

MCM 1

Municipal Awareness Plan (element ii)

Town of York

Contact Name

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Target Audience	What they need to know/do (message)	Outreach Tool, distribution system, time line and person responsible	Method to bring new staff or board members up to speed	Process & Impact Evaluation and Reporting	Notes/Existing Avenues to get information out.
Selectmen and Town Manager	Understand for budgeting and staffing purposes that the Town is subject to the MS4 General Permit, which is a Clean Water Act Permit enforced by the Maine Department of Environmental Protection.	<p>Permit Year 1 : Presentation by consultant (10-15 minutes) on status of permit and implementation, staff updates as significant elements are completed or planned.</p> <p>Permit Years 2-5: Stormwater Manager to assess awareness annually by asking members to complete survey (see Attachment B). Provide additional presentation (Stormwater Manager or consultant) if 50% or more are not aware of message.</p>	Fact Sheet (Attachment A) to new members within 2 months of new membership.	<p>Process: Provide dates of any presentations in MS4 Annual Reports.</p> <p>Impact: Permit Years 2-5 Document results of survey in MS4 Annual Report.</p>	<p>Selectmen 5 member board and 2 alternates. 3 year terms staggered over 3 years.</p> <p>Selectmen meetings, informational packets provided prior to meetings</p>
Planning Board	<p>Permit Years 1 and 2: New ordinances need to be passed (Non-Stormwater Discharge Ordinance and Post Construction Ordinance).</p> <p>Permit Years 3-5: Some of the requirements listed in the town ordinances are required by the permit, and cannot be altered without causing a permit violation.</p>	<p>Permit Years 1 and 2: Stormwater Manager to work with Planning Board to pass required ordinances.</p> <p>Permit Years 3-5: Stormwater Manager to assess awareness annually by asking members to complete survey (see Attachment B). Provide awareness Fact Sheet (Attachment A) if awareness is less than 50%.</p>	Fact Sheet (Attachment A) to new members within 2 months of new membership.	<p>Process: Provide dates that Fact Sheets were given.</p> <p>Impact: Document results of survey in MS4 Annual Report.</p>	5 members and 2 alternates, 5 year terms staggered over 5 years have new member packets.

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Conservation Commission and Shellfish Commission	Understand that the Town is subject to the MS4 General Permit, which is designed to reduce the discharge of pollutants from its regulated storm drain system, and to protect water quality.	Permit Year 1: Stormwater Manager to provide Fact Sheet (Attachment A) to all members. Permit Years 2-5: Stormwater Manager to assess awareness annually by asking members to complete survey (see Attachment B). Provide awareness Fact Sheet (Attachment A) if awareness is less than 50%.	Fact Sheet (Attachment A) to new members within 2 months of new membership.	Process: Provide dates that Fact Sheets were given. Impact: Document results of survey in MS4 Annual Report.	Conservation Commission: 5 members and 2 alternates, 3 year terms staggered over 3 years. Shellfish Commission 4 members plus Shellfish Warden: 3 year terms staggered over 3 years.
Budget Committee	Understand for budgeting and staffing purposes that the Town is subject to the MS4 General Permit, which is a Clean Water Act Permit enforced by the Maine Department of Environmental Protection.	Each Year: Stormwater Manager to provide Fact Sheet or narrative description of program at beginning of budget process.	Not Applicable.	Process: Provide dates that Fact Sheets or description of program was given. Impact: Assess if budget requested was authorized.	7 members, three year terms.

Notes:

Public Works employees receive training for SWPPP.

Police (23 officers), Fire (47 officers) will receive training on operation and maintenance procedures

Parks and Recreation will receive training on Operation and Maintenance Procedures

Community Development Staff - The York Stormwater Manager is also a Code Enforcement Officer. The other Town Code Enforcement Officers are also staff under the Community Development Department. The Stormwater Manager prepares monthly summaries of Stormwater activities and the MS4 program is discussed regularly within and among Community Development staff. There fore, no further awareness efforts are necessary under this plan.

A draft notice of a request to complete the survey documenting awareness is contained in Attachment C.

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Minor changes to this plan, the Fact Sheet (Attachment A) , Survey (Attachment B), and request to complete survey (Attachment C) may be made without Maine DEP approval.

Significant changes to this plan will require notification to Maine DEP via email (david.ladd@maine.gov and marianne.s.dubois@maine.gov). If no response or comments is provided to Town within 15 business days, the change will be considered approved by Maine DEP.

Attachment 1
Draft Fact Sheet
General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems

This fact sheet is being provided because the Town of York is subject to the General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems, issued by the Maine Department of Environmental Protection effective July 1, 2013 to June 30, 2018. The Permit applies to the “Urbanized Area” of the Town, and is designed to reduce the discharge of pollutants from the Town’s regulated storm drain system, to protect water quality, and satisfy appropriate requirements of the Clean Water Act. The attached figure shows the Urbanized Area for the Town of York.

The Permit requires that the Town staff complete the following tasks:

- Prepare a Five Year Stormwater Program Management Plan describing how the Town will implement the Permit from 2013 to 2018 (available at <http://www.yorkmaine.org/Default.aspx?tabid=398>.)
- Educate the public about stormwater issues and implement efforts to change the public’s behaviors so that they are more protective of stormwater. For this element, the Town has elected to focus on sustainable lawn care behaviors.
- Involve the public in stormwater protection efforts by conducting programs such as stream clean ups, storm drain stenciling, or attendance at workshops
- Prepare and maintain a map of the storm drain system and use it to conduct inspections of catch basins, outfalls, and ditches to evaluate them for signs of illicit discharges or maintenance issues. Your storm drain system map can be accessed at <http://www.yorkmaine.org/Default.aspx?tabid=398>.
- Whenever illicit discharges are identified, correct them. An Ordinance is being prepared for the town which allows issuance of a notice of violation if necessary to help correct an illicit discharge.
- Conduct inspections at constructions sites for sediment and erosion control issues whenever the site disturbs more than one acre of land
- Require inspections at sites that are already constructed to ensure stormwater structures such as detention ponds, catch basins, biofilters or drainage swales are being properly maintained by private parties. An ordinance is being prepared to assist planning staff in informing the public about this requirement, and to allow enforcement of the requirement.
- Perform street sweeping, catch basin cleaning, and maintenance of the storm drain system.
- Implement good practices at all municipal operations where stormwater can become polluted (transfer stations and public works garages require full Stormwater Pollution Prevention Plans to be prepared and implemented, other municipal operations such as fire and police stations have a listing of good practices to follow)
- Train municipal employees in good stormwater practices.
- Prepare reports documenting all this information, and provide them to the Maine DEP annually.

In addition to these requirements, the Town is required to educate elected officials and staff on the permit requirements. We are also required to assess your awareness of the permit over time. As such, we will contact you annually throughout this permit cycle and ask you take a very short survey. Please complete this survey when requested to do so. Thank you for your attention to this matter.

York County MS4 Municipal Awareness

***1. What hired, elected or appointed position do you hold? (If you hold multiple positions, please fill out this survey for each position you hold).**

- Councilor or Selectman
- Planning Board
- Conservation Commission
- Budget Committee
- Fire Department
- Police Department
- Other (please specify)

***2. For which Town do you hold this position? (Please check all that apply)**

- Berwick
- Eliot
- Kittery
- South Berwick
- York

***3. Do you recall being informed about your Town being subject to the General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems (MS4s)?**

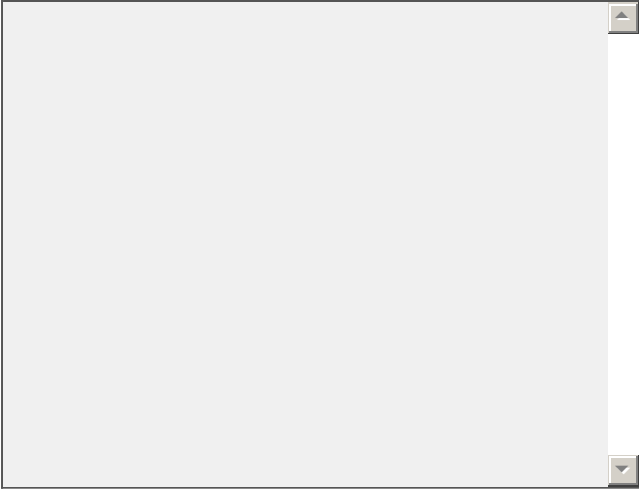
- Yes
- No

***4. If you recall being informed about the MS4 General Permit, how were you informed?**

- Presentation to my Board or Department
- Handout/memorandum
- Directly involved in helping implement a requirement of the General Permit
- Not applicable (you answered No to the prior question)

York County MS4 Municipal Awareness

***5. Briefly, what do you know about the MS4 General Permit and why is important for your position?**



Attachment C

Request to complete survey to assess Municipal Awareness of MS4 Permit

The Town of ____ is subject to the 2013-2018 General Permit for Stormwater Discharges from Municipal Separate Storm Sewer Systems. One of permit requirements specifies that municipal staff and elected officials be made aware of the General Permit and its requirements. In your position (either elected or hired) you have worked with staff on elements of this permit and should have received information about the permit either in form of a handout, presentation, or direct involvement in implementing some aspect of the permit.

Because the Town is required to assess how aware the elected officials and staff are of the permit, we are requesting that you complete a short survey. The survey is available at <https://www.surveymonkey.com/s/MS4Awareness> .

If you prefer to complete a paper copy, the survey is attached. Please return completed paper surveys to _____ by _____.

Thank you for your assistance in complying with this permit requirement.