## MS4 Annual Report Form

This report is being submitted for the reporting period ending March 9, 2 | 2 | 0 | 2 | 0 |
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SPDES ID
Name of MS4/Coalition

Stormwater Coalition of Monroe County/Name of MS4 | N | Y | R | 2 | 0 |
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## Water Quality Trends

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s are contributed to this report? |  | 2 | 6 |
| :--- | :--- | :--- |

1. Has this MS4/Coalition produced any reports documenting water quality trends related to stormwater? If not, answer No and proceed to Minimum Control Measure One.

- Yes ○ No

If Yes, choose one of the following
O Report(s) attached to the annual report

- Web Page(s) where report(s) is/are provided below

Please provide specific address of page where report(s) can be accessed - not home page.

| URL |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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## MS4 Annual Report Form

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Name of MS4/Coalition Stormwater Coalition of Monroe County/Name of MS4
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## Minimum Control Measure 1. Public Education and Outreach

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report? $\quad$|  | 2 | 6 |
| :--- | :--- | :--- |

## 1. Targeted Public Education and Outreach Best Management Practices

Check all topics that were included in Education and Outreach during this reporting period:


## 2. Specific audiences targeted during this reporting period:

$\begin{array}{ll}\text { - Public Employees } & \text { - Contractors } \\ \text { - Residential } & \text { - Developers }\end{array}$

- Residential - Developers
$\bigcirc$ Businesses $\quad$ General Public
$\bigcirc$ Restaurants $\bigcirc$ Industries
- Other: $\quad$ Agricultural



## MS4 Annual Report Form

This report is being submitted for the reporting period ending March 9, 2 |  | 0 | 2 | 0 |
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If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4

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3. What strategies did your MS4/Coalition use to achieve education and outreach goals during this reporting period? Check all that apply:

- Construction Site Operators Trained
$\bigcirc$ Direct Mailings
- Kiosks or Other Displays
- List-Serves
- Mailing List
- Newspaper Ads or Articles
- Public Events/Presentations
- School Program
- TV Spot/Program


## - Printed Materials:



Locations (e.g. libraries, town offices, kiosks)

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- Web Page: Provide specific web addresses - not home page. Continue on next page if additional space is needed.


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## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank. SPDES ID
Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
3. Web Page con't.: Provide specific web addresses - not home page.

| $N$ | $Y$ | $R$ | 2 | 0 |
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# MS4 Annual Report Form  

If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
$\square$
Stormwater Coalition of Monroe County/Name of MS4


## 4. Evaluating Progress Toward Measurable Goals MCM 1

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

## A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.

Reduce stormwater pollution by educating the public on actions they can take to protect local water quality. The Stormwater Coalition's public education program includes the H2O Hero mass media campaign (TV, radio, print, billboard, and Facebook advertisements), social media, website, and direct engagement such as classroom and community presentations using a watershed model.

## B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.

[^0]
## C. How many times was this observation measured or evaluated in this reporting period?

(ex.: samples/participants/events)

D. Has your MS4 made progress toward this Measurable Goal during this reporting period?<br>- Yes O No<br>E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP? - Yes O No

## F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).

[^1]
## MS4 Annual Report Form

| This report is being submitted for the reporting period ending March 9, 2 | 0 | 2 | 0 |
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If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SADES ID

## Minimum Control Measure 2. Public Involvement/Participation

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report?

|  | 2 | 6 |
| :--- | :--- | :--- |

1. What opportunities were provided for public participation in implementation, development, evaluation and improvement of the Stormwater Management Program (SWMP) Plan during this reporting period? Check all that apply:

- Cleanup Events
- Comments on SWMP Received
- Community Hotlines
Phone\# ( $\square \square$
Phone \#
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Phone \# $\square$




Community Meetings
$\bigcirc$ Plantings

- Storm Drain Markings
- Stakeholder Meetings

O Volunteer Monitoring
 Phone\#

$\square$
\# Attendees

Sq. Ft.

- Other: | $R$ | a | i | n |  | B | a | r | r | e | l | / | G | a | r | d | e | n |
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2. Was public notice of availability of this annual report and Stormwater Management Program (SWMP) Plan provided?

- List-Serve
- Newspaper Advertising
- TV/Radio Notices

- Web Page URL: Enter URLs) on the following two pages.


## MS4 Annual Report Form

This report is being submitted for the reporting period ending March 9, 2 |  | 0 | 2 | 0 |
| :--- | :--- | :--- | :--- | If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

## 2. URL(s) con't.:

Please provide specific address(es) where notice(s) can be accessed - not home page.
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## MS4 Annual Report Form

> | This report is being submitted for the reporting period ending March $9,$2 0 2 0 <br> If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.    <br> Name of MS4/Coalition Stormwater Coalition of Monroe County/Name of MS4 SPDES ID N Y R |
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3. Where can the public access copies of this annual report, Stormwater Management Program SWMP) Plan and submit comments on those documents?
Enter address/contact info and select radio button to indicate which document is available and whether comments may be submitted at that location. Submit additional pages as needed.

- MS4/Coalition Office - Annual Report - SWMP Plan - Comments Department

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O Library


Phone

$\bigcirc$ Other $\bigcirc$ Annual Report $\bigcirc$ SWMP Plan $\bigcirc$ Comments


## Phone



Please provide specific address of page where report can be accessed - not home page.
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O Comments

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## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
Stormwater Coalition of Monroe County/Name of MS4

| SPDES ID |
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4.a. If this report was made available on the internet, what date was it posted?

Leave blank if this report was not posted on the internet.

4.b. For how many days was/will this report be posted?

If submitting a report for single MS4, answer 5.a.. If submitting a joint report, answer 5.b..
5.a. Was an Annual Report public meeting held in this reporting period? If Yes, what was the date of the meeting?

If No, is one planned?

-
5.b. Was an Annual Report public meeting held for all MS4s contributing to this report during this reporting period?

○ Yes

- No

If No, is one planned for each?
O Yes
6. Were comments received during this reporting period?

- Yes $\bigcirc$ No If Yes, attach comments, responses and changes made to SWMP in response to comments to this report.


## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
Name of MS4/Coalition Stormwater Coalition of Monroe County/Name of MS4


## 7. Evaluating Progress Toward Measurable Goals MCM 2

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

## A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.

Promote public participation in and support for the Stormwater Coalition's efforts to reduce stormwater pollution including storm drain marking, rain barrels and rain gardens, and watershed clean ups.

## B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.

During this reporting period, public participation events included 11 rain barrel workshops, 7 rain garden classes, 3 storm drain marking events, and 1 watershed litter clean ups. The events were very well received with demand exceeding capacity for some workshops. Storm drain marking was identified as a high priority and heavily promoted through the website, social media, and a new volunteering flyer. Door hangers are placed at all homes in the marked neighborhoods to maximize the educational impact.
C. How many times was this observation measured or evaluated in this reporting period?

(ex.: samples/participants/events)
D. Has your MS4 made progress toward this measurable goal during this reporting period?
E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?

- Yes $O$ No
F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during
the next reporting cycle (including an implementation schedule). the next reporting cycle (including an implementation schedule).

The Stormwater Coalition will continue to promote rain barrel workshops, rain garden classes, storm drain marking, and watershed clean ups. During 2019, several new Facebook static and video Ads were developed to promote storm drain marking, litter clean ups, and riparian planting. These new Ads will be run during 2020 to increase public participation and should greatly increase awareness of the Coalition's volunteer opportunities. The Coalition continues to cultivate existing and new partnerships to advance its public participation program.

## MS4 Annual Report Form

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Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

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## Minimum Control Measure 3. Illicit Discharge Detection and Elimination

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report? $\square$ 26

1. Enter the number and approx. percent of outfalls mapped: $\square$
$\square$
2. How many of these outfalls have been screened for dry weather discharges during this reporting period (outfall reconnaissance inventory)?

3.a.What types of generating sites/sewersheds were targeted for inspection during this reporting period?

O Auto Recyclers

- Building Maintenance
- Churches
- Commercial Carwashes
- Commercial Laundry/Dry CleanersConstruction Vehicle Washouts
- Cross-Connections
- Distribution Centers
$\bigcirc$ Food Processing Facilities
- Garbage Truck Washouts

O Hospitals
O Improper RV Waste Disposal
O Industrial Process WaterOther: 12010 None


O Sewersheds:
$\square$

## MS4 Annual Report Form

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Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4

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3.b.What types of illicit discharges have been found during this reporting period?

- Broken Lines From Sanitary Sewer
- Cross Connections
$\bigcirc$ Failing Septic Systems
○ Floor Drains Connected To Storm Sewers
- Illegal Dumping

O Other:

- Industrial Connections

O Inflow/Infiltration

- Pump Station Failure
- Sanitary Sewer Overflows
- Straight Pipe Sewer Discharges

O None
4. How many illicit discharges/potential illegal connections have been detected during this reporting period? $\square$
5. How many illicit discharges have been confirmed during this reporting period?

6. How many illicit discharges/illegal connections have been eliminated during this reporting period?

7. Has the storm sewershed mapping been completed in this reporting period? If No, approximately what percent was completed in this reporting period?

- Yes $O$ No

| 1 | 0 | 0 |
| :--- | :--- | :--- |

8. Is the above information available in GIS?

- Yes $O$ No

Is this information available on the web?

- Yes

No
If Yes, provide URL(s):
Please provide specific address of page where map(s) can be accessed - not home page.
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## MS4 Annual Report Form

 If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
8. URL(s) con't.:

Please provide specific address of page where map(s) can be accessed - not home page URL

|  |  |
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$\square$

9. Has an IDDE law been adopted for each traditional MS4 and/or have IDDE procedures been approved for all non-traditional MS4s contributing to this report?

- Yes No

10. If Yes, has every traditional MS4 contributing to this report certified that this law is equivalent to the NYS Model IDDE Law? - Yes ○ No ○ NT
11. What percent of staff in relevant positions and departments has received IDDE training?


# MS4 Annual Report Form  

If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
$\square$
Stormwater Coalition of Monroe County/Name of MS4


## 12. Evaluating Progress Toward Measurable Goals MCM 3

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

## A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.

Identify and eliminate illicit discharges to the stormwater system. Provide staff training and technical assistance with outfall inspections, track down, mapping, and source control. Target IDDE education efforts at high risk businesses and the public.

## B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.

During this reporting period, the County/Coalition assisted the member MS4s with two IDDE training sessions. The Coalition also assisted members with system mapping to include accurate storm sewer information and outfall data. The County/Coalition also assisted with monitoring 5 local streams for pollutants. Monroe County, in partnership with the US Geological Survey (USGS), monitors
Irondequoit, Northrup, Black, Oatka, and Honeoye creeks for pollutants for total phosphorous and nitrogen, nitrate and nitrite, ortho phosphorous, chloride, ammonia and total suspended solids. This program documents the impact of stormwater runoff on local waterways. Monroe County also maintains a rain gage network of 17 sites that collect real time rain data that is made available to municipalities.

## C. How many times was this observation measured or evaluated in this reporting period?


(ex.: samples/participants/events)

## D. Has your MS4 made progress toward this measurable goal during this reporting period? - Yes $O$ No

## E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?

- Yes $\quad$ No


## F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).

The Coalition will continue to assist the MS4s with outfall inspections and developing system mapping. Monroe County has a contract to conduct GIS system mapping and development of a comprehensive county outfall map. ESRI Survey 123 will be used to conduct inspections and collect digital data. Outfall inspection/IDDE trainings are being planned to educate DPW workers on how to accurately inspect an outfall and how to follow up if issues are identified. Monroe County has added 1 more rain gage to the network to improve coverage. The IDDE/P2 Task Group will be working on developing outfall field sample kits, IDDE education for restaurant employees, and purchasing new products for members.

## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

| N | Y | R | 2 | 0 |  |  |  |
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## Minimum Control Measures 4 and 5.

Construction Site and Post-Construction Control
The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report? $\square$ 26

1a. Has each MS4 contributing to this report adopted a law, ordinance or other regulatory mechanism that provides equivalent protection to the NYS SPDES General Permit for Stormwater Discharges from Construction Activities?

- Yes O No

1b.Has each Town, City and/or Village contributing to this report documented that the law is equivalent to a NYSDEC Sample Local Law for Stormwater Management and Erosion and Sediment Control through either an attorney cerfification or using the NYSDEC Gap Analysis Workbook? Yes ○ No ○ NT

If Yes, Towns, Cities and Villages provide date of equivalent NYS Sample Local Law.
$\bigcirc 09 / 2004 \bigcirc 03 / 2006 \bigcirc$ NT
2. Does your MS4/Coalition have a SWPPP review procedure in place? © Yes ○ No
3. How many Construction Stormwater Pollution Prevention Plans (SWPPPs) have been reviewed in this reporting period?

4. Does your MS4/Coalition have a mechanism for receipt and consideration of public comments related to construction SWPPPs?

- Yes

○ No NT

If Yes, how many public comments were received during this reporting period?

5. Does your MS4/Coalition provide education and training for contractors about the local SWPPP process?

- Yes $\bigcirc$ No

6. Identify which of the following types of enforcement actions you used during the reporting period for construction activities, indicate the number of actions, or note those for which you do not have authority:

- Notices of ViolationStop Work Orders
- Criminal ActionsTermination of ContractsAdministrative FinesCivil PenaltiesAdministrative OrdersEnforcement Actions or Sanctions
Other



## MS4 Annual Report Form

 If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

| N | $Y$ | $R$ | 2 | 0 |  |  |  |
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## Minimum Control Measure 4. Construction Site Stormwater Runoff Control

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report? $\square$

1. How many construction projects have been authorized for disturbances of one acre or more during this reporting period? $\square$
2. How many construction projects disturbing at least one acre were active in your jurisdiction during this reporting period? $\square$
3. What percent of active construction sites were inspected during this reporting period?

4. What percent of active construction sites were inspected more than once?
 \%
5. Do all inspectors working on behalf of the MS4s contributing to this report use the NYS Construction Stormwater Inspection Manual?No
6. Does your MS4/Coalition provide public access to Stormwater Pollution Prevention Plans (SWPPPs) of construction projects that are subject to MS4 review and approval?
$\bigcirc$ Yes $\bigcirc$ No
If your MS4 is Non-Traditional, are SWPPPs of construction projects made available for public review?
$\bigcirc$ Yes $\bigcirc$ No

If Yes, use the following page to identify location(s) where SWPPPs can be accessed.

## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
SPDES ID
Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4

| $N$ | $Y$ | $R$ | 2 | 0 |
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6. con't.:

Submit additional pages as needed.

- MS4/Coalition Office

Department



Phone


OLibrary


## Phone

$\square$
Other
Address


## Phone



Web Page URL(s): Please provide specific address where SWPPPs can be accessed - not home page.

| URL |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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## MS4 Annual Report Form

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\text { This report is being submitted for the reporting period ending March } \mathbf{9}, \begin{array}{|l|l|l|l|}
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If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
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## 7. Evaluating Progress Toward Measurable Goals MCM 4

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

## A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.

Minimize instances of sediment leaving construction sites to the maximum extent practicable. Provide annual erosion and sediment control training and technical assistance to municipal staff, contractors, developers, and consulting engineers. Municipality will inspect active construction sites, and the MS4 will respond to problems in a timely manner.

## B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.

The Stormwater Coalition of Monroe County contracts with the Monroe County Soil \& Water Conservation District (SWCD) to provide construction technical assistance to the member MS4s. During this reporting period, the SWCD responded to 126 requests including construction site inspections, staff training, and permit assistance. SWCD provided 6 training sessions with 344 attendees at the 4-hour sediment and erosion training classes. SWCD also provided the Stormwater Management Training Series in which 50 municipal staff attended all classes. The Training Series classes are full day with each class covering a different technical topic. The Coalition's Construction Task Group followed up on it's gap analysis / workplan and developed written procedures for SWPPP reviews and acceptance and an improved qualified inspector construction site inspection form.
C. How many times was this observation measured or evaluated in this reporting period?

(ex.: samples/participants/events)
D. Has your MS4 made progress toward this measurable goal during this reporting period?
E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?

- Yes $\quad$ No
F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).

During the next reporting cycle the Stormwater Coalition will continue to partner with the Soil \& Water Conservation District to provide technical assistance and reduce stormwater pollution associated with construction activity.

## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

| N | Y | R | 2 | 0 |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Minimum Control Measure 5. Post-Construction Stormwater Management

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report? |  | 2 | 6 |
| :--- | :--- | :--- |

1. How many and what type of post-construction stormwater management practices has your MS4/Coalition inventoried, inspected and maintained in this reporting period?

- Alternative Practices
- Filter Systems
- Infiltration Basins

O Open Channels
O Ponds

- Wetlands
$\bigcirc$ Other


2. Do you use an electronic tool (e.g. GIS, database, spreadsheet) to track post-construction BMPs, inspections and maintanance? ○ Yes ○ No
3. What types of non-structural practices have been used to implement Low Impact Development/Better Site Design/Green Infrastructure principles?Building Codes Municipal Comprehensive Plans
$\bigcirc$ Overlay Districts
O Open Space Preservation Program
$\bigcirc$ Zoning

- Local Law or Ordinance
$\bigcirc$ None
$\bigcirc$ Land Use Regulation/Zoning
- Watershed Plans

Other Comprehensive Plan
O Other:
$\square$

## MS4 Annual Report Form

This report is being submitted for the reporting period ending March 9, 2 2
If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
Name of MS4/Coalition
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

| N | Y | R | 2 | 0 |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

4a. Are the MS4s contributing to this report involved in a regional/watershed wide planning effort?

$$
\text { - Yes } \bigcirc \text { No }
$$

4b. Does the MS4 have a banking and credit system for stormwater management practices?

4c. Do the SWMP Plans for each MS4 contributing to this report include a protocol for evaluation and approval of banking and credit of alternative siting of a stormwater management practice?
$\bigcirc$ Yes

- No

4d. How many stormwater management practices have been implemented as part of this system in this reporting period?

5. What percent of municipal officials/MS4 staff responsible for program implementation attended training on Low Impace Development (LID), Better Site Design (BSD) and other Green Infrastructure principles in this reporting period?


## MS4 Annual Report Form

If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
$\square$
Stormwater Coalition of Monroe County/Name of MS4
SPDES ID

| N | Y | R | 2 | 0 |  |  |  |
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## 6. Evaluating Progress Toward Measurable Goals MCM 5

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

## A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.

Minimize stormwater pollution through the use of effective post construction stormwater management practices. Provide annual training for municipal staff and the development community on stormwater management, green infrastructure, inspections, and maintenance. Inspect stormwater management practices at least once every three years and perform maintenance as needed.

## B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.

[^2]C. How many times was this observation measured or evaluated in this reporting period?

(ex.: samples/participants/events)
D. Has your MS4 made progress toward this measurable goal during this reporting period?
E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?

- Yes $O$ No
F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).

The Stormwater Coalition will continue to partner with the SWCD to provide construction technical assistance. The Coalition's Construction Task Group will advance key projects including the completion and beta testing of GIS apps to inspect post construction SMPs. The Coalition-wide GIS of SMPs will be completed.

## MS4 Annual Report Form


If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

[^3]SPDES ID

| N | Y | R | 2 | 0 |
| :--- | :--- | :--- | :--- | :--- |

## Minimum Control Measure 6. Stormwater Management for Municipal Operations

The information in this section is being reported (check one):
On behalf of an individual MS4

- On behalf of a coalition

How many MS4s contributed to this report?


1. Choose/list each municipal operation/facility that contributes or may potentially contribute Pollutants of Concern to the MS4 system. For each operation/facility indicate whether the operation/facility has been addressed in the MS4's/Coalition's Stormwater Management Program(SWMP) Plan and whether a self-assessment has been performed during the reporting period. A self-assessment is performed to: 1 ) determine the sources of pollutants potentially generated by the permittee's operations and facilities; 2) evaluate the effectiveness of existing programs and 3) identify the municipal operations and facilities that will be addressed by the pollution prevention and good housekeeping program, if it's not done already.


## MS4 Annual Report Form

 If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

SPDES ID | N | Y | R | 2 | 0 |
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2. Provide the following information about municipal operations good housekeeping programs:

O Parking Lots Swept (Number of acres X Number of times swept)

- Streets Swept (Number of miles X Number of times swept)
- Catch Basins Inspected and Cleaned Where Necessary

- Post Construction Control Stormwater Management Practices Inspected and Cleaned Where Necessary
\#

- Phosphorus Applied In Chemical Fertilizer

O Nitrogen Applied In Chemical Fertilizer

- Pesticide/Herbicide Applied (Number of acres to which pesticide/herbicide was applied X Number of
 times applied to the nearest tenth.)

3. How many stormwater management trainings have been provided to municipal employees during this reporting period?

4. What was the date of the last training? $\square$
5. How many municipal employees have been trained in this reporting period?

6. What percent of municipal employees in relevant positions and departments receive stormwater management training?


## MS4 Annual Report Form

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If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.
Name of MS4/Coalition Stormwater Coalition of Monroe County/Name of MS4


## 7. Evaluating Progress Toward Measurable Goals MCM 6

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

## A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.

Reduce stormwater pollution associated with municipal facilities and operations to the maximum extent possible. Train staff on stormwater pollution prevention. Provide assistance to residents on proper disposal of hazardous materials.

## B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.

The Coalition provided (3) P2 trainings for MS4 employees during this period. The Monroe County Ecopark is open twice weekly for residents to bring household hazardous waste, electronics, and recyclables. In addition, there were five (5) mobile hazardous waste collections in Greece, Webster, Perinton, Chili, and Hilton. In 2019, the Ecopark was used by 38,000 residents. 330 tons of household hazardous waste was collected and diverted as well as over $7,400 \mathrm{lbs}$ of pharmaceutical waste. Monroe County created a new ecopark promotional video that includes the "only rain down the drain" stormwater messaging. Pet waste messaging was also an important part of the 2019 education program.

## C. How many times was this observation measured or evaluated in this reporting period?


(ex.: samples/participants/events)

## D. Has your MS4 made progress toward this measurable goal during this reporting period? - Yes $\bigcirc$ No

## E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?

- Yes $O$ No
F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).

During the next reporting cycle, the Stormwater Coalition will continue to utilize the IDDE/P2 Task Group to address areas of concern that were identified by the IDDE/P2 Survey and to work on projects addressing these needs. Pollution prevention assessments and trainings will be conducted.


[^0]:    In 2019, the Stormwater Coalition contracted with the Rochester Museum \& Science Center (RMSC) to conduct stormwater public education including school and community presentations, rain barrel and rain garden classes, and storm drain marking (participated/supported 119 events). The Coalition contracted with Causewave to implement the H2O Hero campaign. In 2019, the campaign included a $\$ 44,000$ media buy (static and video Facebook Ads, billboards, and Google Word Ads) and $\$ 147,000$ in donated media (print, radio, TV). Twelve (12) new static and video digital Ads were developed for use on Facebook. The H2O Hero website received 29,358 visitors during this period and a project is underway to modernize the site architecture and make it mobile responsive. The Facebook page currently has 1000 followers. The twitter and Instagram platforms are also utilized. Coalition supported exhibits are still in place at the RMSC, Seneca Park Zoo, and Ontario Beach Robach Center. Completed a major update of the H2O Hero web page.

[^1]:    The Coalition will continue to support the H 2 O Hero campaign. A significant media buy including both digital and billboards is planned for the spring of 2019. Additional media space will be donated by Causewave and is likely to include print, TV, radio, and online. The campaign survey analysis report will be discussed and changes in messaging or tactics will be identified. The website enhancement project will be completed. The social media effort will continue with an emphasis on increasing reach and user engagement. The Coalition will continue to partner with the Rochester Museum \& Science Center on the direct engagement portion of the public education program including presentations at schools and community events using the watershed model. Opportunities will be explored to place new H2O Hero educational signage at high traffic locations such as, Frontier Field, and the airport.

[^2]:    The Stormwater Coalition contracts with the Monroe County Soil \& Water Conservation District (SWCD) to provided construction technical assistance to the MS4 members. Technical assistance includes SWPPP reviews and training on green infrastructure and inspecting stormwater management practices (SMPs). During this reporting period, the SWCD responded to 126 requests for technical assistance. 147 municipal staff, engineers, and construction site operators attended the Stormwater Management Training Series. The Coalition conducted pond inspections on behalf of the MS4s. The Coalition's Construction Task Group developed new SMP inspection forms using Arc GIS Survey123 application. The pond and bioretention forms are ready for use in the field using a mobile device. The Survey 123 forms for other SMPs have been developed also. Monroe County received a grant from NYS to develop a GIS of SMPs Coalition-wide to facilitate inspections and maintenance. Significant progress was made during this reporting period.

[^3]:    Name of MS4/Coalition
    Stormwater Coalition of Monroe County/Name of MS4

