which activities would be most useful for a quick reminder to city staff. Most employees are shown the full training videos when they start, but these would be able to be shown periodically to reiterate important best management practices. It has been suggested that a video (one minute or less) be produced covering fleet maintenance, solid waste operations, streets and drainage, parks and grounds, materials and spill cleanup, land disturbance, and construction site activities.

### **Peer 2 Peer Education and Sharing**

Some aspects of this FY2012 project will continue in FY2014. Site visits to municipal facilities may be conducted if interest and resources allow.

### **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 may include one or more operational guides for supervisors with BMPs and procedures and techniques appropriate to particular municipal departments or activities. Selected projects could 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. A more comprehensive biomonitoring component has also been added this permit term. 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 Implementation**

Phase I entities will continue monitoring activities in this third permit term. A regional consultant was selected through an RFP process to perform sampling activities for seven of the regional participants, while two participants will continue to perform their own monitoring and submit data to the consultant for inclusion in the regional data set. In 2013, a second year of sampling will occur and NCTCOG staff will provide administrative oversight to the consultant team that is providing the regional monitoring services. Staff will also be handling the contracts and billings for the joint monitoring services. For the two entities that are not using the joint services agreement, staff will work with them to ensure that consistency with the regional protocol is maintained and that their collected data are compiled into the regional dataset. Staff will continue to input all monitoring data into a regional monitoring database and provide data and monitoring status reports online in a timely fashion. 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 2014. Meetings of the Regional Monitoring Task Force will be held as needed.