Year 5 Annual Report
Massachusetts Small MS4 General Permit
Reporting Period: July 1, 2022-June 30, 2023

Please DO NOT attach any documents to this form. Instead, attach all requested documents to an email when submitting the form. Also ensure any websites included on this form are to publicly accessible sites

Unless otherwise noted, all fields are required to be filled out. If a field is left blank, it will be assumed the requirement or task has not been completed. Please ONLY report on activities between July 1, 2022 and June 30, 2023 unless otherwise requested.

Part I: Contact Information

Name of Municipality or Organization: Town of Southampton

EPA NPDES Permit Number: MAR041021

Primary MS4 Program Manager Contact Information

Name: Randall Kemp Title: Highway Superintendent

Street Address Line 1: P.O. Box 379

Street Address Line 2:

City: Southampton State: MA Zip Code: 01073

Email: highwaydept@townofsouthampton.org Phone Number: (413) 527-3666

Stormwater Management Program (SWMP) Information

SWMP Location (publicly available web address): https://resources.finalsite.net/images/v1676129960/townofsouthamptonorg/xxdl0orcqppyatxz5so9/Town-of-Southampton-Stormwater-Mgmt-Plan_Year-2.pdf

Date SWMP was Last Updated: June 2021

If the SWMP is not available on the web please provide the physical address:

Currently, the 2019 version of the SWMP is posted online at the link above, but the website will be updated soon. The updated SWMP is available at the Highway Department office at 8 Fomer Road, Southampton, MA.

Part II: Self-Assessment

First, in the box below, select the impairment(s) and/or TMDL(s) that are applicable to your MS4. Make sure you are referring to the most recent EPA approved Section 303(d) Impaired Waters List which can be found here: https://www.epa.gov/tmdl/region-1-impaired-waters-and-303d-lists-state

Impairment(s)

☒ Bacteria/Pathogens ☐ Chloride ☐ Nitrogen ☒ Phosphorus
☐ Solids/ Oil/ Grease (Hydrocarbons)/ Metals

TMDL(s)

In State: ☐ Assabet River Phosphorus ☐ Bacteria and Pathogen ☐ Cape Cod Nitrogen
☐ Charles River Watershed Phosphorus ☐ Lake and Pond Phosphorus

Out of State: ☐ Bacteria/Pathogens ☐ Metals ☒ Nitrogen ☐ Phosphorus

Clear Impairments and TMDLs

Next, check off all requirements below that have been completed. ***By checking each box you are certifying that you have completed that permit requirement fully.*** *If you have not completed a requirement leave the box unchecked. Additional information will be requested in later sections.*

Annual Requirements

☒ Provided an opportunity for public participation in review and implementation of SWMP and complied with State Public Notice requirements

☒ Kept records relating to the permit available for 5 years and made available to the public

☒ The SSO inventory has been updated, including the status of mitigation and corrective measures implemented

- ◉ This is not applicable because we do not have sanitary sewer
- ○ This is not applicable because we did not find any new SSOs
- ○ The updated SSO inventory is attached to the email submission
- ○ The updated SSO inventory can be found at the following publicly available website:

☒ Updated system map due in year 2 as necessary

☐ Provided training to employees involved in IDDE program within the reporting period

☒ Properly stored and disposed of catch basin cleanings and street sweepings so they did not discharge to receiving waters

☒ All curbed roadways were swept at least once within the reporting period

☒ Enclosed all road salt storage piles or facilities and implemented winter road maintenance procedures to minimize the use of road salt

☒ Implemented SWPPPs for all permittee owned or operated maintenance garages, public works yards, transfer stations, and other waste handling facilities

☒ Updated inventory of all permittee owned facilities as necessary

☒ O&M programs for all permittee owned facilities have been completed and updated as necessary

☒ Implemented all maintenance procedures for permittee owned facilities in accordance with O&M programs

☒ Implemented program for MS4 infrastructure maintenance to reduce the discharge of pollutants

☒ Inspected all permittee owned treatment structures (excluding catch basins)

Optional: If you would like to describe progress made on any incomplete requirements listed above or provide any additional details, please use the box below:

Staff involved in the maintenance of stormwater infrastructure have undergone IDDE training in the past and will do so again in future permit years.

Bacteria/ Pathogens (Combination of Impaired Waters Requirements and TMDL Requirements as Applicable)

Annual Requirements

*Public Education and Outreach**

☒ Annual message was distributed encouraging the proper management of pet waste, including noting any existing ordinances where appropriate

☒ Permittee or its agents disseminated educational material to dog owners at the time of issuance or renewal of dog license, or other appropriate time

☒ Provided information to owners of septic systems about proper maintenance in any catchment that discharges to a water body impaired for bacteria

☐ This is not applicable because there are no septic systems present

** Public education messages can be combined with other public education requirements as applicable (see Appendix H and F for more information)*

Optional: If you would like to describe progress made on any incomplete requirements listed above or provide any additional details, please use the box below:

Nitrogen (Combination of Impaired Waters Requirements and TMDL Requirements as Applicable)

Annual Requirements

*Public Education and Outreach**

☒ Distributed an annual message in the spring (April/May) that encourages the proper use and disposal of grass clippings and encourages the proper use of slow-release fertilizers

☒ Distributed an annual message in the summer (June/July) encouraging the proper management of pet waste, including noting any existing ordinances where appropriate

☒ Distributed an annual message in the fall (August/September/October) encouraging the proper disposal of leaf litter

** Public education messages can be combined with other public education requirements as applicable (see Appendix H and F for more information)*

Good Housekeeping and Pollution Prevention for Permittee Owned Operations

☒ Increased street sweeping frequency of all municipal owned streets and parking lots subject to Permit part 2.3.7.a.iii.(c) to a minimum of two times per year (spring and fall)

Structural BMPs

☒ Completed the evaluation of all permittee owned properties identified as presenting retrofit opportunities or areas for structural BMP installation under permit part 2.3.6.d or identified in the Nitrogen Source Identification Report, including: *(select the items of the evaluation that have been completed below)*

- ☒ Next planned infrastructure, resurfacing, or redevelopment activity planned for the property (if applicable) OR planned retrofit date
- ☐ Estimated cost of redevelopment or retrofit BMPs
- ☒ Engineering and regulatory feasibility of redevelopment or retrofit BMPs

☒ Completed a listing of planned structural BMPs and a plan and schedule for implementation

- ◉ The BMP list and implementation schedule is attached to the email submission
- ○ The BMP list and implementation schedule can be found at the following publicly available website:

☒ Any structural BMPs listed in Table 3 of Attachment 1 to Appendix F already existing or installed in the regulated area by the permittee or its agents was tracked and the nitrogen removal by the BMP was estimated consistent with Attachment 1 to Appendix F. The BMP type, total area treated by the BMP, the design storage volume of the BMP, and the estimated nitrogen removed in mass per year by the BMP were documented.

- ◉ No BMPs were installed
- ○ The above referenced BMP information is attached to the email submission
- ○ The above referenced BMP information can be found at the following publicly available website:

Total estimated nitrogen removed in lbs/year from the installed BMPs: 0

Optional: If you would like to describe progress made on any incomplete requirements listed above or provide any additional details, please use the box below:

The BMP Evaluation attachment details designs for five sites for feasible BMPs within Southampton. A conceptual opinion of probable cost was developed for two of these sites. however, it does not include cost estimates or a proposed schedule of implementation. The Town is moving forward on the design for one site in Permit Year 6.

Phosphorus (Combination of Impaired Waters Requirements and TMDL Requirements as Applicable)

Annual Requirements

*Public Education and Outreach**

☒ Distributed an annual message in the spring (April/May) encouraging the proper use and disposal of grass clippings and encouraging the proper use of slow-release and phosphorus-free fertilizers

☒ Distributed an annual message in the summer (June/July) encouraging the proper management of pet waste, including noting any existing ordinances where appropriate

☒ Distributed an annual message in the fall (August/September/October) encouraging the proper disposal of leaf litter

** Public education messages can be combined with other public education requirements as applicable (see Appendix H and F for more information)*

Good Housekeeping and Pollution Prevention for Permittee Owned Operations

☒ Increased street sweeping frequency of all municipal owned streets and parking lots subject to Permit part 2.3.7.a.iii.(c) to a minimum of two times per year (spring and fall)

Structural BMPs

☒ Completed the evaluation of all permittee owned properties identified as presenting retrofit opportunities or areas for structural BMP installation under permit part 2.3.6.d or identified in the Phosphorus Source Identification Report, including: *(select the items of the evaluation that have been completed below)*

- ☒ Next planned infrastructure, resurfacing, or redevelopment activity planned for the property (if applicable) OR planned retrofit date
- ☐ Estimated cost of redevelopment or retrofit BMPs
- ☒ Engineering and regulatory feasibility of redevelopment or retrofit BMPs

☒ Completed a listing of planned structural BMPs and a plan and schedule for implementation

- ◉ The BMP list and implementation schedule is attached to the email submission
- ○ The BMP list and implementation schedule can be found at the following publicly available website:

☒ Any structural BMPs already existing or installed in the regulated area by the permittee or its agents was tracked and the phosphorus removal by the BMP was estimated consistent with Attachment 3 to Appendix F. The BMP type, total area treated by the BMP, the design storage volume of the BMP, and the estimated phosphorus removed in mass per year by the BMP were documented.

- ◉ No BMPs were installed
- ○ The above referenced BMP information is attached to the email submission
- ○ The above referenced BMP information can be found at the following publicly available website:

Total estimated phosphorus removed in **lbs/year** from the installed BMPs: 0

Optional: If you would like to describe progress made on any incomplete requirements listed above or provide any additional details, please use the box below:

The BMP Evaluation attachment details designs for five sites for feasible BMPs within Southampton. A conceptual opinion of probable cost was developed for two of these sites. however, it does not include cost

estimates or a proposed schedule of implementation. The Town is moving forward on the design for one site in Permit Year 6.

Optional: Use the box below to provide any additional information you would like to share as part of your self-assessment:

Part III: Receiving Waters/Impaired Waters/TMDL

Have you made any changes to your lists of receiving waters, outfalls, or impairments since the NOI was submitted?

- ○ Yes
- ◉ No

If yes, describe below, including any relevant impairments or TMDLs:

Part IV: Minimum Control Measures

Please fill out all of the metrics below. If applicable, include in the description who completed the task if completed by a third party.

MCM1: Public Education

Number of educational messages completed **during this reporting period**: 34

*Below, report on the educational messages completed **during this reporting period**. For the measurable goal(s) please describe the method/measures used to assess the overall effectiveness of the educational program.*

BMP:Think Blue Connecticut River Website

Message Description and Distribution Method:

The Think Blue Connecticut River website is at the core of all regional messaging about stormwater. The website at www.thinkblueconnecticutriver.org does the following: Covers major areas of messaging about reducing polluted stormwater flows, including lawn and yard care, pet waste management, car care, controlling soil erosion, soaking up the rain, and septic system care; Addresses the key 4 audiences plus educators; Serves as the "landing place" for information on nearly all social media messaging.

See: www.thinkblueconnecticutriver.org/ms4-communities/

Targeted Audience: Residents, businesses/institutional/commercial, developers, and industrial

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

A total of 2,114 people visited the Think Blue Connecticut River website during Year 5 and spent an average of 36 seconds on viewing pages on stormwater best practices. Beyond the web analytics reported below on specific messages, there were the following views of the general audience pages on the Think Blue Connecticut River website, with businesses and educators spending an average of 1.5 minutes looking at material. Residents views = 58; Business and Institutions views = 51; Developers views = 29; Industries views = 29; and Educators views = 39.

Message Date(s): July 1, 2022 through June 30, 2023

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

As indicated in previous annual reports, the website was not mentioned in the NOI and SWMP, but is central to all messaging in the region, providing additional information and resources on key topics.

BMP: Nip Bottles - Residents

Message Description and Distribution Method:

Connecticut River Stormwater Committee members identified messaging on nip bottles as a priority at the start of the permit term. As such, the group conducted a robust, multi-faceted messaging campaign with

materials developed in Year 4. Connecticut River Stormwater Committee members launched the campaign to reduce nip bottles litter in Year 5 in order to capture the largest audience possible, including students that come to the region for university studies.

The campaign included the following:
- Message displayed on internal and external signs on PVTA buses servicing the region in both English and Spanish, including 6 exterior queen panels with two running out of each PVTA garage (UMass, Springfield, and Northampton). Panels were switched during January break from UMass to include on additional panel out of the other two garages. All panels included a QR code to link to more information on the Connecticut River Think Blue website.
- Web page on Connecticut River Think Blue website with additional information on nip bottle litter to which all messaging provided links.
- Social media mini ad campaign targeted to zip codes in member municipalities on Facebook and Instagram that linked to information on Connecticut River Think Blue web page; Social media mini ad campaign targeted to zip codes in member municipalities on Facebook and Instagram that linked to information on Connecticut River Think Blue web page.
- Press release to local media, which yielded at least three news stories in print and televised media.

See: www.thinkblueconnecticutriver.org/ms4-communities/

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

PVTA bus messages:
Exterior signs, estimated by PVTA to provide 1,465,974 impressions
Interior signs, estimated by PVTA to provide 90,264 impressions
Total impressions during period messages run = 1,556,238.

Facebook and Instagram message
Reached 69,888 people in the region, with 1,084 clicks and 63 shares

Think Blue Connecticut River web page on litter / nip bottles
Visits: 868 with average time spent viewing information at 2 minutes and 34 seconds

Message Date(s): PVTA bus ads - early October 2022 to February 2023
Facebook and Instagram ads - December 20 to January 1 = 12 days
Press release issued - December 20, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

One adjustment made to increase reach of campaign includes translation of PVTA bus panel ads into Spanish. Furthermore, the SWMP had indicated messaging would occur in Year 4, but the messaging was pushed to Year 5 in order to reach a wider audience (when area colleges were back in session)

BMP: Better Management of Runoff from Parking Lots (formerly installation of Hooded Catch Basins) -

Message Description and Distribution Method:

Messaging to this audience has been further developed from Year 4 to Year 5. In Year 4, a letter went to municipalities for use with large parking lot owners that recommended retrofits of conventional catch basins with deep sump hooded catch basins. This year, the Committee decided to broaden the messaging to include promotion of low impact development retrofit approaches. As such, an updated letter went to Connecticut River Stormwater Committee members for use in reaching out to property owners with parking lots. Also, an op-ed piece was written and then published by Business West, the most prominent publication in the region.

See: www.thinkblueconnecticutriver.org/ms4-communities/

Targeted Audience: Business, institutions, commercial, and industrial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Business West has a readership of some 30,000. See the following link to the publication's readership demographics: https://businesswest.com/wp-content/uploads/2018/06/READERSHIP.pdf

Message Date(s): Op-ed published June 26, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

To optimize engagement with this audience, decided to add preparation and submission of an article to Business West. Furthermore, the messaging here in both the article and the additional letter prepared in Year 5 went beyond the idea of recommending installation of hooded catch basins to also recommend retrofits with planted green infrastructure facilities in parking lots.

BMP: LID Strategies and Technologies - Developers

Message Description and Distribution Method:

On behalf of the Connecticut River Stormwater Committee, PVPC partnered with the Center for Watershed Protection and the Neponset River Watershed Association to develop and coordinate four training workshops for the development / construction community. The aim of the workshops was to provide construction-focused stormwater prevention information to companies who engage in land-disturbing activities in participating towns.

Workshops were held live online in June and promoted through stormwater networks in the region and through statewide organizations, including the Homebuilders Association of Massachusetts and NAIOP, the Commercial Real Estate Development Association. The series has also been edited by the Center for Watershed Protection as an on-demand, self-paced series available through the Neponset Stormwater Partnership website. These trainings were made possible through an MS4 Municipal Assistance Grant provided to PVPC by MassDEP. One of the resources highlighted at the training workshops included a green infrastructure stormwater management facility library of specifications developed by Rob Roseen of Waterstone Engineering with guidance from Connecticut River Stormwater Committee members under a MassDEP 604b grant to PVPC.

See: https://thinkblueconnecticutriver.org/wp-content/uploads/2023/05/PVPC-GI-Design-Standards_FINAL-2023.04.25.pdf

Targeted Audience: Developers

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

65 people attended virtual workshops
Post workshop survey indicated that 76% of attendees received information from the training that strengthened their knowledge or provided them with new tools to do their job.
32 people accessed the library of a green infrastructure stormwater management facility library of specifications.

Message Date(s): June 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The workshop had been planned for Year 4, but we had hoped that the new development standards from the draft Massachusetts Stormwater Handbook could be part of the workshop if postponed to Year 5. Also, the one workshop identified in the SWMP became a series of 4 workshops thanks to the MS4 Assistance Grant provided by MassDEP.

BMP:Better Management of Runoff from Parking Lots (formerly installation of Hooded Catch Basins) - I

Message Description and Distribution Method:

Given the refinements in #3 above, the message to industrial facility managers was also broadened, in this case to include lined green infrastructure facilities. Letters signed by the Committee Chair and Co-Chair went to all 140 multi-sector general permit holders in member communities.

Targeted Audience: Industrial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Letters sent to all 140 multi-sector general permit holders in member communities

Message Date(s): June 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The letter had been planned initially for Year 4, but was sent in Year 5.

BMP: Proper Disposal of Leaf Litter - Residents

Message Description and Distribution Method:

PVPC updated messaging used previously based on Be a Leaf Hero social media posts developed by the Cape Cod Commission, but now customized for the Connecticut River Stormwater Committee. For Year 5, messaging included slides displayed by local cable access television stations, a regionally posted social media message, and a flyer for posting on member webpages. All three messaging elements promoted links to a series of tips and more in-depth content on the Think Blue Connecticut River website. The flyer included a link to locations for proper disposal of leaves and yard waste. See website page at: https://thinkblueconnecticutriver.org/be-a-leaf-hero/.

The content seeks to promote better practices with leaf litter and build understanding about potential contamination of stormwater with leaf litter. PVPC also updated a PDF document for member communities use on their municipal websites.

Note too that an attempt was made to run a paid social media ad in October, but social media consultants reported the message was rejected because it was deemed a "social issue." This is similar to problems encountered in other pre-election periods.

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Local cable access television message went to 17 stations in the region.
Regional Facebook message drew 12 shares.

Analytics for the Think Blue Connecticut River website page on Be a Leaf Hero indicates that there were a total of 104 views of the Leaf Hero landing page with average time spent by visitors on that resource page at 2 minutes and 27 seconds, and 97 clicks to download PDF resources.

Message Date(s): Local cable access television message - aired during several weeks starting mid October to early November.
PVPC Facebook message - posted October 24

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

Messaging on leaf litter made use of local cable access television rather than paid advertising to local radio and then augmented this messaging with a flyer and regionally posted social media all of which included a "call to action."

BMP:Importance of Soil Test, Proper Use of Fertilizers, Disposal of Grass Clippings - Residents

Message Description and Distribution Method:

A 30-second radio message ran for 3 weeks in April with a total of 216 messages aired in the region on WRSI, WHMP, and Lazer 99.3.

The radio message read as follows: It's lawn care season! So remember, what you put on your lawn and garden can wash with the next rainstorm to our rivers and lakes. Here's two tips for better lawn care: One: Test your soil! Find out what your lawn needs before spending money on product. UMass Extension offers testing. Two: Leave grass clippings where they fall! When mowing, this will put nutrients back into your lawn naturally. Healthy lawns, healthy waters. Brought to you by the Connecticut River Stormwater Committee. Learn more at Think Blue Connecticut River.org

In addition, a paid social media message ran on Facebook and Instagram and continued to promote the idea of keeping lawns safe for families. The "Learn More" link provided in the social media post connects to the Think Blue Connecticut River web page on lawn and yard care, which lays out important best practices and links to useful resources, including soil testing services at the University of Massachusets - Amherst. The link to Think Blue Connecticut River is https://thinkblueconnecticutriver.org/lawn-and-yard-care/.

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

The radio message reached a total estimated audience of 65,000 people per week.

Facebook and Instagram ads reached 58,529 individuals who match “gardening,” “home improvement,” or “do it yourself” identifiers in Connecticut Stormwater Committee zip codes. 1,025 people clicked on the “Learn More” button to go the Think Blue Connecticut River landing page on lawn care. Social media consultants noted that there is a greater diversity of click rates for the 25+ age demographics and a more even gender split compared to previous stormwater messages, which generally skewed towards women.

Analytics for the Think Blue Connecticut River website page on lawn care, indicate that there were a total of 1,035 views on the website landing page, with average time spent by visitors on that resource page at 1 minute and 54 seconds, and 47 downloads of posted resources.

Message Date(s): Radio ad ran for 3 weeks in April
Paid Facebook and Instagram message ran from June 12 to June 22.

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Proper Management of Pet Waste - Residents

Message Description and Distribution Method:

Pet waste messaging in Year 5 occurred at time of licensing and during the summer. Messaging is based on the “Think picking up Spike’s poop is gross? Try swimming in it,” and aimed at driving people to the pet waste pick up pledge on the Think Blue Connecticut River website. Paid placement social media messages at both time of licensing and summer targeted people in Connecticut Stormwater Committee zip codes who had identifiers that match “pets at home” and “dog walking.”

At time of licensing messaging included a slide for use by local cable access television stations, a paid social

media message, and an e-mail message to municipal clerks/dog officers providing materials for use in the licensing process. Materials provided to municipal clerks and licensing officers was based on a survey done in Year 3 about what might be the most effective methods for messaging through their licensing process. The cable access message was simplified based on feedback from cable tv stations on the fall leaf litter messages. This message also focused specifically on communicating that pet waste should be put in a trash bin. Public works officials on the committee had stressed the importance of this point because they are frequently finding bagged pet waste in catch basins.

Summer messaging involved running paid placement on Facebook and Instagram around the Labor Day weekend.

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

During time of licensing
- Local cable access television message went to 17 stations in the region.
- Paid social media messaging on Facebook and Instagram reached 41,936 people in Stormwater Committee communities with 1,028 individuals clicking on the “Pledge” button to go to the Pick Up Poop pledge on the Think Blue Connecticut River website.

Summer
Paid social media messaging on Facebook and Instagram reached 53,264 people in Stormwater Committee communities with 943 individuals clicking on the “Pledge” button to go to the Pick Up Poop pledge on the Think Blue Connecticut River website.

Analytics for the Think Blue Connecticut River website indicate that another 195 people went to the pet waste landing page on the Connecticut River Think Blue website with average time spent by visitors on that resource page at 2 minute and 4 seconds.

Message Date(s):

During time of licensing
Facebook ad ran for 12 days, from February 22 to March 6
The cable access message went to 17 local stations

Summer
The social media message ran on Facebook and Instagram for seven days, from September 5 through 12. The aim had been to have the message run before and during the Labor Day weekend, but approvals from Facebook and Instagram were slow in coming.

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

To provide additional messaging.
The NOI/SWMP indicated pet waste messaging only in summer months as PVPC understood that messaging under the Appendixes could be combined. EPA has indicated that additional messaging to dog owners “at time of licensing” is required. Messaging at time of licensing was added, starting in Year 2, along with additional messaging on pet waste during “stay at home” orders with the pandemic (given the increased visibility of associated problems).

BMP:Proper Septic System Care - Residents

Message Description and Distribution Method:

PVPC again timed messaging on septic system care to coincide with EPA's Septic Smart Week, from September 18 to 25, with a Facebook ad and regional post to its Facebook page. These posts provide a link to a great infographic on septic system maintenance developed by Whatcome County Public Works and Health Department.

Targeted Audience: Residents

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

The Facebook ad reached 47,536 people whose interest matches "Septic Tank" in Connecticut Stormwater Committee zip codes. There were 838 clicks on the ad's "Learn More" button which links to the Think Blue Connecticut River website septic system landing page.

The regional Facebook post drew a total of 8 "shares," including member communities.

There were a total of 782 views of the Think Blue Connecticut River website septic system landing page with people spending an average of 1 minute and 48 seconds. Analytics indicate that there were 199 clicks to download information.

Message Date(s): The Facebook ad ran between September 18 and 25, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The NOI/SWMP indicated septic system messaging would be done in Year 3 only as MS4 permit language in Appendix H was not entirely clear on the timing of this message. EPA has since indicated that septic system messaging must occur each year and the Connecticut River Stormwater Committee adjusted accordingly, starting in Year 2.

BMP: Proper Disposal of Leaf Litter - Businesses

Message Description and Distribution Method:

This year, PVPC issued a letter to reach the landscaper and landcare business and commercial audience with best practices messaging on disposal of leaf letter. Signed by the Committee Chair and Co-chair, the letter promoted several key best practices:
- Keep leaves off of driveways and roadways where they can easily wash into storm drains and contribute to higher nutrient flows during the fall season.
- Use a mulching mower. By mulching the leaves into turf areas, you avoid having to rake/blow and bag and you offer a way to manage autumn leaves while providing clients with free fertilizer. Mulched leaves recycle nutrients and reduce the overall need for applied fertilizer, which can help to reduce nutrient loading for local rivers, streams, and lakes.
- Alternatively, if your client has an existing compost pile, you can recommend that they consider allowing you to add leaves to the pile. Leaves provide a critically important element (carbon) to the composting

process, making for a more soil enriching product to be used in the next growing season. Be sure compost piles are located away from streams, lakes, or storm drains as these decomposing materials and nutrients could easily reach these water resources.

Targeted Audience: Businesses/institutions/commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Letter – sent to 145 landscaping companies in the region

Message Date(s): Letter – sent October 17, 2022

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Importance of Soil Test, Proper Use of Fertilizers, Disposal of Grass Clippings - Businesses

Message Description and Distribution Method:

For spring messaging on best landcare practices, PVPC prepared an updated letter that went to 145 landscaping companies operating in the region. The letter, signed by the Connecticut River Stormwater Committee Chair and Co-chair, continued to emphasize two important strategies:

1. Leave grass clippings where they fall. Of course, you want to leave things nice and neat for your clients, but let them know that grass clippings left on the lawn will decompose, returning valuable nutrients back into the soil. This will save them money by reducing the need for applied fertilizer and promote a healthier lawn. To make best use of this free, natural fertilizer: mow high according to the grass species and use of the turf, do not remove more than 1/3 of the blade per mowing event, and mow when grass is dry.

2. Test your client's soil. A soil test lets you know more specifically what your client's lawn and garden need for nutrients so that you don't waste time and money. UMass Extension provides soil testing services. See: http://umass.edu/soiltest. If a soil test shows your client's lawn needs nutrients, go for slow-release fertilizers. These products more effectively deliver what plants need and don't wash off as easily as chemical fertilizers. Also, take the time to understand how much and when and where to apply fertilizers.

Targeted Audience: Business/institutions/commercial facilities

Responsible Department/Parties: Connecticut River Stormwater Committee

Measurable Goal(s):

Letter – sent to 145 landscaping companies in the region

Message Date(s): Letter - sent April 20, 2023

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Proper Management of Pet Waste - Businesses

Message Description and Distribution Method:

An article was written and then published by Business West, the most prominent publication for businesses in the region. The article points to resources on the Think Blue Connecticut River website, including a design template for a humorous 12x18" sign, quotes for sign production and hardware, and a pet waste message for business to share on social media.

Targeted Audience: Businesses/institutions/commercial facilities

Responsible Department/Parties: PVPC staff and member municipalities

Measurable Goal(s):

Business West has a readership of some 30,000. The following link describes readership demographics: https://businesswest.com/wp-content/uploads/2018/06/READERSHIP.pdf

Message Date(s):

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

For Year 5, the SWMP indicated that municipalities would send out a letter to property owners with problem pet waste locations. Identifying these properties proved problematic and would have entailed relatively large and costly mailings for member communities. Running an article in Business West seemed a more reasonable alternative in reaching this audience.

BMP:Pet Waste and Dog Licenses

Message Description and Distribution Method:

Pet waste materials were provided to residents who have registered or renewed a pet.

Targeted Audience: Residents

Responsible Department/Parties: Board of Health

Measurable Goal(s):

675 dog licenses were issued in Permit Year 5.

Message Date(s): July 1, 2022 through June 30, 2023

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Drought Conditions Notice

Message Description and Distribution Method:

A drought conditions notice was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0yuLR9HVhpMn192HmvxHq1x77qAWkam4Z3eM9veRucNtG4JLJe3tShN6EDPWgtwjG

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 408, Post reach: 373, Post engagements: 39

Message Date(s): July 18, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Backyard Composter Program: Composter Machines Available

Message Description and Distribution Method:

An advertisement for the limited availability of composting machines at a subsidized price via the Town's backyard composter program was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0MieTXZK6hVMRv5Mn2X7WChqjfDq9nYdZCYm3xJBbPrtAW1ywTsTHBb4eUgKoiCX6l

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 2093, Post reach: 2093, Post engagements: 300

Message Date(s): August 24, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Wet Weather MS4 Sampling

Message Description and Distribution Method:

Information regarding Southampton's wet weather outfall screening sampling was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid02h3uN8x5XdrekrGB47DSKyAEcJpiv6B2yH2PfoendaigSXAg6CMGuS6w56ZpJXx6Al

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 2361, Post reach: 2199, Post engagements: 364

Message Date(s): September 16, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Septic System Smart Week

Message Description and Distribution Method:

Information regarding best practices for septic systems was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid02QKgaUdDFCX6qBxfyKj3Lrrd2uTZkmrFRfJ65DjyRCcSpQv9gsa6aexWrEpUDZgFLl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

3 shares

Message Date(s): September 20, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Septic System Maintenance Tips Infographic

Message Description and Distribution Method:

Information regarding maintenance for septic systems was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0tgw2irzfKkfStrRN7mitTeTQGUCLgL7GK25jS38fJz6SQjfc4936uKJQunUS6vrjl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 529, Post reach: 490, Post engagements: 31

Message Date(s): September 21, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:SepticSmart Protect Your Pipes Infographic

Message Description and Distribution Method:

Information regarding flushables and nonflushables for septic systems was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0DeThhnCsRGWHe3jayEz42zE5Lw5MF42LENpqMLdjoebFFdMow1jgP961QyDx3z5fl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 274, Post reach: 254, Post engagements: 19

Message Date(s): September 22, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Keep Your Septic System Running Properly Infographics

Message Description and Distribution Method:

Information regarding best practices for the ongoing functionality of septic systems was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid032JDvKzRZGWtPdkteYB2x4UfkJpZ1YChwRdweRKMLAUZ6yz5Vkdet9Xu2JcySw5Vl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 261, Post reach: 231, Post engagements: 19

Message Date(s): September 23, 2022

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Fall Leaves Disposal Infographic

Message Description and Distribution Method:

A fall leaves disposal infographic was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0PL8RU6on2MCQCnYNh3B7mDaePWTZB1jcgb8tVYoKdEruA3YCEUvfapoXE1dD1Pyxl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

5 likes and 2 shares

Message Date(s): October 24, 2022

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Illegal Dumping

Message Description and Distribution Method:

Information regarding illegal dumping of tires on Fomer Road was posted on the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0RvWa9wSLYse6D3r8KXwSL78dRysg2HjBW1nQUCRNNrzGkbtHit1K62ESvsa8KV6gl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1684, Post reach: 1533, Post engagements: 184

Message Date(s): February 8, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Nip Bottles and Littering

Message Description and Distribution Method:

Information regarding nip bottle pollution in local waterways was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0sDe4BpBn71gq636HB8RR6okg1bGj1UgXWSPifQ2Jvyby7z9zzhYJMAxD6E52xamKl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1431, Post reach: 1245, Post engagements: 242

Message Date(s): February 8, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Rain Barrel Program

Message Description and Distribution Method:

An advertisement for the Town's rain barrel program was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid021R96vEJWE3xbykvoYAYE8R6tMbv4Ch2ix3yKF1Cz1yvZprtcmdTE3uN4EMiLPPhLl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 371, Post reach: 310, Post engagements: 47

Message Date(s): April 12, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Earth Day Event and Backyard Composter Program

Message Description and Distribution Method:

An advertisement for the Town's Earth Day cleanup event and limited availability of composting machines at a subsidized price via the Town's backyard composter program was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0a6hkuLLNZiysgDB8BA5uKMqNJBzM2bohwtp3xhLFcggZk6MpqTEmw11fj3qeBrd2l

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1735, Post reach: 1279, Post engagements: 243

Message Date(s): April 18, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Drug Takeback Day

Message Description and Distribution Method:

A post created by the Southampton Police Department advertising Drug Takeback Day and promoting proper disposal of pharmaceuticals was shared to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid03584ioriopoeeP6Ekt2MyzvEZCd55qqsMFYppp4wj1LeJaK8VX7gdJnvAe8dVo9gdl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Police and Highway Departments

Measurable Goal(s):

Post impressions: 387, Post reach: 331, Post engagements: 5

Message Date(s): April 21, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Earth Day Event and Backyard Composter Program Repost

Message Description and Distribution Method:

An advertisement for the Town's Earth Day cleanup event and limited availability of composting machines at a subsidized price via the Town's backyard composter program was reposted as a reminder to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0b6hBjiTbh8seKwJKW8xsFFmypJqTXtdZjz8YgWYzZGYSCkTWY7UnHzyv3F6Si54jl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

6 likes and 3 shares

Message Date(s): April 21, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Rain Barrel Program Reminder

Message Description and Distribution Method:

An advertisement for the Town's rain barrel program was reposted as a reminder to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid07zPnKjLnku4Rqd6oQuJJu1mFgSWxS5sGLN29qp4UR9ZYd6QHWCZNoL78KHV6brxAl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1511, Post reach: 1390, Post engagements: 230

Message Date(s): May 11, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Rescheduled Backyard Composter Distribution

Message Description and Distribution Method:

The rescheduled selling dates for the limited availability of composting machines at a subsidized price via the Town's backyard composter program was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid02vogihccgaJrwBRb5xWNETDSUtiHAZkbg5ppLzZxuUmtrDCHGrPz9R6UnPHyag6u8l

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1607, Post reach: 1240, Post engagements: 240

Message Date(s): May 11, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Backyard Composter Distribution Update

Message Description and Distribution Method:

Updates regarding the limited availability of composting machines at a subsidized price via the Town's backyard composter program was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid02RCgfgWK6b4qRYygfrvaiBWHKuHwqnJ3TX1b7cAiAEAY92T3mRMGRZjTqDYokicMNl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

6 likes, 1 comment, and 2 shares

Message Date(s): May 13, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Last Day to Order: Rain Barrel Program

Message Description and Distribution Method:

A reminder regarding the last day to place an order for the Town's rain barrel program was posted as a reminder to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid02H42AHwyuZpdvKkm1eLczudZKdYz3FZHW5NrnmybEvbWu6gZkuVYvjDzHeEqELRPtl

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 450, Post reach: 403, Post engagements: 21

Message Date(s): May 22, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ○ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:ThinkBlue Lawn / Yard Care Best Practices

Message Description and Distribution Method:

Best practices for yard / lawn care and disposal of grass clippings was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid02Bf8jzYJhdWuFkFL3iqkvx79qxC8Px231HfQrfhz2AjW8aTvEyEr7mp7kyxRNDb49l

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

7 likes and 1 share

Message Date(s): June 12, 2023

Message Completed for: Appendix F Requirements ☒ Appendix H Requirements ☒

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

BMP:Rain Barrel Program Update

Message Description and Distribution Method:

Information regarding rain harvesting and water conservation as well as an update for rain barrel pick up for participants in the Town's rain barrel program was posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0TMqZEaJNtu2UhaM5rnsPnbLE8n4FjCqPZhVp3oQCebQTyW8G93Xh86Tnd8mFMKE6l

Targeted Audience: Residents

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1444, Post reach: 1301, Post engagements: 164

Message Date(s): June 13, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ◉ No ○

If yes, describe why the change was made:

The Highway Department is providing additional messaging to residents through Facebook.

BMP:Virtual Workshops: Stormwater Regulations

Message Description and Distribution Method:

Infographics advertising free virtual workshops regarding stormwater regulations and design best practices for

developers, site design professionals/engineers, and property managers were posted to the Town of Southampton's official Facebook page.

See: https://www.facebook.com/southamptonma/posts/pfbid0qrF6tUVdBX8gVwLNHQzedjeUN63K4KrD2q83dqLVC6p8E1E4TB8Qip11UqiLopY3l

Targeted Audience: Developers, site design professionals/engineers, and property managers

Responsible Department/Parties: Southampton Highway Department

Measurable Goal(s):

Post impressions: 1180, Post reach: 1058, Post engagements: 40

Message Date(s): June 15, 2023

Message Completed for: Appendix F Requirements ☐ Appendix H Requirements ☐

Was this message different than what was proposed in your NOI? Yes ○ No ◉

If yes, describe why the change was made:

Add an Educational Message

MCM2: Public Participation

Describe the opportunity provided for public involvement in the development of the Stormwater Management Program (SWMP) **during this reporting period**:

The Town had a public presentation on the updated SWMP at the Select Board meeting on June 20, 2023. The Town Facebook page regularly shares posts with information for residents on DPW activities, stormwater, recycling, and water conservation.

Was this opportunity different than what was proposed in your NOI? Yes ○ No ◉

Describe any other public involvement or participation opportunities conducted **during this reporting period**:

Household Hazardous Waste Collection is year-round at the NEDT Collection Center in Westfield, MA. The Health Department offers discounted rain barrels to residents year-round. The Transfer Station utilizes Recycling Dividend Program funds to periodically offer compost bins at a subsidized price of $25 to residents.

MCM3: Illicit Discharge Detection and Elimination (IDDE)

Sanitary Sewer Overflows (SSOs)

Check off the box below if the statement is true.

☒ This SSO section is NOT applicable because we DO NOT have sanitary sewer

*Below, report on the number of SSOs identified in the MS4 system and removed **during this reporting period**.*

Number of SSOs identified: 0

Number of SSOs removed: 0

MS4 System Mapping

Optional: Provide additional status information regarding your map:

Screening of Outfalls/Interconnections

If conducted, please submit any outfall monitoring results from this reporting period. Outfall monitoring results should include the date, outfall/interconnection identifier, location, weather conditions at time of sampling, precipitation in previous 48 hours, field screening parameter results, and results from all analyses. Please also include the updated inventory and ranking of outfalls/interconnections based on monitoring results.

○ No outfalls were inspected

◉ The above referenced outfall screening data is attached to the email submission

○ The above referenced outfall screening data can be found at the following publicly available website:

*Below, report on the number of outfalls/interconnections screened **during this reporting period**.*

Number of outfalls screened: 0

*Below, report on the percent of outfalls/interconnections screened **to date**.*

Percent of outfalls screened: 100

Optional: Provide additional information regarding your outfall/interconnection screening:

Dry weather outfall screenings were conducted in previous permit years. Dry weather catchment investigations were not applicable to Southampton's MS4. Wet weather outfall screenings were conducted in Permit Year 5 in September 2022. Southampton's dry weather and wet weather outfall screenings are complete. There were no signs of illicit discharges. Wet weather outfall screening sampling results are included as an attachment.

Catchment Investigations

If conducted, please submit all data collected during this reporting period as part of the dry and wet weather investigations. Also include the presence or absence of System Vulnerability Factors for each catchment.

- (•) No catchment investigations were conducted
- ( ) The catchment investigation data is attached to the email submission
- ( ) The catchment investigation data can be found at the following publicly available website:

*Below, report on the number of catchment investigations completed **during this reporting period**.*

Number of catchment investigations completed this reporting period: 0

*Below, report on the percent of catchments investigated **to date.***

Percent of total catchments investigated: 100

Optional: Provide any additional information for clarity regarding the catchment investigations below:

There are no problem outfalls or catchments identified in Southampton. Based on the relatively low density of development within the urbanized area of Southampton, which itself consists of several small, discrete areas across Town, the stormwater system networks are small and contain no key junction manholes. Dry weather catchment investigations were not applicable to Southampton's MS4 according to the description in the Town's Catchment Investigation Procedure.

IDDE Progress

If illicit discharges were found, please submit a document describing work conducted over this reporting period, and cumulative to date, including location source; description of the discharge; method of discovery; date of discovery; and date of elimination, mitigation, or enforcement OR planned corrective measures and schedule of removal.

- (•) No illicit discharges were found
- ( ) The illicit discharge removal report is attached to the email submission
- ( ) The illicit discharge removal report can be found at the following publicly available website:

*Below, report on the number of illicit discharges identified and removed, along with the volume of sewage removed **during this reporting period.***

Number of illicit discharges identified: 0

Number of illicit discharges removed: 0

Estimated volume of sewage removed: 0 gallons/day

*Below, report on the total number of illicit discharges identified and removed to date. At a minimum, report on the number of illicit discharges identified and removed **since the effective date of the permit (July 1, 2018)**.*

Total number of illicit discharges identified: 0

Total number of illicit discharges removed: 0

Optional: Provide any additional information for clarity regarding illicit discharges identified, removed, or planned to be removed below:

Employee Training

Describe the frequency and type of employee training conducted **during this reporting period**:

Employee training did not occur in Permit Year 5. Training is scheduled for Permit Year 6.

MCM4: Construction Site Stormwater Runoff Control

*Below, report on the construction site plan reviews, inspections, and enforcement actions completed **during this reporting period**.*

Number of site plan reviews completed: 1

Number of inspections completed: 8

Number of enforcement actions taken: 2

Optional: Enter any additional information relevant to construction site plan reviews, inspections, and enforcement actions:

MCM5: Post-Construction Stormwater Management in New Development and Redevelopment

Ordinance or Regulatory Mechanism

Date update was completed (due in year 3): 09/21/21

Website of ordinance or regulatory mechanism: https://www.townofsouthampton.org/government/boards-and-committees/planning-board

As-built Drawings

Below, report on the number of as-built drawings received ***during this reporting period****.*

Number of as-built drawings received: 1

Optional: Enter any additional information relevant to the submission of as-built drawings:

Street Design and Parking Lots Report

Below, describe any changes made or planned to be made to local regulations and guidelines based on the report completed in Year 4:

The Town of Southampton intends to begin work on this requirement in Permit Year 6.

Green Infrastructure Report

Below, describe progress towards making green infrastructure practices allowable based on the report completed in Year 4:

The Town of Southampton intends to begin work on this requirement in Permit Year 6.

Retrofit Properties Inventory

Below, list remaining permittee-owned properties that could be modified or retrofitted with BMPs to mitigate impervious areas (must maintain a minimum of 5 sites in inventory until less than 5 sites remain):

A preliminary retrofit inventory was completed in PY3 and is included in Appendix F of the SWMP. As described in the report, as there are only 2 Town-owned properties within the MS4 regulated area, both with limited impervious area. The Town will focus on identifying stormwater improvement opportunities during roadway projects, particularly those adjacent to Pequot Pond and/or Manhan River.

Below, list all properties that have been modified or retrofitted with BMPs to mitigate impervious area that were inventoried as part of 2.3.6.d of the permit. Non-MS4 owned properties that have been modified or retrofitted with BMPs to mitigate impervious area may also be listed, but must be indicated as non-MS4.

The East Street Bridge is a MS4 project outside of Southampton's mapped urbanized area that included the implementation of BMPs such as a Stormwater quality unit and vegetated swale / check dams structure where there was previously untreated stormwater that discharged from a pipe directly into the Manhan River.

MCM6: Good Housekeeping

Catch Basin Cleaning

*Below, report on the number of catch basins inspected and cleaned, along with the total volume of material removed from the catch basins **during this reporting period**.*

Number of catch basins inspected: 835

Number of catch basins cleaned: 835

Total volume or mass of material removed from all catch basins: 73.5 cubic yards

Below, report on the total number of catch basins in the MS4 system.

Total number of catch basins: 796

If applicable:

Report on the actions taken if a catch basin sump is more than 50% full during two consecutive routine inspections/cleaning events:

Catch basin inspections/cleanings were preformed more than once in some cases, which is why the total number exceeds the total number of catch basins.

No catch basin sumps were found to be more than 50% full during 2 consecutive routine inspections/ cleanings. In the event that a catch basin sump is found to be more than 50% full during 2 consecutive routine inspections/cleanings, the Town will investigate the contributing drainage area for sources of excessive sediment loading and abate contributing sources when possible.

Street Sweeping

*Report on street sweeping completed **during this reporting period** using one of the three metrics below.*

- (•) Number of miles cleaned: 75
- ( ) Volume of material removed: [Select Units]
- ( ) Weight of material removed: [Select Units]

Stormwater Pollution Prevention Plan (SWPPP)

Below, report on the number of site inspections for facilities that require a SWPPP completed ***during this reporting period****.*

Number of site inspections completed: 1

Describe any corrective actions taken at a facility with a SWPPP:

None.

Additional Information

Monitoring or Study Results

Results from any other stormwater or receiving water quality monitoring or studies conducted during the reporting period not otherwise mentioned above, where the data is being used to inform permit compliance or permit effectiveness must be attached.

- (•) Not applicable
- ( ) The results from additional reports or studies are attached to the email submission
- ( ) The results from additional reports or studies can be found at the following publicly available website(s):

If such monitoring or studies were conducted on your behalf or if monitoring or studies conducted by other entities were reported to you, a brief description of the type of information gathered or received shall be described below:

Additional Information

Optional: Enter any additional information relevant to your stormwater management program implementation during the reporting period. Include any BMP modifications made by the MS4 if not already discussed above. If any of the above year 5 requirements could not be completed due to the impacts of COVID-19, please identify the requirement that could not be completed, any actions taken to attempt to complete the requirement, and reason the requirement could not be completed below:

Street sweeper has been inoperable due to mechanical failure. Street sweeping of the entirety of Town-owned

paved streets was contracted out and completed 8/14/23 to 8/29/23.

Activities Planned for Next Reporting Period

Please confirm that your SWMP has been, or will be, updated to comply with all applicable permit requirements including but not limited to the year 6 requirements summarized below. (Note: impaired waters and TMDL requirements are not listed below)

Yes, I agree ☒

Annual Requirements

- Annual report submitted and available to the public
- Annual opportunity for public participation in review and implementation of SWMP
- Keep records relating to the permit available for 5 years and make available to the public
- Properly store and dispose of catch basin cleanings and street sweepings so they do not discharge to receiving waters
- Annual training to employees involved in IDDE program
- Update inventory of all known locations where SSOs have discharged to the MS4
- Continue public education and outreach program
- Update outfall and interconnection inventory and priority ranking and include data collected in connection with the dry weather screening and other relevant inspections conducted
- Implement IDDE program
- Review site plans of construction sites as part of the construction stormwater runoff control program
- Conduct site inspection of construction sites as necessary
- Inspect and maintain stormwater treatment structures
- Log catch basins cleaned or inspected
- Sweep all curbed streets at least annually
- Continue investigations of catchments associated with Problem Outfalls
- Implemented SWPPPs for all permittee owned or operated maintenance garages, public works yards, transfer stations, and other waste handling facilities
- Review inventory of all permittee owned facilities in the categories of parks and open space, buildings and facilities, and vehicles and equipment; update if necessary
- Review O&M programs for all permittee owned facilities; update if necessary
- Implement all maintenance procedures for permittee owned facilities in accordance with O&M programs
- Implement program for MS4 infrastructure maintenance to reduce the discharge of pollutants
- Enclose all road salt storage piles or facilities and implemented winter road maintenance procedures to minimize the use of road salt
- Review as-built drawings for new and redevelopment to ensure compliance with post construction bylaws, regulations, or regulatory mechanism consistent with permit requirements
- Inspect all permittee owned treatment structures (excluding catch basins)
- Identify additional permittee-owned properties that could potentially be modified or retrofitted with BMPs to reduce impervious areas so that the permittee maintains a minimum of 5 sites in their inventory, until such a time when the permittee has less than 5 sites remaining

Provide any additional details on activities planned for permit year 6 below:

Part V: Certification of Small MS4 Annual Report 2023

40 CFR 144.32(d) Certification

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, I certify that the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

Name: Randall Kemp Title: Highway Superintendent

Signature: Randall Kemp Digitally signed by Randall Kemp Date: 2023.09.28 12:18:17 -04'00' Date:

[Signatory may be a duly authorized representative]

Note: When prompted during signing, save the document under a new file name.

Annual Report Submission

Please submit the form electronically via email to both EPA and MassDEP by clicking on one of the links below or using the email addresses listed below. Please ensure that all required attachments are included in the email and not attached to this PDF.

EPA: stormwater.reports@epa.gov MassDEP: Stormwater.DEP@mass.gov

Paper Signature:

If you did not sign electronically above, you can print the signature page by clicking the button below.

Print Signature Page

Optional: If you did not sign electronically above, you may lock the form by clicking the "Lock Form" button below which will prompt you to save the locked version of the form. Save this locked version under a new file name.

Lock Form