



City of Norfolk
Stormwater Management Plan
(SWMP)

NPDES Stormwater Discharge Authorization Number NER310000

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DEFINITIONS

The purpose of the following section is to define some commonly used acronyms found in this Stormwater Management Plan (SWMP). If a term is found in this plan that you are unfamiliar with, please contact the Stormwater Manager in the City of Norfolk's Engineering Department at (402) 844-2020.

BMP – A best management practice (BMP) is defined by the NDEQ as schedules of activities, prohibitions of practices, maintenance procedures, and other management practices to prevent or reduce the pollution of waters of the state. BMP's also include treatment requirements, operating and maintenance procedures, schedules of activities, prohibitions of activities, and other management practices to control plant site runoff, spillage, leaks, sludge or waste disposal or drainage from raw material storage.

Construction Stormwater Program Manual – The Construction Stormwater Program Manual (CSWP Manual) gives detailed descriptions of exactly how the stormwater management plan will be carried out. Unlike the SWMP the IDDE Manual does not contain measurable goals, but rather specific details and protocols for achieving those goals. As of this publication of this SWMP this manual is still in development.

IDDE Program Manual – The Illicit Discharge Detection and Elimination Manual (IDDEP Manual) gives detailed descriptions of exactly how the stormwater management plan will be carried out. Unlike the SWMP the IDDE Manual does not contain measurable goals, but rather specific details and protocols for achieving those goals. As of this publication of this SWMP this manual is still in development.

MCM (Minimum Control Measure) – A minimum control measure defines a minimum measure that a municipality must take in order to reduce the risk of stormwater pollution. The NDEQ has defined 6 MCM's described in this plan that municipalities must address as part of an overall stormwater management plan.

MS4 – A municipal separate storm sewer system (MS4) is defined by the NDEQ as all separate storm sewers that are defined as "large", "medium", or "small" municipal separate storm sewers. The City of Norfolk is considered to be a small MS4.

Operations Water Quality Guide – The Operations Water Quality Guide gives detailed descriptions of exactly how the stormwater management plan will be carried out. Unlike the SWMP the IDDE Manual does not contain measurable goals, but rather specific details and protocols for achieving those goals. As of this publication of this SWMP this manual is still in development.

Post Construction Stormwater Program Manual – The Post Construction Stormwater Program Manual (PCSWP Manual) gives detailed descriptions of exactly how the stormwater management plan will be carried out. Unlike the SWMP the IDDE Manual does not contain measurable goals, but rather specific details and protocols for achieving those goals. As of this publication of this SWMP this manual is still in development.

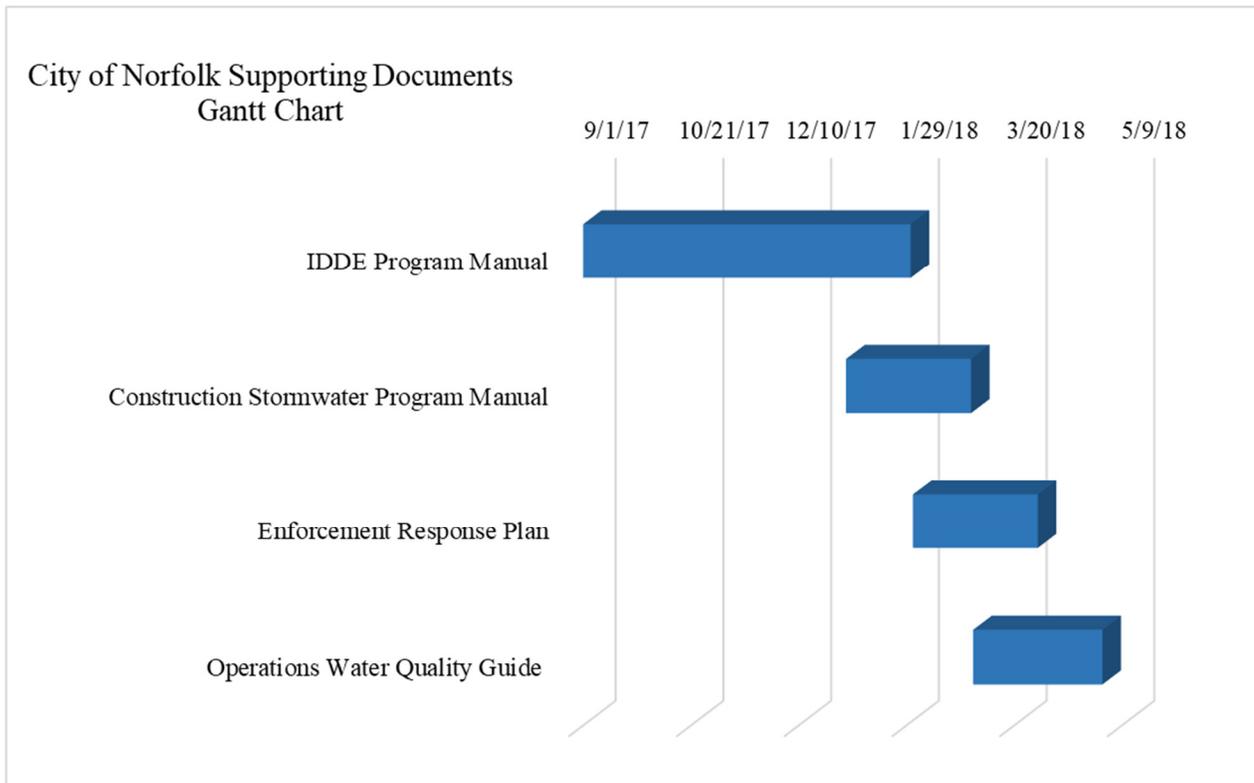
Responsible Party – The responsible party is the governing agency that has jurisdiction over the location in which an incident occurs. In most cases, the City of Norfolk will serve as the responsible party for all incidents related to stormwater.

Storm Sewer System – The City of Norfolk's storm sewer system consists of all storm sewer infrastructure including pipes, outfalls, culverts, cleanouts, manholes, and inlets.

SUPPORTING DOCUMENTS TIMELINE FOR COMPLETION

The following table and chart show the City of Norfolk's current timeline to complete all necessary documents that are referenced in this SWMP.

Additional MS4 Program Supporting Documents		
Document Name	Current Version	Anticipated Adoption Date
Illicit Discharge Detection and Elimination Manual	Version 1	June 2018
Construction Stormwater Program Manual	Version 1	June 2018
Enforcement Response Plan	Version 2	June 2018
Operations Water Quality Guide	Version 1	June 2018



MCM #1 PUBLIC EDUCATION AND OUTREACH

PUBLIC EDUCATION AND OUTREACH DECISION PROCESS AND RATIONALE

The purpose of this MCM is to educate the public on the benefits of keeping our receiving waters clean of pollutants. An informed public can make a significant reduction in the amount of stormwater pollutants that enter our stormwater systems. Multiple media forms are used to convey this information. Social Media, Websites, Radio, Television, Household Awareness Surveys and more all play a role in this process.

The City of Norfolk informs individuals and households public awareness surveys every other year. Once the results of the survey are in, a pamphlet of information discussing common household stormwater pollution topics is distributed to each utility customer.

The City of Norfolk Engineering Division has a stormwater website and email on the City's webpage. Also, at the NebraskaH2O.org website there is a reference link to that same page. When events are scheduled, a press release is sent out to the public.

The City of Norfolk has chosen the following target audiences for our education and outreach program that are likely to have stormwater quality impacts: Residents, Home Owners, Dog Owners, Lawn and Garden Property Owners, Business Owners, City Staff, Youth, Construction Site Operators, Civic Groups, and Engineers/Developers/Realtors. These target audiences were chosen due to the impact of their activities and their availability to be reached. These target audiences have been designated to address different types of non-point source pollution through the Public Education and Outreach program. Household hazardous wastes, pet waste, oil and other fluids from automobiles, and grass clippings are examples.

The City of Norfolk's education and outreach program has the ability to utilize an array of formats to reach the public. Previously, the city has collaborated with other Nebraska H2O communities to use Television PSA's, radio PSA's, Stormwater Pamphlets, Facebook posts, Twitter tweets, Press Releases, and newspaper articles. The city has the goal of eventually reaching all age groups and genders utilizing these various media platforms.

The City of Norfolk Stormwater Manager is responsible for overall management and implementation of the city's education and outreach program. The Stormwater Manager can be found at the Public Works Department and reached at (402) 844 – 2020.

The City of Norfolk evaluates the success of the education and outreach program by implementing effectiveness measures for each BMP that will be met and acknowledged for each reporting period. These measures are meant to be a guide and measuring stick for each BMP and proof of progress for that item.

MCM1: BMP 1: DEVELOP, MAINTAIN AND DISTRIBUTE CURRENT EDUCATION MATERIALS

1.1.1. Coordinate the Public Education and Outreach Strategy with updates and maintenance of general stormwater education or outreach materials for distribution to residential, construction, industrial and commercial sources identified as high priority, community-wide issues related to the impact of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.

The PEO Strategy identifies the following:

- Goals, objectives, target messages and audiences for information.
- Resources used and frequency for distributing information.

Reference				Frequency	
N/A				Annual	
Description	Target Audience	Messages	Methods/Resources	Last Provided	Next Due
Social Media	Home Owners, Dog Owners, Youth, Lawn and Garden Property Owners	General stormwater awareness and BMP's	The City of Norfolk will utilize existing social media accounts on Facebook and Twitter to educate the public	None	2018
Norfolk Daily News (Online)	Residents, businesses, developers, builders	General stormwater awareness and BMP's	The City of Norfolk will provide a public message to area residents promoting healthy stormwater habits, policy updates, and opportunities for public comment	Ongoing	Ongoing
Billing Message	Home owners, residents, dog owners, lawn and garden property owners	General stormwater awareness and BMP's	The City of Norfolk will provide educational messages for all utility customers through an informational message included on a utility bill	None	2018
Household Surveys	Residents, youth	General stormwater awareness and BMP's	The City of Norfolk will develop an online survey mechanism to assess the public's knowledge about stormwater	None	2018

1.1.2 Distribute general stormwater education or outreach materials related to the impact of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.

Reference:	Public Education and Outreach Tracking Form	
Responsible:	Stormwater Manager	Frequency: On-going Annually
Goals:	Evaluation and Assessment:	Performance:
STORMWATER AWARENESS INFORMATION TO THE GENERAL PUBLIC		
ADMINISTRATION: Record resources used with estimated/actual number of public reached.	Recorded	{{Yes/No}}
EFFECTIVENESS: Use of Social Media for stormwater program management and BMP information.	30% of residents	{{%}} of {{Number}}
EFFECTIVENESS: Use of Internet Advertisements for stormwater awareness	25,000 views per month	{{Number}}
EFFECTIVENESS: Information provided to property owners with information on best practices and requirements for minimizing Lawn and Garden pollutants through the use of messages on all utility bills	Printed on a utility bill	{{Yes/No}}
EFFECTIVENESS: A online survey is conducted and made available to all members of the public	Average survey score increased from previous year	{{Yes/No}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM1: BMP 2: DEVELOP, MAINTAIN AND PROVIDE TOURS AND EVENTS

1.2.1 Coordinate the Public Education and Outreach Strategy with updates and maintenance of general stormwater tours and events that raise awareness for the impact of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff. The Strategy includes for these awareness tours and events:

- Goals, objectives, target messages and audiences
- Resources used and frequency

Reference				Frequency	
N/A				Annual	
Description	Target Audience	Messages	Methods/Resources	Last Provided	Next Due
Recycling Event	Residents, Youth	Certain materials must be handled differently than normal trash, proper handling and disposal of materials to reduce the risk of stormwater pollution	The City of Norfolk will promote and participate in pick-up events for recycling or proper disposal of household hazardous waste	None	2018

1.2.2 Provide general stormwater education or outreach tours and events that raise awareness for the impact of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.

Reference:	Public Education and Outreach Tracking Form				
Responsible:	Stormwater Manager	Frequency:	On-going Annually		
Goals:	Evaluation and Assessment:		Performance:		
ADMINISTRATION: Record Stormwater Education & Outreach tour/event.	Recorded		{{Yes/No}}		
EFFECTIVENESS: City of Norfolk will promote and participate in a city wide recycling event	100 participants		{{Number}}		
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:				

MCM #2 PUBLIC PARTICIPATION AND INVOLVEMENT

PUBLIC PARTICIPATION AND INVOLVEMENT DECISION PROCESS AND RATIONALE

The purpose of this MCM partly goes along with the first MCM, Public Education and Outreach. The idea is to use the informed public to get involved to the point of participating in activities and/events. With this enthusiasm, the public will be spreading the idea of stormwater pollution prevention via word of mouth amongst members of the community and beyond.

The City of Norfolk involves the public in the development and submittal of the MS4 permit application and Stormwater Management Program by organizing and facilitating meetings with the stormwater steering committee that is made up of volunteer members of the community who have an interest in promoting best stormwater management practices.

The City of Norfolk actively involves the public in the development and implementation of the Stormwater Management Program by providing public notices when updating codes pertaining to the City of Norfolk Stormwater Management Program. City Council Meetings and work sessions allow the public to ask questions and give comments prior to the approval of any City Code changes.

The City of Norfolk actively approaches any group regardless of ethnicity or economic status as it pertains to stormwater pollution. Pollutant source identification is the key component of the City's Stormwater Management Program. Any group, whether industrial, trade, environmental, or educational is approachable.

The types of public involvement and participation activities The City of Norfolk uses include providing opportunity for public comment on all local law changes regarding stormwater, providing the opportunity for all residents to serve on a committee who advises city staff members on stormwater issues, and providing local recycling cleanup events.

The City of Norfolk Stormwater Manager is ultimately responsible for the management and implementation of the City of Norfolk Public Participation and Involvement program and finding program activities that the public will participate in. The Stormwater Manager can be found at the Public Works Department and reached at (402) 844 – 2020.

The City of Norfolk evaluates the success of the public participation and involvement activities by implementing several 'effectiveness measures' to measure the successful implementation of each BMP. These effectiveness measures are reported annually in our NDEQ Annual Report.

MCM2: BMP 1: PUBLIC INVOLVEMENT AND PARTICIPATION MATERIALS

2.1.1 Coordinate the Public Education and Outreach Strategy with materials that demonstrate compliance with State and local public notice requirements and involve the public in planning and implementation of programs and activities related to the City of Norfolk Stormwater Management Program and NPDES Permit. The PEO Strategy identifies the following:

- Target messages and audiences for public involvement and participation.
- Resources used and frequency for providing public involvement and participation

Reference				Frequency	
N/A				Annual	
Description	Target Audience	Messages	Methods/Resources	Last Provided	Next Due
Norfolk Area Home and Garden Show	Construction site operators, Engineers/Developers /Realtors, Residents, Lawn and Garden Property Owners	How to complete stormwater forms when applying for building permits, best practices for homeowners, typical BMP's used in residential settings	A stormwater themed booth is staffed by the stormwater manager and other public works staff who provide verbal information as well as flyers	Spring 2017	Spring 2018
Recycling Event	Residents, Youth	Certain materials must be handled differently than normal trash, proper handling and disposal of materials to reduce the risk of stormwater pollution	The City of Norfolk will promote and participate in pick-up events for recycling or proper disposal of household hazardous waste	None	2018
Stormwater Steering Committee Meeting	Residents	Discuss local stormwater BMP's, existing and future regulations, and stormwater events	An effort will be made to find individuals to serve on the committee using social media and other city resources. Once the committee is formed, we will meet on a semiannual basis	None	2019
Stormwater Support	Residents	Answer questions regarding stormwater	The City of Norfolk provides resources for the public to reach out to the Stormwater Manager with questions and concerns	Ongoing	Ongoing

Public Notice	Residents, engineers/developers /realtors, construction site operators, civic groups	Major SWPPP updates, policy changes, municipal code revisions, opportunities for public comment	The City of Norfolk will continue to publish all public notices in the local newspaper	Ongoing	Ongoing
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2.1.2 Provide public involvement and participation opportunities that demonstrate compliance with State and local public notice requirements and involves the public in planning and implementation of programs and activities of the SWMP.

Reference:	Public Education and Outreach Tracking Form				
Responsible:	Stormwater Manager	Frequency:	On-going Annually		
Goals:	Evaluation and Assessments:		Performance:		
ADMINISTRATION: Provide program reference documents on-line and make available to the general public for the following: <ul style="list-style-type: none"> • Municipal Separate Storm Sewer (MS4) Permit • Storm Water Management Plan • Illicit Discharge and Connection Section of City Code • Erosion and Sediment Control Section of City Code • Post-Construction Stormwater Treatment Section of City Code 	Provided		{{Yes/No}}		
ADMINISTRATION: Attend the Norfolk Area Home and Garden Show and provide informational material to attendees	Attended		{{Yes/No}}		

<p>ADMINISTRATION: Provide a public forum to receive input about proposed stormwater compliance plans and codes.</p>	<p>Record public attendance and comment numbers.</p>	<p>Proposed Changes: {{Yes/No}} Attended: {{Number}} Comment: {{Number}}</p>
<p>ADMINISTRATION: Make web form and telephone resources available to the public for submitting requests, such as Stormwater Manager email address and Nebraska H2O web report form, receiving of public requests related to stormwater information, potential pollution situations and stormwater program recommendations.</p>	<p>Record number received.</p>	<p>{{Number}}</p>
<p>EFFECTIVENESS: All proposed changes to regulations and codes are posted for review at least one week prior to decision.</p>	<p>100%</p>	<p>{{Yes/No}}</p>
<p>EFFECTIVENESS: Distribute an electronic stormwater awareness survey once during the Permit term to document measures that demonstrate if the public is knowledgeable about the impact of stormwater discharges on water bodies and the steps that the public can take to reduce pollutants in stormwater runoff.</p>	<p>Number sent and returned.</p>	<p>Sent: {{Number}} Returned {{Number}}</p>
<p>EFFECTIVENESS: Coordinate a stormwater committee (or similar group) with community members that receive information about the City of Norfolk Stormwater Program, to review and comment on proposed program, policy and code changes as well as make recommendations for program activities included in the SWMP.</p>	<p>10 active participants, 2 meetings per year</p>	<p>Citizens: {{Number}} Meetings {{Number}}</p>
<p>Satisfied:</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:</p>	

MCM #3 ILLICIT DISCHARGE DETECTION AND ELIMINATION

ILLICIT DISCHARGE DETECTION AND ELIMINATION DECISION PROCESS AND RATIONALE

The purpose of this MCM is to minimize the effect of illicit discharges within the municipality. An IDDE program is followed and an ordinance has been enacted within the City Code. Dry weather inspections of storm sewer outfalls are performed within the community. Also, a detailed storm sewer map is maintained to track flow of stormwater and identify affected areas from illicit discharges. Finally, the City of Norfolk's website allows the public to acknowledge their concerns regarding all forms of stormwater pollution.

The City of Norfolk developed a stormwater system map by consolidating all information gathered by City of Norfolk staff and other entities. This included all outfall points, inlets, storm sewer pipes, and manhole boxes. Maintenance and upkeep of this stormwater system map is done annually as as-builts and changes to the system occur.

The City of Norfolk effectively prohibits illicit discharges with an active IDDE program that is identified in our Municipal Code, complete with an Enforcement Response Plan. The city holds violators accountable by implementing appropriate levels of enforcement, based on the nature and circumstances of the illicit discharge. City Municipal Code Section 26-178 defines and prohibits stormwater discharges.

The City of Norfolk plans to ensure the illicit discharge section of City Code, procedures, and actions are implemented through proper and consistent education of city employees to recognize illicit discharges, and train employees of the proper contacts to make in response to a discharge or spill incident. The City of Norfolk has a protocol with an Enforcement Response Plan that identifies the procedure to follow based on the severity of non-compliance.

The IDDE Program defines protocol for reporting the requirement to investigate, trace and remove potential illicit discharges, including illegal dumping or spills. Using appropriate city contact information (via phone or website), a citizen can identify to a responsible party what they saw. The citizen can remain anonymous or be known. The discharge is addressed and tracked until the issue is clean and a party is found responsible.

The City of Norfolk informs public employees, businesses, and the general public about the hazards to water quality from illegal discharges and improper disposal of waste through training videos, posters, bulletins, website and press releases. As the IDDE Program continues to develop, additional materials or educational effort would include flyers, additional website content, social media, and providing more presentation materials for training purposes.

The City of Norfolk Stormwater Manager is responsible for the overall management and implementation of the IDDE Program and its activities.

The City of Norfolk evaluates the success of the IDDE Program through effectiveness measures to be met on a regular basis. The measures are acknowledged at each annual report to show the measure of success for the IDDE Program.

MCM3: BMP 1: DISCHARGE INVESTIGATION AND REMOVAL

3.1.1 Coordinate updates and maintenance of discharge record-keeping, investigation, removal and enforcement information in the MS4 Illicit Discharge Detection and Elimination (IDDE) Program, which references and defines the following:

- State and/or local regulatory mechanism(s) that effectively define allowable non-stormwater discharges and prohibit non-stormwater discharges into the storm sewer system related to illicit discharges (including on-site sewage disposal systems, spills, discharges, connections and dumping).
- Internal spill/dump/discharge/connection procedures, departmental staff responsibilities, contact information (including NDEQ for occurrence believed to be an immediate threat to human health or the environment), and equipment used to investigate illicit discharges.
- Enforcement response protocol used to remove illicit discharges that occur within the MS4.
- Data collected, database used, and data export procedures for records of investigation, removal and enforcement efforts, enforcement status and outcomes for illicit discharges.
- Protocol for reporting the requirement to investigate and remove potential illicit discharges that flow into the MS4 from adjacent MS4 operators and property owners.

Reference	Frequency
City of Norfolk Code (Chapter 26 Article IV) IDDEP Manual (Sections A,D,E)	Review Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

3.1.2 Investigate, remove or cause responsible party to remove spills, illegal discharges and illicit connections within and into the MS4.

Reference:	IDDE Program Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	

ADMINISTRATION: Record dates of all notifications of potential illicit discharges, stakeholders involved, investigation and communication efforts, status, and final resolution taken for potential illicit discharges.	Record discharge information required.	{{Yes/No}}
EFFECTIVENESS: Initiate investigation of potential illicit discharges and/or contact adjacent MS4 operator within two working days of notification.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Once a source is determined, initiate notification to offender of potential illicit discharges within one working day of notification.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Open records are updated once a week with status and any new information until the issue is resolved.	100%	{{Yes/No}}
EFFECTIVENESS: Summarize all instances that were closed without resolution including who made determination to close the record and why the instance could not be resolved.	Record instances closed without resolution	{{Number}}
..... Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 3: BMP 2: DRY WEATHER SCREENING

3.2.1 Coordinate updates and maintenance of Dry Weather Screening Inspection and data collection information in the MS4 Illicit Discharge Detection and Elimination (IDDE) Program, which defines the following:

- Basis for selecting outfall locations used to screen for the presence of illicit discharges to the MS4 considering likelihood of illicit connections or ambient sampling.
- Frequency used to screen major and minor outfalls for the presence of illicit discharges to the MS4.
- Current policies, staff, contact information, equipment, and known impairments or TMDL pollutants of concern used to conduct dry weather screening for the presence of illicit discharges to the MS4.
- Field tests of selected chemical parameters, evaluation methods and sample attributes during dry weather screening that trigger determination to investigate flow as a potential illicit discharge to the MS4.
- Data properties collected, geo-database used, illicit discharge identification and tracking database used, and data export procedures for reporting dry weather screening conducted to determine the presence of illicit discharges to the MS4.

Reference	Frequency
IDDEP Manual (Section C)	Review Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

3.2.2 Conduct Dry Weather Screening Inspections and record all results in the stormwater outfall geodatabase.

Reference:	Dry Weather Screening Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually – Summer or Fall
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Conduct and record outfall inspections, identifying all investigations that exceed pollutant concentration action levels, in the outfall geodatabase within the calendar year.	Input all records.	Inspected: {{Number}} Exceeded Action Level: {{Number}}	
EFFECTIVENESS: Screen each major outfall annually	100%	{{%}} of {{Number}}	
EFFECTIVENESS: Investigate each minor outfall every three years	33%	{{%}} of {{Number}}	
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:		

MCM 3: BMP 3: STORM SEWER SYSTEM MAPPING

3.3.1 Coordinate updates and maintenance of MS4 area maps and stormwater outfall location information in the MS4 Illicit Discharge Detection and Elimination (IDDE) Program, which defines and references the following:

- Internal procedures, frequencies, municipal staff responsibilities, contact information, and equipment used to capture and verify existing and future stormwater outfall location information.
- How outfall locations are described, minimum size of outfall required to be mapped, smaller size outfalls that may be mapped, and justifications for mapping smaller outfalls.
- Sources of information used for the maps listing land use types, waters of the state, outfall locations, storm drain infrastructure, collection system and structural stormwater treatment BMPs.
- Latest version of the outfall map with receiving waters.

Reference	Frequency
IDDEP Manual (Section B) City of Norfolk GIS	Review Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

3.3.2 Maintain map, to the extent required by the permit, of current geographic locations of all stormwater outfalls, the approximate boundary of their drainage area that discharge to State-designated receiving waters in the MS4, dry weather field screening locations, storm drain infrastructure and collection system as well as structural stormwater treatment locations.

Reference:	City of Norfolk GIS As-built records, City of Norfolk GIS		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Maintain all outfall attribute updates in geo-database of stormwater outfall information currently available for major and minor outfalls.	Maintained.	Major: {{Number}} Minor: {{Number}}	
ADMINISTRATION: Update estimated drainage boundary attributes with existing and future land use at a minimum of five years for all MS4 outfalls.	Maintained.	{{Yes/No}}	

EFFECTIVENESS: All outfall, storm drain infrastructure, collection system and storm water treatment geo-reference attributes are updated in the geo-database within one year of new construction or 30 days following routine outfall dry weather screening.	100%	{{%}} of {{Number}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 3: BMP 4: ILLEGAL DISCHARGE AND IMPROPER WASTE DISPOSAL EDUCATION

3.4.1 Coordinate updates and maintenance of educational and training information for distribution related to the hazards associated with illegal discharges and improper disposal of waste in the Public Education and Outreach Strategy, which establishes the following:

- Training program with at least one target message related to identification and reporting of illicit discharges and connections for a sector of Public Employees involved in Operation and Maintenance activities every reporting year.
- At least one target message and distribution method for a sector of Public Employees not involved in Operation and Maintenance every reporting year.
- At least one target message and distribution method for a sector of Commercial/Industrial Businesses within the MS4 every reporting year.
- At least one target message and distribution method for at least one sector of the General Public within the MS4 every reporting year.

Reference				Frequency	
N/A				Annual	
Description	Target Audience	Messages	Methods/Resources	Last Provided	Next Due
Install or Replace Inlet Markers on all Storm Sewer Inlets	Residents, home owners, youth	Inlet markers will read "No Dumping, Drains to River"	Nearly all inlet markers have already been installed, however the city will replace and place new markers as needed	2017	Ongoing
Illicit Discharge Training (employee)	Municipal Staff	How to identify and respond to illicit discharges	The City of Norfolk has purchased training videos that will aid in this training	None	2018

Illicit Discharge Training (non-employee)	Residents, business owners	How to identify and respond to illicit discharges	The City of Norfolk will use the methods described in MCM 1 BMP 1 of this document to reach the community with this message	None	2018
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3.4.2 Distribute information related to the hazards associated with illegal discharges and improper disposal of waste to Public Employees, Businesses and the General Public.

Reference:	Education and Outreach Strategy Tracking Form				
Responsible:	Stormwater Manager	Frequency:	On-going Annually		
Goals:	Evaluation and Assessment:		Performance:		
Sectors of Municipal Employees, Businesses and the General Public.					
ADMINISTRATION: Distribute information to all Municipal Employee, Businesses and General Public sectors identified to receive information for the reporting year.	100% of Target Audience Reached		{{Yes/No}}		
EFFECTIVENESS: All of the estimated target audience sector of Municipal Employees involved with Operation and Maintenance activities had information or training made available to them in the reporting year.	100%		{{%}}		
EFFECTIVENESS: At least ninety percent (90%) of the estimated target audience sector of Municipal Employees not involved with Operation and Maintenance activities had information made available to them in the reporting year.	90%		{{%}}		
EFFECTIVENESS: At least seventy-five percent (75%) of the estimated target audience sector of Business Owners had information made available to them in the reporting year.	75%		{{%}} of {{Sector}}		
EFFECTIVENESS: At least fifty percent (50%) of the estimated target audience sector of General Public had information made available to them in the reporting year.	50%		{{%}} of {{Sector}}		

EFFECTIVENESS: Use of storm drain markings for stormwater awareness.	Confirm all inlets are marked	{{Yes/No}}
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MCM #4 CONSTRUCTION STORMWATER MANAGEMENT

CONSTRUCTION STORMWATER MANAGEMENT DECISION PROCESS AND RATIONALE

The purpose of this MCM is to reduce pollutants in stormwater runoff from construction activities that result in land disturbance. In accordance with NDEQ Administrative Code 119.10.002.12D, Nebraska Small MS4 General Permit NER310000 IV.B.3, and City of Norfolk Municipal Code Section 26-188, the Construction Stormwater Program includes and adheres to the following elements:

1. Construction Stormwater City Code Section
2. Operator Requirements to Implement Sediment & Erosion Control, Waste, and Stormwater Controls
3. Construction Sediment & Erosion Control and Site Plans
4. Construction Site Inspection and Enforcement Procedures
5. Construction Stormwater Education

Construction Stormwater Design standards meeting the NDEQ and NPDES Permit requirements are available on the city website. Construction site operators for sites disturbing one acre or more, or less than one acre if part of a larger common plan of development or sale are required to enact Erosion and Sediment Controls.

The City of Norfolk requires erosion and sediment control measures on construction sites via City Code Section 26-178. The code language ensures every construction project within the City Limits requires proper Erosion and Sediment Controls, as well as inspection and evaluation methods.

The City of Norfolk has an Enforcement Response Plan (ERP) for the Erosion & Sediment Control Program which defines the level of enforcement based on the level of non-compliance. The ERP was created to address all levels of non-compliance. The city will follow through on issues of non-compliance until resolved. Communication with the violator, can vary from a phone call to a formal notice of violation to enforcement of Civil Penalties.

The City of Norfolk has a defined list of pollutants, including solid waste and hazardous materials, which construction site operators are required to manage onsite with Best Management Practices in City Code Section 26-178. Waste materials include construction activity trash from building materials, equipment and vehicle track out, and potential sanitary waste.

The City of Norfolk requires an Erosion and Sediment Control plan meeting the NDEQ and NPDES Permit requirements for review by city staff. For sites greater than an acre, and those less than an acre but part of a larger common plan of development or sale, a Stormwater Pollution Prevention Plan is required to be followed.

The City of Norfolk Stormwater Manager AND the Public Works Director are ultimately responsible for the management and overall implementation of the Construction Stormwater Program. Parts of this program operate outside the regular authority of the Stormwater Manager, specifically the elements of reviewing plans brought in front of the Development Review Team.

The City of Norfolk has multiple effectiveness measures implemented to ensure the BMP's are being utilized correctly. Each annual report sent in to the NDEQ will address these effectiveness measures and how to interpret them.

MCM 4: BMP 1: MAINTENANCE, IMPLEMENTATION, AND ENFORCEMENT OF EROSION AND SEDIMENT CONTROL AUTHORITY

4.1.1 Coordinate maintenance of enforceable authority and escalation procedures in the MS4 Construction Stormwater (CSW) Program Guidance Document, which references local regulatory mechanisms that:

- Defines and enables municipal enforcement.
- Defines and requires construction erosion and sediment control implementation.
- References local regulatory mechanism(s) that effectively defines waste control implementation.
- References local regulatory mechanism(s) that effectively defines and establishes a range of penalty options and when they will be used to ensure compliance.

Reference		Frequency
City Code Section 26-178, CSWP		Update: Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year	

4.1.2 Conduct procedures to investigate, remove and enforce each instance of construction stormwater non-compliance for observed non-compliance of the municipal code/ordinance.

Reference:	Construction Stormwater Enforcement Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Record dates of all notifications of potential construction stormwater program non-compliance. Record status, stakeholders involved, investigation efforts, communication efforts, interim steps of enforcement if taken to resolve, and final resolution taken for potential construction stormwater program non-compliance.	100%	{{%}} of {{Number}}	

EFFECTIVENESS: Initiate investigation of potential construction stormwater program non-compliance within two working days of notification or identification.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Open records are updated once a week with status and any new information until the issue is resolved.	Total number of instances.	{{Number}}
EFFECTIVENESS: Summarize all instances that were closed without resolution including who made determination to close the record and why the instance could not be resolved.	Record instances closed without resolution.	{{Number}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 4: BMP 2: CONSTRUCTION SITE PLAN REVIEW

4.2.1 The City will coordinate maintenance of site plan review procedures in the MS4 Construction Stormwater (CSW) Program, which references local regulatory mechanisms that define the following:

- Authority to conduct construction site plan reviews for all land development and building projects that will disturb at least one acre of soil surface alone or as part of a larger common plan of development or sale.
- Minimum requirements for site plan submittals to address construction erosion, sediment and waste control best management practices.
- Minimum standards by reference for design of construction erosion, sediment and waste control best management practices.
- Basis for selecting certain sites for site plan review.
- Current policies, staff, contact information and required procedures for construction site plan review.

Reference	Frequency
City Code Section 26-178, CSWP	Update: Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

4.2.2 The City will conduct and record site plan reviews for all land development and building projects that will disturb at least one acre of soil surface alone or as part of a larger common plan of development or sale.

Reference:	Construction Stormwater Plan Review Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Complete construction stormwater site plan review form for every land development and building project that will disturb at least one acre of soil surface alone or as part of a larger common plan of development or sale.	100%	{{%}} of {{Number}}	
EFFECTIVENESS: Record when construction stormwater site plan submittal requirements were not satisfied and required revision and resubmittal.	100%	{{Number}}	
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:		

MCM 4: BMP 3: CONSTRUCTION SITE INSPECTIONS

4.3.1 The City will coordinate review and maintenance of site inspection procedures in the MS4 Construction Stormwater (CSW) Program, which references local regulatory mechanisms that define the following:

- Local regulatory mechanism(s) that effectively defines and enables authority to conduct site inspections
- Minimum standards by reference for installation and maintenance of construction erosion, sediment control best management practices.
- Minimum standards by reference for installation and maintenance of waste control best management practices.
- Current policies, staff, contact information, frequency and required procedures for routine municipal inspections of public and private construction projects.
- Minimum required frequency and information for construction operator self-inspections.

Reference	Frequency
City Code Section 26-178, CSWP	Update: Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

4.3.2 Conduct site inspections for construction projects to document construction stormwater installation and maintenance compliance.

Reference:	Construction Stormwater Plan Review Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Record the total number of active construction site inspections conducted during reporting period.	Total Number conducted	{{Number}}	
EFFECTIVENESS: Every private building lot and land development received municipal oversight inspection for erosion and sediment control an average of twice a year (routine) during the period of active construction.	100%	{{%}} of {{Number}}	
EFFECTIVENESS: Every public project with an NPDES permit completes routine stormwater inspections on a frequency required in the permit authorization (routine).	100%	{{%}} of {{Number}}	
EFFECTIVENESS: All active construction projects that have non-compliance with local construction stormwater requirements receive a follow-up inspection within one week.	100%	{{%}} of {{Number}}	
EFFECTIVENESS: All information provided from the public about stormwater management of an active construction site leads to an inspection or a documented reason why an inspection was not conducted.	100%	{{%}} of {{Number}}	
EFFECTIVENESS: Record soil stabilization conditions and if unresolved non-compliance exist for the project at time of all close-out inspections required before municipal approval is given.	100%	{{%}} of {{Number}}	
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:		

4.4.1 Coordinate updates and maintenance of educational and training information for distribution related to impacts of construction stormwater pollution in the Public Education and Outreach Strategy, which references the following:

- Establishment of a training program and distribution method with at least one target message related to Construction Stormwater Program Requirements (i.e. Erosion and sediment controls, soil stabilization, dewatering, pollution prevention, prohibited discharges, surface outlets, plan submittal, site inspection, enforcement) every reporting year.
- Defines training that municipal staff primarily responsible for permitting, plan review, construction site inspections and enforcement receive.
- Defines the resources used and frequency for distributing information related to construction stormwater pollution.

Reference				Frequency	
The City of Norfolk PEO Strategy				Annual	
Description	Target Audience	Messages	Methods/Resources	Last Provided	Next Due
Printed Brochure	Engineers/developers/realtors, civic groups	Minimize water quality impacts from development, follow required construction practices, nothing but stormwater down the drain	The City of Norfolk will develop and distribute handouts or use Nebraska H2O generated items. Material will be distributed at local meetings and public information bulletin boards	None	2018
Construction Stormwater Training (employees)	Municipal Staff	What to look for when reviewing building permit applications and site plans	The City of Norfolk has purchased training videos that will aid in this training	None	2018

4.4.2 Distribute education and training information related to construction stormwater pollution.

Reference:	Education and Outreach Strategy Tracking Form				
Responsible:	Stormwater Manager	Frequency:	On-going Annually		
Goals:	Evaluation and Assessment:		Performance:		

ADMINISTRATION: Construction site operators can obtain information about best management practices and requirements for minimizing pollutants discharged from construction sites each year.	Total number of pocket guides distributed	{{Number}}
EFFECTIVENESS: Distribute training information to all (100%) Municipal Employees responsible for permitting, plan review, construction site inspections and enforcement.	100%	{{%}}
EFFECTIVENESS: target audience sector of Construction Site Operators had educational information made available to them in the reporting year.	100%	{{%}}
EFFECTIVENESS: Construction Site Operators had training offered during even calendar years.	100%	Offered to: {{%}} Attended: {{Number}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM #5 POST-CONSTRUCTION STORMWATER MANAGEMENT

POST-CONSTRUCTION STORMWATER MANAGEMENT DECISION PROCESS AND RATIONALE

The purpose of this MCM is to ensure the quality of water leaving a previously completed construction site remains continuously treated prior to leaving the property. With the implementation of specifically required **Stormwater Treatment Facilities (STF's)** the quality of water will have the best chance of remaining clean prior to entering receiving waters. These STF's will be monitored and maintained based on official Maintenance Agreements signed by the owner and the City.

The City of Norfolk requires post-construction stormwater runoff from new development and redevelopment to be treated through different Stormwater Treatment Facilities (STF's). Rain Gardens, Bioswales, Sediment Forebays and Regional Detention Facilities will all be acceptable STF's within the City Limits. These were chosen based on their performance, accessibility, and aesthetics.

The City of Norfolk has created an ordinance as it relates to Post-Construction Stormwater. This ordinance refers to a 'Post Construction Stormwater Management Program' and there are penalties of different severity upon non-compliance. These were chosen due to their positioning within the Municipal City Code.

'New Development' refers to any new construction project that has been platted after January 1, 2017 'Redevelopment' refers to any construction on existing property that affects more than one acre of impervious surface area. The sites that are exempt from the Post-Construction Program Requirements are those that were platted prior to January 1, 2017.

The City of Norfolk Post Construction Stormwater Program provides a submittal checklist that describes the required information on each Site for proper selection and completion of a Post-Construction site plan review when applications for construction are submitted for approval. This checklist will be made available online, at the Public Works Department upon the developer's introduction of the plan to the City. Once the proper specifications have been implemented, then the site plans are up for review on a department by department basis. The Stormwater Manager will observe the Post-Construction specifications and site plan.

The City of Norfolk will require a series of inspections of the constructed Stormwater Treatment Facilities to insure proper functionality of the Stormwater Treatment Facilities. These inspections will be performed by a licensed engineer in the State of Nebraska prior to completion of the development project. City Ordinance outlines requirements for these STFs to function appropriately in perpetuity.

The prioritization and procedures for inspection and enforcement for Post Construction STFs are identified in the Post-Construction Stormwater Management Program. Enforcement will be conducted through maintenance agreements, and inspections are allowed by the owner whenever the City wishes to perform them.

The City of Norfolk Stormwater Manager is responsible for the implementation of the Construction Stormwater Program. It is the Stormwater Manager who creates and inspects the Stormwater Pollution Prevention Plans (SWPPP) for Municipal projects greater than one acre. The Stormwater Manager communicates directly with the developers and contractors as needed to resolve non-compliance.

The City of Norfolk has implemented 'Effectiveness Measures,' found throughout the Post Construction Stormwater MCM, to evaluate the success of the Program. These 'Effectiveness Measures' are tabulated each year and identified within each Annual Report submitted to NDEQ.

MCM 5: BMP 1: POST-CONSTRUCTION STORMWATER CONTROL AUTHORITY

5.1.1 Coordinate maintenance of enforceable authority and escalation procedures in the MS4 Post-Construction Stormwater (PCSW) Program, which references the following local regulatory mechanism(s) that effectively:

- Defines and enables municipal enforcement for permanent stormwater quality treatment facilities.
- Defines and requires permanent stormwater quality treatment facility implementation for new development and redevelopment projects and the effective date of the requirement.
- Defines and establishes a range of penalty options and when they will be used to ensure compliance.

Reference	Frequency
PCSWP, City of Norfolk City Code Section 26-190	Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

5.1.2 Conduct enforcement procedures for permanent stormwater treatment facility non-compliance and/or non-compliance.

Reference:	Post-Construction Stormwater Treatment Facility (STF) Enforcement Tracking Form,		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Record offender, date enforcement initiated, reason for non-compliance or violation, status, enforcement steps taken to resolve, and final resolution of each instance of potential non-compliance with post-construction stormwater treatment.	Total Number of instances recorded.	{{Number}}	
EFFECTIVENESS: Initiate enforcement response plan investigation within seven days of identification of potential non-compliance	100%	{{%}} of {{Number}}	
EFFECTIVENESS: Open records are updated once a week with current status and any new information until the issue is resolved.	100%	{{%}} of {{Number}}	
EFFECTIVENESS: Summarize all instances that were closed without resolution including who made determination to	Record instances closed without resolution.	{{Number}}	

close the record and why the instance could not be resolved.		
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 5: BMP 2: STORMWATER TREATMENT PLAN REVIEW

5.2.1 Coordinate maintenance of site plan review procedures in the MS4 Post-Construction Stormwater (PCSW) Program, which references and defines the following:

- Local regulatory mechanism(s) that effectively defines and enables authority to conduct stormwater treatment plan reviews.
- Minimum treatment volume with calculation method, volume treatment design criteria, and stormwater treatment practice design standards by reference for design of permanent stormwater treatment practices.
- Maximum allowable impervious cover by land use zone.
- Minimum requirements for post-construction stormwater treatment plan submittals to satisfy structural and non-structural stormwater treatment standards.

Reference		Frequency
Norfolk City Code, PCSWP		Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year	

5.2.2 Conduct site plan review for stormwater treatment design compliance.

Reference:	Post-Construction Stormwater Treatment Development Review Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Complete stormwater treatment design review form for every new development and redevelopment project.	Recorded	{{Number}}	
ADMINISTRATION: Record date of STF Certification and as-built record drawings received with all required information including updated STF design tables if field modifications were made.	Recorded	{{Number}}	
EFFECTIVENESS: Record when STF design requirements for new development and redevelopment projects were not satisfied and required revision and resubmittal.	Recorded	{{Number}}	

EFFECTIVENESS: Complete as-built record drawings are received within one year of municipal approval for project completion.	100%	{{%}} of {{Number}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 5: BMP 3: STORMWATER TREATMENT SITE INSPECTIONS

5.3.1 Establish and review site inspection procedures in the MS4 Post-Construction Stormwater (PCSW) Program, which define and reference the following:

- Local regulatory mechanism(s) that effectively defines and enables authority to conduct site inspections.
- Minimum standards by reference for installation and maintenance of stormwater treatment practices.
- Minimum required timing and information for construction operator self-inspections prior to receiving municipal approval constructed STFs.
- Minimum required timing and information for property owner self-inspections following municipal approval of constructed STFs.
- Current policies, staff, contact information, frequency and required procedures for municipal inspections prior to approving STFs constructed for the project.
- Minimum required timing and information for municipal inspections following municipal approval of constructed STFs.

Reference	Frequency
City of Norfolk City Code, PCSWP	Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

5.3.2 Conduct site inspections for new development and redevelopment projects to document post-construction stormwater treatment facility (STF) installation and maintenance compliance

Reference:	Post Construction Stormwater Treatment Facility Inspection Tracking Form	
Responsible:	Stormwater Manager	Frequency: On-going Annually
Goals:	Evaluation and Assessment:	Performance:
ADMINISTRATION: Record last date of inspection by <u>Owner</u> for STFs submitted or requested for review.	100%	{{Yes/No}}
ADMINISTRATION: Record last date of inspection by <u>Municipality</u> for STFs.	100%	{{Yes/No}}
EFFECTIVENESS: Record modifications made from design plans, engineer name providing certification, and anticipated date as-built record drawings will be submitted to the City.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Always record current condition, maintenance planned, and next anticipated applicant inspection date.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Self inspections are submitted by Owner of project within 90-days following municipal approval of completed project.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Self inspections are submitted by Owner of project no longer than three years following the previous self-inspection.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Always record final constructed condition at time of inspection, observations and on-going municipal inspection frequency before municipal approval is given.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Always (100%) record current condition, maintenance planned, and next anticipated applicant inspection date	100%	{{%}} of {{Number}}

EFFECTIVENESS: Inspections are completed by the City for each completed project within 90-days following municipal approval of completed project	100%	{{%}} of {{Number}}
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<p>EFFECTIVENESS: Inspections are conducted by the City within fourteen days following an information request submitted by the public and/or failure of the Owner to submit a routine self-inspection.</p>	<p>100%</p>	<p>{{%}} of {{Number}}</p>
<p>EFFECTIVENESS: All information provided from the public about stormwater management of an approved STF leads to an inspection or a documented reason why an inspection was not conducted.</p>	<p>100%</p>	<p>{{%}} of {{Number}}</p>
<p>..... Satisfied:</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:</p>	

MCM #6 GOOD HOUSEKEEPING AND POLLUTION PREVENTION

GOOD HOUSEKEEPING AND POLLUTION PREVENTION DECISION PROCESS AND RATIONALE

The purpose of this MCM is to minimize the effect of the municipality's efforts to the contribution of stormwater pollutants into receiving waters. Operations have been identified that have the greatest likelihood to cause pollution to stormwater runoff. The facilitators of these operations are educated and trained in Standard Operating Procedures for reducing pollutants from entering the storm sewer system.

The City of Norfolk is responsible for the stormwater pollution that its municipal operations and maintenance activities create. Pollution Prevention activities and procedures such as training, standard operating procedures, and record-keeping help minimize the affect our actions take on the environment. The Operations Water Quality Guide is currently being developed by the City of Norfolk Public Works Department and will identify the procedures for preventing pollution during municipal activities.

The City of Norfolk has different departments that create stormwater pollution. Several formats of training have been given to the members of these departments. Presentations and training videos are given to the employees regarding Stormwater Pollution Prevention. The Operations Water Quality Guide has a description of all training provided to City staff.

The City of Norfolk performs many procedures to document our efforts against stormwater pollution from maintenance activities. There are proper standard operating procedures for street sweeping activities for city employees to follow. These policies and procedures will be included in the Operations Water Quality Guide, which is currently being developed at the City of Norfolk Public Works Department.

The City of Norfolk Stormwater Manager is responsible for the overall management and implementation of the Good Housekeeping and Pollution Prevention Program. It is the responsibility of each Department/Division involved to implement their activities and report to the Stormwater Manager upon enquiry.

The City of Norfolk has created and installed 'Effective Measures' throughout the Good Housekeeping and Pollution Prevention MCM. These effectiveness measures are identified for all BMP's and reported as a measurable goal through the process of our Annual Report submitted to NDEQ.

MCM 6: BMP 1: MUNICIPAL FACILITY MAINTENANCE ACTIVITIES

6.1.1 Coordinate reviews and updates of municipal facility evaluation and maintenance policy information in the MS4 Operations Water Quality Guide, defines and describes the following:

- A listing and maps of all MS4 facilities, including storage yards, which are subject to maintenance activity best management practice policies.
- Lists of industrial facilities owned or operated by the City subject to NPDES Industrial Storm Water Discharge Permit with Notice of Intent or certificate of No Exposure for each facility attached.
- High Priority risk assessment policies for municipal maintenance facilities.
- Content and purpose of a Facility Runoff Control Plan developed for high priority municipal maintenance facilities.
- Describes building and grounds, vehicles and equipment (including maintenance, fueling and washing), product materials (including de-icing materials), bulk fluid storage and waste materials (including dredge spoil, accumulated sediments, floatables, debris, salvage products for reuse, and recyclables) best management practice policies for municipal maintenance facilities.
- Current policies, frequency, staff, contact information and required procedures for municipal facility site inspections, and time period for resolving identified maintenance.

Reference		Frequency
Operations Water Quality Guide (To be completed)		Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year	

6.1.2 Conduct municipal facility maintenance evaluations and record results of maintenance facility activities.

Reference:	Municipal Facility Inspections Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Record the total number of facility inspections conducted during reporting period.	Recorded.	{{Yes/No}}	
ADMINISTRATION: Record at least one MS4 Oversight inspection per year at each municipal facility with an NPDES Industrial Stormwater Permit authorization (not routine or benchmark monitoring required of the NPDES Industrial Stormwater permit holder).	100%	{{%}} of {{Number}}	

ADMINISTRATION: Record at least one MS4 Facility Evaluation per five years at each municipal facility with an NPDES Industrial Stormwater Permit No Exposure Certification.	100%	{{%}} of {{Number}}
ADMINISTRATION: Record if corrective actions have been identified, documented and addressed for every maintenance facility during the reporting period.	100%	{{%}} of {{Number}}
ADMINISTRATION: Maintain current status of each corrective maintenance identified but not resolved within the recommended 30-day period of time.	Record status.	{{Yes/No}}
EFFECTIVENESS: Record the dates and inspectors for two (2) inspections per year at each high priority maintenance facility.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Record the dates and inspectors for one (1) inspection per year at each low priority maintenance facility.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Record during oversight facility inspection of each municipal facility with an NPDES Industrial Stormwater Permit authorization whether facility is actively managing all Industrial Stormwater Permit requirements and or No Exposure Certification conditions including; training, routine inspections, benchmark monitoring, physical characteristics evaluations, SWPPP information, SWPPP updates, and required reporting criteria.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Interim corrective maintenance is implemented when final corrective actions cannot be completed within 30-days of being identified during an inspection or complaint.	100%	{{%}} of {{Number}}

EFFECTIVENESS: Summarize the reason(s) corrective maintenance was not resolved within 30-days for each corrective maintenance record and what communication, education and/or enforcement was used to get the corrective maintenance resolved as soon as possible.	100%.	{{%}} of {{Number}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 6: BMP 2: MUNICIPAL ROADWAY/PARKING LOT MAINTENANCE ACTIVITIES

6.2.1 Coordinate updates and maintenance of municipal roadway/parking lot maintenance policy information in the Operations Water Quality Guide, which describes the following:

- Type of roadways (streets, roads, and highways) and which parking lots are impacted by maintenance activity best management practice policies that control floatables and other pollutants to the MS4.
- Current policies, frequencies and/or schedule, staff, equipment, contact information and required procedures for street and parking lot sweeping activities, and equipment calibration.
- Procedures for transportation and disposal of floatables and other pollutants collected as a result of roadway and parking lot maintenance activities.

Reference	Frequency
Operations Water Quality Guide (To be completed)	Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

6.2.2 Conduct and report municipal roadway and parking lot maintenance within the MS4 area.

Reference:	Municipal Sweeping Operations Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	
ADMINISTRATION: Report hours of equipment usage and number of lane miles of streets swept.	Recorded	Hours: {{Number}} Miles: {{Number}}	

ADMINISTRATION: Report number and dates of parking lots swept.	Reported.	{{Number}}
EFFECTIVENESS: Verify that all public streets listed on the street maintenance plan were swept at least two times during the year.	100%	{{%}} of {{Number}}
EFFECTIVENESS: All parking lots on the parking lot maintenance plan were swept at least once during the year.	100%	{{%}} of {{Number}}

EFFECTIVENESS: Report number of instances that non-routine sweeping was requested and the number of sweeping events provided to address a public complaint or internal identification that non-routine street sweeping was needed.	100%	{{%}} of {{Number}}
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 6: BMP 3: MUNICIPAL STORM DRAIN SYSTEM MAINTENANCE ACTIVITIES

6.3.1 Coordinate updates and maintenance of municipal storm drain system maintenance policy information in the MS4 Operations Water Quality Guide, which defines and describes the following:

- Procedures for inspecting and cleaning municipally-owned inlets, open channels and other drainage structures for debris.
- Procedure to dispose of materials extracted from inlets so that no stormwater drainage system waste material will re-enter the MS4.
- Procedures to document drainage structure maintenance activity.
- Procedures for inspecting and sweeping municipally-owned streets.
- Procedures to assess existing flood management locations for potential incorporation of water quality protection devices or practices.
- Procedure to dispose of materials swept so that waste material will not re-enter the MS4.
- Procedures to require any contractors hired by the Municipality to perform maintenance activities.

Reference	Frequency
Operations Water Quality Guide (To be completed)	Review: Annually
Report:	Observations, recommendations, and/or changes made to program defining documents during permit year

6.3.2 Conduct municipal storm drain system maintenance.

Reference:	Municipal Stormwater Operations Tracking Form		
Responsible:	Stormwater Manager	Frequency:	On-going Annually
Goals:	Evaluation and Assessment:	Performance:	

MUNICIPAL STORM DRAIN INLET MAINTENANCE		
ADMINISTRATION: Report hours of equipment usage and number of storm drains cleaned.	Recorded	Hours: {{Number}} Miles: {{Number}}
EFFECTIVENESS: All storm drain inlets listed on the storm drain system maintenance plan were cleaned once every five (5) years.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Report number of instances that non-routine storm drain inlet cleaning was requested and the number of storm drain cleaning events provided to address a public information request or internal identification that non-routine storm drain inlet cleaning was needed.	100%	{{%}} of {{Number}}
MUNICIPAL STORM DRAIN PIPE MAINTENANCE		
ADMINISTRATION: Report hours of equipment usage and lineal feet of drainage system cleaned.	Recorded	Hours: {{Number}} Feet: {{Number}}
EFFECTIVENESS: All of storm drain pipes listed on the storm drain system maintenance plan were cleaned once every ten (10) years.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Report number of instances that non-routine storm drain pipe cleaning was requested and the number of storm drain pipe cleaning events provided to address a public complaint or internal identification that non-routine storm drain pipe cleaning was needed.	100%	{{%}} of {{Number}}

MUNICIPAL STORMWATER DETENTION/RETENTION AREA MAINTENANCE		
ADMINISTRATION: Report hours of equipment usage and detention/retention areas cleaned and maintained.	Recorded	Hours: {{Number}} Facilities: {{Number}}
EFFECTIVENESS: Verify that all detention/retention areas listed on the storm drain system maintenance plan were cleaned once every ten (10) years.	100%	{{%}} of {{Number}}
EFFECTIVENESS: Report number of instances that non-routine detention/retention area cleaning was requested and the number of detention/retention cleaning events provided to address a public complaint or internal	100%	{{%}} of {{Number}}

identification that non-routine detention/retention cleaning was needed.		
Satisfied:	Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:	

MCM 6: BMP 4: MUNICIPAL OPERATION AND MAINTENANCE PROGRAM TRAINING

6.4.1 Coordinate updates and maintenance of training materials for distribution related to reducing stormwater pollution from municipal operation and maintenance activities in the Public Education and Outreach Strategy, which defines the following:

- Target messages and distribution methods for pollution prevention or reduction training related to municipal operation and maintenance activities.
- At least one target message for Public Employees involved in Parks and Recreation Operation and Maintenance Activities every reporting year.
- At least one target message for Public Employees involved in Transportation and Utilities Operation and Maintenance Activities every reporting year.
- At least one target message for Public Employees involved in Storm Sewer Operation and Maintenance Activities every reporting year.

Reference				Frequency	
The City of Norfolk PEO Strategy				Annual	
Description	Target Audience	Messages	Methods/Resources	Last Provided	Next Due
Good Housekeeping Training (employees)	Municipal Staff	How to conduct daily activities in a manner that preserves stormwater quality	The City of Norfolk has purchased training videos that will aid in this training	None	2018

6.4.2 Deliver training related to pollution prevention and reduction from municipal operation and maintenance activities conducted by Municipal Employees.

Reference:	Education and Outreach Strategy Tracking Form				
Responsible:	Stormwater Manager	Frequency:	On-going Annually		
Goals:	Evaluation and Assessment:			Performance:	
ADMINISTRATION: Deliver training to all Municipal Employee sectors identified to receive information for the reporting year.	100%			{{Yes/No}}	

<p>EFFECTIVENESS: Management staff for Parks and Open Space, Fleet and Building, Permanent Stormwater Treatment, and Storm Sewer Maintenance and Operation received training every even numbered calendar year.</p>	<p>75%</p>	<p>{{%}} of {{Number}}</p>
<p>EFFECTIVENESS: Non-management, non-seasonal staff for Parks and Open Space, Fleet and Building, Permanent Stormwater Treatment, and Storm Sewer Maintenance and received training every odd numbered calendar year.</p>	<p>75%</p>	<p>{{%}} of {{Number}}</p>
<p>EFFECTIVENESS: Seasonal staff for Parks and Open Space, Fleet and Building, Permanent Stormwater Treatment, and Storm Sewer Maintenance and received training every calendar year.</p>	<p>75%</p>	<p>{{%}} of {{Number}}</p>
<p>..... Satisfied:</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Explanation:</p>	