

**2013 MS4 GENERAL PERMIT  
STORMWATER PROGRAM  
MANAGEMENT PLAN**  
for the  
**TOWN OF OLD ORCHARD BEACH, MAINE**

**Original Plan Date:  
December 23, 2013**



**WRIGHT-PIERCE**   
Engineering a Better Environment

**OLD ORCHARD BEACH, MAINE**

**2013 MS4 GENERAL PERMIT  
STORMWATER PROGRAM  
MANAGEMENT PLAN**

**DECEMBER 2013**

**Prepared By:**

**Wright-Pierce  
99 Main Street  
Topsham, Maine 04086**

**TOWN OF OLD ORCHARD BEACH  
2013 MS4 GENERAL PERMIT  
STORMWATER PROGRAM MANAGEMENT PLAN**

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# SECTION 1

## INTRODUCTION

### 1.1 OVERVIEW OF REGULATORY PROGRAM

The General Permit for the Discharge of Stormwater from Small Municipal Separate Storm Sewer Systems (General Permit) was issued by the Maine Department of Environmental Protection (DEP) on July 1, 2013. The Maine DEP holds delegated authority under the Federal National Pollutant Discharge Elimination System (NPDES) permit program to administer the General Permit in Maine. The General Permit authorizes the direct discharge of stormwater from or associated with a regulated small municipal separate storm sewer system (MS4) to an MS4 or waters of the State other than groundwater.

Discharges must meet the requirements of the General Permit and applicable provisions of Maine's waste discharge and water classification statutes and rules. Compliance with the General Permit authorizes a person to discharge stormwater, pursuant to 38 M.R.S.A. § 413. The General Permit only applies to operations or activities associated with stormwater runoff from the regulated small MS4 within the identified Urbanized Area (UA). Several key requirements of the General Permit, including the development of this Stormwater Program Management Plan, are described below.

#### 1.1.1 Stormwater Program Management Plan

To demonstrate how the regulated small MS4, hereinafter referred to as the “Town,” proposes to meet the requirements of the General Permit, the Town is required to develop, implement, and enforce a Stormwater Program Management Plan (Plan). The Plan outlines best management practices (BMP) that the Town intends to utilize toward implementing the six minimum control measures (MCMs) set forth in Section H of the General Permit. The BMPs are designed to reduce the discharge of pollutants from the Town’s regulated small MS4 to the maximum extent practicable, to protect water quality, and to satisfy the appropriate water quality requirements of the Clean Water Act.

The maximum extent practicable (MEP) is an iterative and adaptive process that considers several factors with an ultimate goal of protecting and improving water quality. For the purposes of the General Permit, narrative effluent limitations are used to meet the MEP requirements by employing BMPs designed to reduce pollutants and protect water quality. This Plan describes how the Town will reduce or eliminate polluted stormwater runoff to the maximum extent practicable from its regulated small MS4 by incorporating the six minimum control measures.

### **1.1.2 Minimum Control Measures (MCMs)**

The General Permit requires that for each MCM, the Plan shall include the appropriate BMPs and measurable goals by which each BMP will be evaluated; a responsible party for implementing each BMP; and a timeline for implementation of each BMP. The MCMs included in the Plan are as follows:

- MCM 1 Public Education and Outreach on Stormwater Impacts
- MCM 2 Public Involvement and Participation
- MCM 3 Illicit Discharge Detection and Elimination (IDDE)
- MCM 4 Construction Site Stormwater Runoff Control
- MCM 5 Post-Construction Stormwater Management in New Development and Redevelopment
- MCM 6 Pollution Prevention / Good Housekeeping for Municipal Operations

### **1.1.3 Evaluation and Assessment**

The Town will evaluate program compliance, the appropriateness of identified BMPs, and progress towards achieving identified measurable goals through annual reporting. This Plan will be amended if the DEP or the Town determines that (1) the Plan fails to control pollutants or adequately protect against pollution, (2) the Plan does not prevent the potential for a significant contribution of pollutants, (3) the Plan does not meet requirements of the General Permit, or (4) new information results in a shift in the Plan's priorities (refer to Part IV.B of the General Permit for further information on amending the Plan).

#### **1.1.4 Annual Reporting and Record Keeping**

The Town shall keep records required by the General Permit for a period of at least three years following its expiration (or longer, if requested by the Commissioner of the DEP). The Town shall make records, including this Plan, available to the public at reasonable times during regular business hours.

By September 15, 2014, and annually thereafter by September 15, the Town will electronically submit a report via email to the Municipal and Industrial Stormwater Coordinator, Department of Environmental Protection for their review and approval.

The report will include the following:

- a. The status of compliance with permit conditions based on the Town's Plan, an assessment of the appropriateness of identified BMPs, progress towards achieving identified measurable goals for each of the MCMs, and progress toward achieving the goal of reducing the discharge of pollutants to the maximum extent practicable. This assessment will include a summary describing activities, progress, and accomplishments for MCMs 1 through 6.
- b. Results of information collected and analyzed, including monitoring data, if any, during the reporting period.
- c. A summary of the stormwater activities the Town intends to undertake pursuant to its Plan during the next permit year.
- d. A change in any identified BMPs or measurable goals that apply to the Plan.

Changes to the report based on the DEP's review comments will be submitted to the DEP within 60 days of the receipt of the comments.

### **1.1.5 Impaired Waters and Total Maximum Daily Load (TMDL) Applicability**

Part IV.K of the General Permit includes the requirement that if a waterbody to which a discharge drains is impaired and has an Environmental Protection Agency (EPA) approved TMDL, then the discharge must be consistent with the TMDL waste load allocation and any implementation plan.

Stormwater discharges from Old Orchard Beach drain to Goosefare Brook, which has two EPA-approved TMDLs applicable to it, both pertaining to aquatic life use impairments:

- Goosefare Brook TMDL, September 2003 for seven heavy metals, and
- Maine Impervious Cover TMDL Assessment for Impaired Streams, September 2012 (uses impervious cover as a surrogate for the mix of pollutants and other impacts associated with stormwater runoff).

It should also be noted that Goosefare Brook is included in the proposed 2013 Freshwater Addendum to the EPA-Approved 2009 Maine Statewide Bacteria TMDL Report (dated August 2013) due to impairments caused by *Escherichia coli*. The public comment period for this Addendum closed on December 4, 2013. The Town is taking steps to reduce illicit discharges to Goosefare Brook under their Illicit Discharge Detection and Elimination (IDDE) program.

To reduce the impact that stormwater has on Goosefare Brook, the Town will implement the MCMs included in this Plan. This Plan is consistent with the EPA-approved TMDLs by reducing polluted stormwater runoff, in particular by actively cleaning catch basins, sweeping streets, reducing erosion and sediment runoff at construction sites, and encouraging developers to consider low impact development (LID) and green infrastructure techniques. Furthermore, additional stormwater treatment controls for Goosefare Brook watershed are included in Appendix B of this Plan. Additionally, the Town will pursue measures outside of the requirements of the General Permit and this Plan to improve water quality of Goosefare Brook. Specifically, the City of Saco and the Town of Old Orchard Beach are developing a collaborative watershed approach to address point and non-point source discharges to Goosefare Brook as well as potential riparian and in-stream issues that may aid in water quality improvements. It is



anticipated that the development of this collaborative approach will be completed midway through the 2013-2018 permit cycle, with investigation on ways to implement recommendations by the end of the permit cycle.

## **1.2 BASIS OF PLAN DEVELOPMENT**

This Plan was developed in accordance with the requirements of the General Permit, which was issued by the Maine DEP on July 1, 2013. Per the General Permit, implementation of the six MCMs is required only within the urbanized area of the regulated small MS4, as defined by the inclusive sum of the 2000 and 2010 decennial census by the U.S. Bureau of Census. This Plan is to be substantially implemented by June 30, 2018.

## **SECTION 2**

### **REGULATED MS4 INFORMATION**

#### **2.1 LOCATION MAP**

The location map for the Town is included as Figure 2.1.

#### **2.2 URBANIZED AREA MAP**

The urbanized area map was developed from the U.S. Census Bureau (2000 and 2010) Urbanized Area and Urban Cluster Data, and is included as Figure 2.2.

#### **2.3 PRIORITY WATERSHEDS**

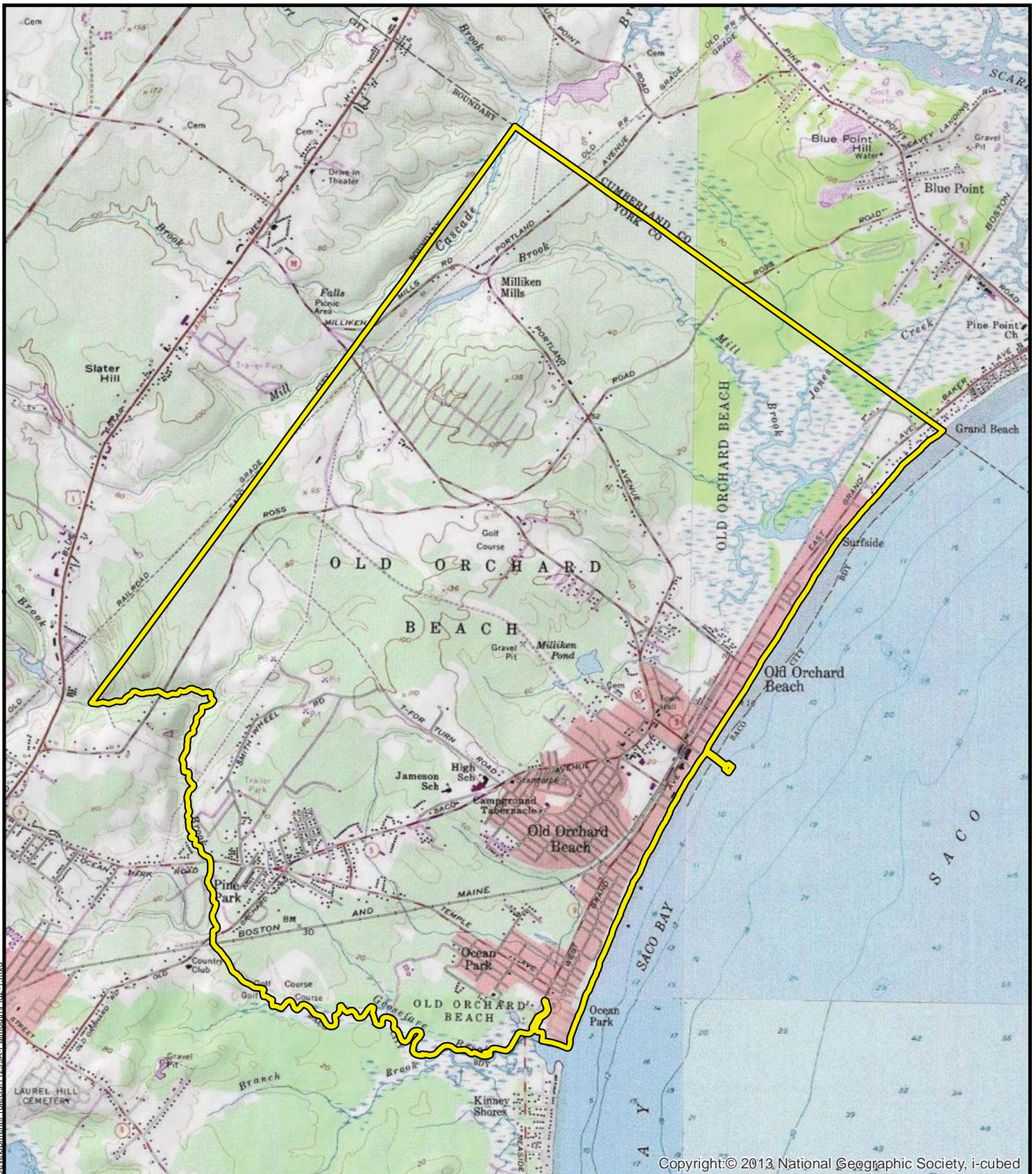
The Town's highest priority watershed is Goosefare Brook, and the second highest priority watershed is Little River / Jones Creek.

Goosefare Brook is the Town's highest priority watershed for several reasons, including:

- it is an urban impaired stream,
- it encompasses more than a third of the area of the Town (based on the Town's delineation),
- it has more outfalls (49) than any other watershed,
- other studies have been conducted in the watershed, and
- infrastructure and development projects are planned and/or ongoing in the watershed.

Little River / Jones Creek watershed is the Town's second highest priority watershed because it has the second-most number of outfalls (18) and has known flooding issues.

The priority watersheds as well as other watersheds are shown on Figure 2.2. The prioritized subwatersheds in the Goosefare Brook watershed are shown on Figure 2.3.



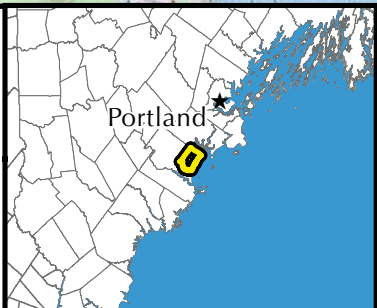
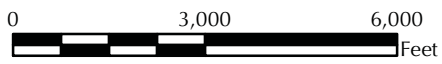
Copyright:© 2013 National Geographic Society, i-cubed

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### Legend

Town Boundary

Source:  
Town boundary provided by MEGIS,  
Topo via ESRI/National Geographic Society



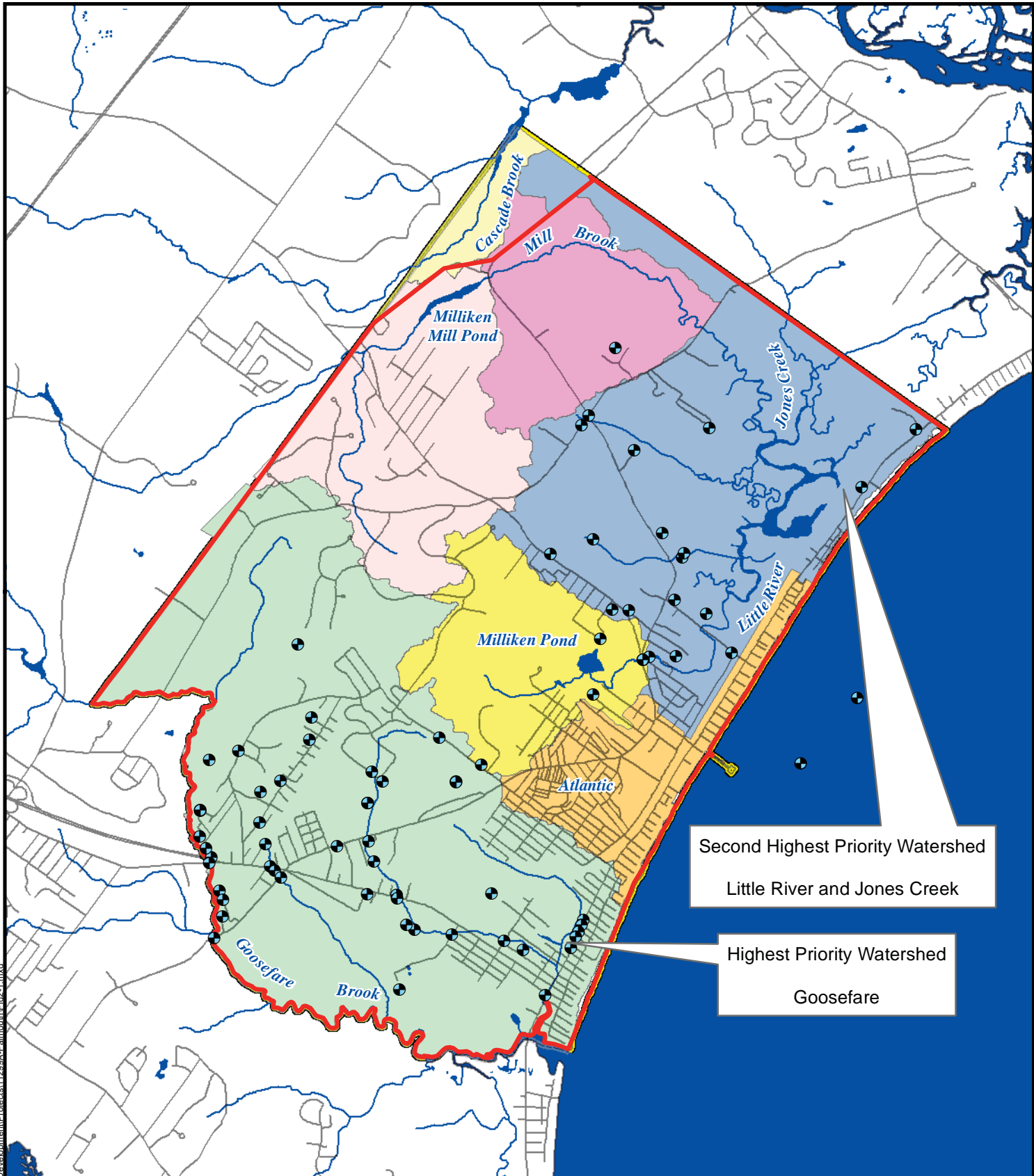
2013 MS4 General Permit  
Stormwater Program Management Plan

Location Map  
Old Orchard Beach, Maine

PROJ NO: 11155E DATE: Nov 2013

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**FIGURE:**  
2.1

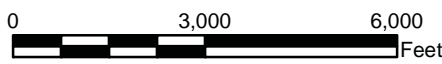


Second Highest Priority Watershed  
Little River and Jones Creek

Highest Priority Watershed  
Goosefare

**Legend**

-  Outfall
-  Urbanized Area
-  Goosefare
-  Little River
-  Mill Brook
-  Milliken Pond
-  Milliken Mill Pond
-  Cascade Brook
-  Atlantic



Source:  
Revised Watershed Data from Tom Burns (GIS Mapping and Analysis) 2013;  
Urbanized Area (2000, 2010) data from US Census Bureau.



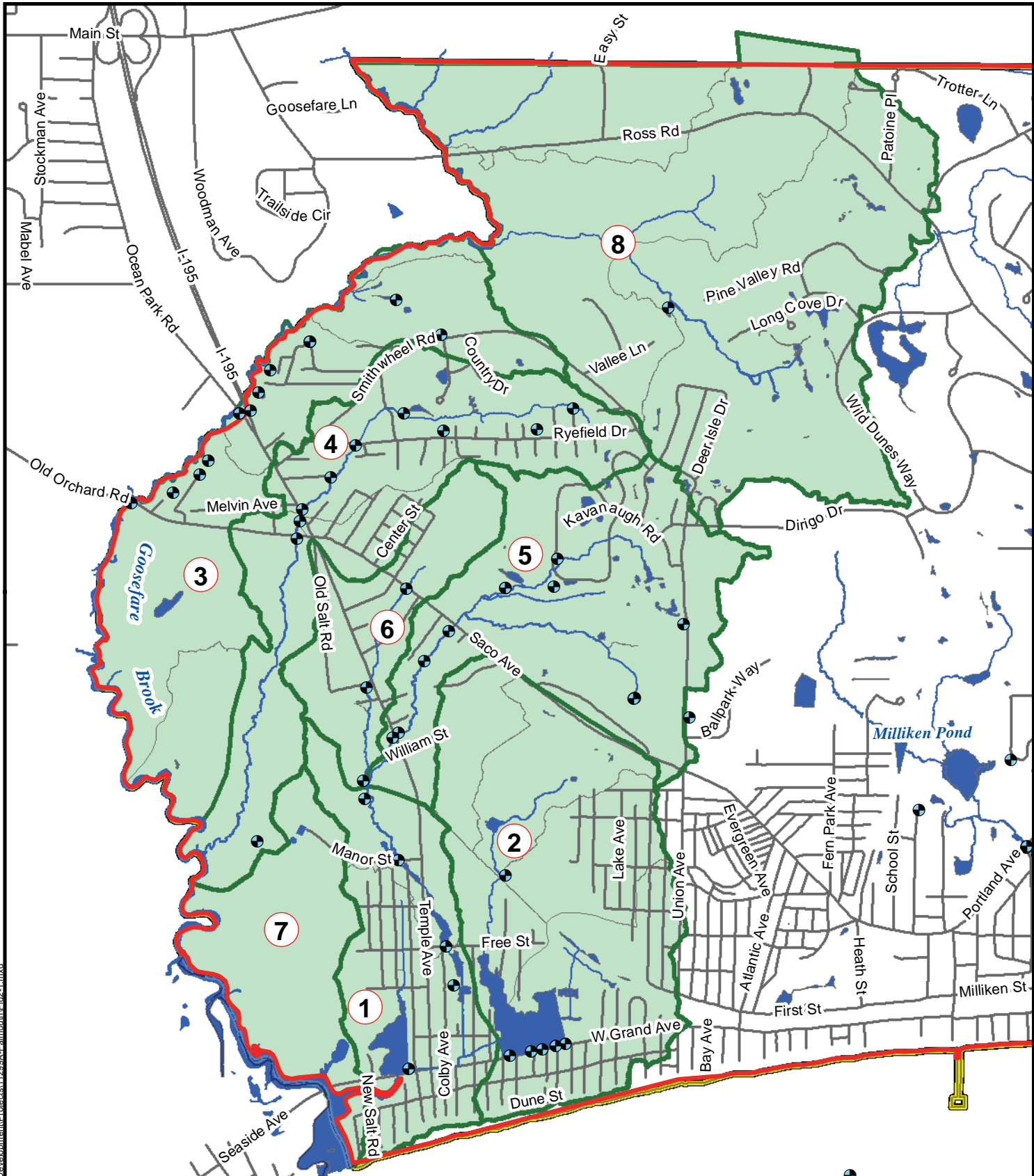
2013 MS4 General Permit  
Stormwater Program Management Plan  
Urbanized Area/Priority Watersheds  
Old Orchard Beach, Maine

PROJ NO: 11155E DATE: Dec 2013

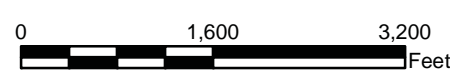


**FIGURE:**  
2.2

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- Outfall
- Urbanized Area
- River/Stream
- Open Water
- Subwatershed Divide
- Road
- Goosefare Brook, Highest Priority Watershed
- Priority Subwatershed



Source: Revised Watershed Data from Tom Burns (GIS Mapping and Analysis) 2013; Urbanized Area (2000, 2010) data from US Census Bureau.



2013 MS4 General Permit  
Stormwater Program Management Plan  
Goosefare Brook  
Highest Priority Watershed  
Old Orchard Beach, Maine

PROJ NO:	11155E	DATE:	Dec 2013

**FIGURE:**  
2.3

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## **2.4 RESPONSIBLE PARTY**

The position(s) responsible for implementing each best management practices (BMPs) included in this Plan are identified under each BMP outlined in Section 3. MCM 1 and 2 will be implemented by municipal stormwater program staff in cooperation with the ISWG Education Coordinator and/or ISWG Stormwater Program Coordinator. The contact information for each responsible party included in the Plan is detailed below:

### **2.4.1 Responsible Party for Completion**

Name: Bill Robertson

Position: Director of Public Works

Phone: (207) 934-2250

Email: [brobertson@oobmaine.com](mailto:brobertson@oobmaine.com)

Name: Jeffrey Hinderliter

Position: Town Planner

Phone: (207) 934-5714

Email: [jhinderliter@oobmaine.com](mailto:jhinderliter@oobmaine.com)

### **2.4.2 Responsible Party for Development of MCM 1 and MCM 2**

Name: Jami Fitch, CCSWCD

Position: ISWG Education Coordinator

Phone: (207) 892-4700

Email: [jfitch@cumberlandswcd.org](mailto:jfitch@cumberlandswcd.org)

Name: Tamara Lee Pinard, CCSWCD

Position: ISWG Stormwater Program Coordinator

Phone: (207) 892-4700

Email: [TLeePinard@cumberlandswcd.org](mailto:TLeePinard@cumberlandswcd.org)

## SECTION 3

### MINIMUM CONTROL MEASURES

#### MCM 1 PUBLIC EDUCATION AND OUTREACH

##### Goals:

1. To raise awareness that polluted stormwater runoff is the most significant source of water quality problems for Maine's waters;
2. To motivate people to use BMPs which reduce polluted stormwater runoff ; and
3. To reduce polluted stormwater runoff as a result of increased awareness and utilization of BMPs.

The Town will fulfill the requirements for Public Education and Outreach through participation in the Interlocal Stormwater Working Group (ISWG) and the Town's provision of funding to the ISWG for Public Education and Outreach services, as described in this section of the Plan. For specific permit requirements, refer to Part IV(H)(1) of the General Permit.

##### **BMP 1.1 Continue Awareness Outreach Efforts**

*Responsible Party for Completion: Director of Public Works and/or Town Planner*

*Responsible Party for Development: ISWG Education Coordinator*

*Measurable Goal 1.1.1:* In Permit Year 1, the ISWG will implement awareness activities outlined in the revised Statewide Awareness Plan. Activities include:

- Maintain a link to [www.thinkbluemaine.org](http://www.thinkbluemaine.org) on municipal website.
- Participate in a statewide media campaign to include 12 months of television advertisements and 12 months of online advertisements that direct to [www.thinkbluemaine.org](http://www.thinkbluemaine.org).
- Promote their approved public event.

*Reporting:* The annual report will include documentation of activities implemented as part of the revised Statewide Awareness Plan.

## **BMP 1.2 Update and Implement Stormwater Awareness Plan**

*Responsible Party for Completion: Director of Public Works and/or Town Planner*

*Responsible Party for Development: ISWG Education Coordinator*

*Measurable Goal 1.2.1:* By December 2, 2013, submit a Stormwater Awareness Plan to raise awareness of stormwater issues such as the path stormwater runoff takes, sources of stormwater pollution and the impact that polluted stormwater runoff has in the community(ies). The plan will identify:

- a) the target audience,
- b) the outreach tool(s) to be used,
- c) the message,
- d) the distribution system,
- e) the time line and implementation schedule,
- f) the person(s) responsible for implementation,
- g) an impact evaluation protocol,
- h) a plan modification protocol (this must include DEP approval of significant plan modifications), and
- i) the goals (e.g., the targeted level of change sought as a result of the education and outreach effort; specific measurable goals for plan implementation).

*Measurable Goal 1.2.2:* As of February 1, 2014 the Stormwater Awareness Plan will be considered approved and implementation of the Stormwater Awareness Plan will begin within one week of approval, unless the DEP responds in writing or verbally otherwise. The overall schedule for raising awareness of stormwater will be included as part of the Stormwater Awareness Plan.

*Reporting:* The annual report will include a review of the Stormwater Awareness Plan as well as process and impact indicators as outlined in the Stormwater Awareness Plan. In Permit Year 5, an in-depth assessment of both the implementation and the impact of the Stormwater Awareness Plan will be provided.



### **BMP 1.3 Develop and Implement Permit Awareness Plan**

*Responsible Party for Completion: Director of Public Works and/or Town Planner*

*Responsible Party for Development: ISWG Education Coordinator*

*Measureable Goal 1.3.1:* By January 6, 2014, submit a Permit Awareness Plan to raise awareness of stormwater issues including MS4 permit requirements for municipal employees, elected officials and volunteers within municipal government. The plan will identify:

- a) the target audience,
- b) the outreach tool(s) to be used,
- c) the message,
- d) the distribution system,
- e) the time line and implementation schedule,
- f) the person(s) responsible for implementation,
- g) an impact evaluation protocol,
- h) a plan modification protocol (this must include DEP approval of significant plan modifications), and
- i) the goals (e.g., the targeted level of change sought as a result of the education and outreach effort; specific measurable goals for plan implementation).

*Measurable Goal 1.3.2:* As of March 1, 2014, the Permit Awareness Plan will be considered approved and implementation of the Permit Awareness Plan will begin within one week of approval, unless the DEP responds in writing or verbally otherwise. The overall schedule for raising awareness of the permit will be included as part of the Permit Awareness Plan.

*Reporting:* The annual report will include a review of the Permit Awareness Plan as well as process and impact indicators as outlined in the Permit Awareness Plan. In Permit Year 5, an analysis of the process and impact indicators of the Permit Awareness Plan will be provided.

#### **BMP 1.4 Continue Targeted BMPs Adoption Efforts from Previous MS4 Permit Cycle**

*Responsible Party for Completion: Director of Public Works and/or Town Planner*

*Responsible Party for Development: ISWG Education Coordinator*

*Measureable Goal 1.4.1:* In Permit Year 1, the ISWG will continue BMP adoption activities carried out in Permit Year 5 of the 2008-2013 BMP Adoption Plan.

Activities include:

- Provide a minimum of six adult education classes throughout the ISWG region per year.
- Work with a minimum of 21 retail locations to provide healthy lawn care education to consumers.
- Maintain the YardScaping website hosted on CCSWCD's website.
- Provide information to targeted neighborhoods via direct mail, neighborhood canvassing, socials, or other means.

*Reporting:* The annual report will include documentation of activities completed as part of the continuation of the 2008-2013 BMP Adoption Plan.

#### **BMP 1.5 Update and Implement BMP Adoption Plan**

*Responsible Party for Completion: Director of Public Works and/or Town Planner*

*Responsible Party for Development: ISWG Education Coordinator*

*Measurable Goal 1.5.1:* By November 1, 2013, submit a plan to encourage targeted audience to adopt or practice specific BMPs that will reduce stormwater pollution.

The Plan will include:

- a) the BMP,
- b) the target audience,
- c) the outreach tool(s) to be used,
- d) the message,
- e) the distribution system,
- f) the time line,

- g) the person(s) responsible for implementation,
- h) an impact evaluation protocol,
- i) a plan modification protocol, and
- j) the targeted level of change as a result of the outreach effort (specific measurable goals for plan implementation).

*Measurable Goal 1.5.2:* As of January 15, 2014 the BMP Adoption Plan will be considered approved and implementation of the Plan will begin, unless DEP responds in writing or verbally otherwise. An overall schedule for BMP adoption will be included in the BMP Adoption Plan.

*Reporting:* The annual report will include a review of the BMP Adoption Plan as well as process and impact indicators as outlined in the BMP Adoption Plan. In Permit Year 5, an in-depth assessment of both the implementation and the impact of the BMP Adoption Plan will be provided.

**BMP 1.6 Develop and Implement Targeted Outreach in Priority Watershed Plan**

*Responsible Party for Completion:* Director of Public Works and/or Town Planner

*Responsible Party for Development:* ISWG Education Coordinator

*Measureable Goal 1.6.1:* By July 1, 2014, submit a draft plan on how to meet either permit requirement in Part IV(H)(1.a.iv.1) or (1.a.iv.2). The plan will identify:

- a) the specific stormwater activity or pollutant to be addressed,
- b) the target audience,
- c) the outreach tool(s) to be used,
- d) the message and the BMPs to be encouraged,
- e) the time line and implementation schedule,
- f) the person(s) responsible for implementation,
- g) the goal of the outreach effort, and
- h) the impact evaluation protocol.

*Measurable Goal 1.6.2:* By November 1, 2014, submit a final plan, and as of January 5, 2015 the Targeted Outreach in Priority Watershed Plan will be considered

approved and implementation will begin, unless DEP responds in writing or verbally otherwise. An overall schedule for targeted outreach in the priority watershed will be included as part of the Targeted Outreach in Priority Watershed Plan.

*Reporting:* Starting in Permit Year 2, the annual report will include a review of the Targeted Outreach in Priority Watershed Plan as well as process and impact indicators as outlined in the Targeted Outreach in Priority Watershed Plan. In Permit Year 5, an analysis of the process and impact indicators of the Targeted Outreach in Priority Watershed Plan will be provided.

### **BMP 1.7 School Outreach**

*Responsible Party for Completion:* Director of Public Works and/or Town Planner

*Responsible Party for Development:* ISWG Education Coordinator

*Measureable Goal 1.7.1:* In Permit Year 1, continue the incorporation and implementation of “It’s all connected” school curriculum in elementary and/or middle schools.

*Measurable Goal 1.7.2:* In Permit Years 2-5, as funding allows, continue the incorporation and implementation of “It’s all connected” school curriculum in elementary and/or middle schools.

*Reporting:* The annual report will include the total number of students reached, which schools were involved, and the lesson topics that were covered.

## **MCM 2 PUBLIC INVOLVEMENT AND PARTICIPATION**

**Goal:** Involve the public in both the planning and implementation process of improving water quality and reducing stormwater quantity via the stormwater program.

The Town will fulfill the requirements for Public Involvement and Participation through participation in the Interlocal Stormwater Working Group (ISWG) and the Town's provision of funding to the ISWG for Public Involvement and Participation services, or through directly fulfilling the requirements, as described in this section of the Plan. For specific permit requirements, refer to Part IV(H)(2) of the General Permit.

### **BMP 2.1 Public Notice Requirement**

*Responsible Party for Completion: Town Planner*

*Responsible Party for Development: ISWG Stormwater Program Coordinator*

*Measurable Goal 2.1.1:* During Permit Year 1, ISWG and/or its members will follow state and local Public Notice requirements for ISWG and/or individual Stormwater Program Management Plans, as applicable. Copies of the Plans will be made available on the Maine DEP website.

*Measurable Goal 2.1.2:* In Permit Years 1-5, ISWG and/or its members will follow state and local Public Notice requirements when involving stakeholders in the implementation of the General Permit.

*Reporting:* The annual report will describe compliance with public notice requirements including documentation of meetings and attendance, where applicable.

### **BMP 2.2 Host Public Event**

*Responsible Party for Completion: Director of Public Works and/or Town Planner*

*Responsible Party for Development: ISWG Education Coordinator*

*Measurable Goal 2.2.1:* In Permit Years 1-5, the ISWG and/or the Town will annually host, conduct, or participate in at least one public event that includes a pollution

prevention and/or water quality theme. The target audience will be adult residents of the Town of Old Orchard Beach. The message will be tailored to best reach the target audience given the characteristics of the public event.

Examples of such events include, storm drain stenciling, stream clean-up, household hazardous waste collection day(s), volunteer monitoring, neighborhood educational events, conservation commission outreach program, or adopt a storm drain or local stream program. The ISWG and/or Town will consult with DEP to ensure that the event will satisfy the permit requirements.

*Reporting:* The annual report will include a description of the event including estimated attendance/participation and an impact evaluation to assess effectiveness of the methods used to plan and host the event. The Town will include a comprehensive review of the public events in its Permit Year 5 Annual Report, including an analysis of the process and impact indicators for the events.

### **MCM 3      ILLICIT DISCHARGE DETECTION AND ELIMINATION (IDDE)**

**Goal:** Implement and enforce a program to detect and eliminate illicit discharges into the MS4. For specific permit requirements, refer to Part IV(H)(3) of the General Permit.

#### **BMP 3.1      Review Watershed Based Storm Sewer System Infrastructure Map and Update as New Information Becomes Available**

*Responsible Party:* Director of Public Works

*Measureable Goal 3.1.1:* During Permit Years 1 - 5, maintain the storm sewer system map by updating the data when additional information is identified or becomes available. In addition, the Town will annually review the existing storm sewer system map to determine whether updates are necessary.

*Reporting:* The annual report will include a status update of mapping efforts undertaken during the Permit Year.

#### **BMP 3.2      Illicit Discharge Ordinance**

*Responsible Party:* Director of Public Works

*Measureable Goal 3.2.1:* In Permit Years 1-5, the Town will continue to enforce the Illicit Discharge Ordinance.

*Reporting:* The annual report will include documentation of illicit discharge incidents and municipal enforcement actions taken under the Illicit Discharge Ordinance.

#### **BMP 3.3      Update Dry Weather Outfall Inspection Program**

*Responsible Party:* Director of Public Works

*Measureable Goal 3.3.1:* In Permit Years 1-5, the prioritized schedule of outfall inspections will take into consideration the results of previous inspections as well as drainage areas that the Town perceives as having the greatest potential threat to

the receiving waters (such as their highest priority watershed).

*Measurable Goal 3.3.2:* In Permit Year 1, review the standard operating procedure for the dry weather outfall inspection program, and modify or revise it as necessary. Particular attention will be given to the procedures that are in place if and when an illicit discharge is encountered during routine or opportunistic inspections. Currently, the following procedures are in place when an illicit discharge is suspected or detected:

- a. Look for potential source in the immediate area.
- b. Gather as much information on the suspected or illicit discharge as possible.
- c. Report suspected or detected illicit discharge to the Director of Public Works.
- d. Once reported, use various inspection techniques to determine the source of the discharge.
- e. Once the source has been identified, remove the illicit discharge through enforcement of the Illicit Discharge Ordinance.

*Measurable Goal 3.3.3:* In Permit Years 1-5, conduct dry weather outfall inspections based on the prioritized schedule that is developed under Measurable Goal 3.3.1.

*Reporting:* Inspection results will be documented in a database management system or other recordkeeping system. The annual report will provide a summary of the inspection results.

#### **BMP 3.4 Illicit Discharge Detection into Ditch System**

*Responsible Party:* Director of Public Works

*Measurable Goal 3.4.1:* During Permit Years 1-5, to the extent allowable under State or local law, the Town will continue to implement the standard operating procedure for detecting illicit discharges within the ditch system within the highest priority watershed.



*Reporting:* The annual report will include a status update on the implementation of the ditch illicit discharge program. Reporting of illicit discharge detections and actions taken will be included under MCM 3, BMP 3.2, Illicit Discharge Ordinance.

### **BMP 3.5 Septic System Evaluation**

*Responsible Party:* Town Planner

*Measureable Goal 3.5.1:* By the end of Permit Year 3, review which areas are served by sanitary sewer and which are equipped with septic systems, and develop a list of septic systems that are located within the highest priority watershed, are equal to or greater than 20 years old, and have the potential to discharge to the MS4, if they were to fail.

*Measurable Goal 3.5.2:* By the end of Permit Year 4, conduct a drive-by evaluation of all septic systems that were identified as required (refer to Measureable Goal 3.5.1). The drive-by evaluations will be documented, and the Town will follow their standard operating procedure for illicit discharge detection and elimination, if a septic system is found to be malfunctioning.

*Reporting:* The annual report will provide an update on the development of the list of septic systems as well as a summary of the drive-by evaluations.

### **BMP 3.6 Household Hazardous Waste Collection**

*Responsible Party:* Director of Public Works

*Measureable Goal 3.5.1:* In Permit Years 1-5, as funding allows, provide a reasonable means for residents to dispose of hazardous materials by continuing to participate in the regional Household Hazardous Waste (HHW) collection day(s).

*Reporting:* The annual report will provide the date(s) of the HHW collection day(s), the Town's cost of the collection day(s), and the equivalent number of households of HHW collected.

**BMP 3.7 Coordinate with the Maine Water Company regarding water line and hydrant flushing to determine if either are a significant contributor of pollutants to the MS4**

*Responsible Party:* Director of Public Works

*Measureable Goal 3.7.1:* In Permit Year 1, coordinate with the Maine Water Company via mail or in person to evaluate whether or not water line or hydrant flushing from potable water sources is a significant contributor of pollutants to the MS4. Evaluation will include the following action:

- Provide the Maine Water Company with a location map showing the extent of the municipal urbanized area, and the highest priority watershed(s).
- Gather information from the Maine Water Company specific to the urbanized area and priority watershed(s), including the number and location of hydrants and details on water line or hydrant flushing that outlines procedures, including how often flushing occurs, typical flow rates and duration, where the water is conveyed, what the target or actual chlorine concentrations are, and what best practices are employed to prevent erosion and address potential pollutants.

*Measureable Goal 3.7.2:* By no later than December 30, 2014, unless otherwise approved by the DEP, using available GIS or other municipal mapping information, the location of hydrants will be added to the storm sewer system infrastructure map to aid in the evaluation; the Town will work with the Maine Water Company to prioritize the hydrants or water lines that have the potential to cause exceedances of the ambient water quality criterion for chlorine when discharged through the MS4. The Town will request a water quality progress report that documents what best management practices are being implemented for flushing activity at the prioritized hydrants as well as the water utility's testing results of the total residual chlorine for any such discharges.

*Measureable Goal 3.7.3:* Permit Years 3 - 5, request an annual water quality progress

report that documents what best management practices are being implemented for flushing activity at the prioritized hydrants as well as the Maine Water Company's testing results of the total residual chlorine for any such discharges.

*Measurable Goal 3.7.4:* If it is determined by the end of Permit Year 3, that water line or hydrant flushing is a significant contributor of pollutants to the MS4, and the Maine Water Company has demonstrated that it will not voluntarily implement BMPs in order to reach ambient water quality criteria for chlorine, the Town will, as soon as practicable or by no later than the end of Permit Year 4, update their Illicit Discharge Ordinance to allow enforcement of discharges that cause exceedances of water quality criteria.

*Reporting:* The annual report will include a status update on the evaluation of water line and hydrant flushing as a significant contributor of pollutants to the MS4 and an update on subsequent actions.

## **MCM 4 CONSTRUCTION SITE STORMWATER RUNOFF CONTROL**

**Goal:** Reduce pollutants in any stormwater runoff to the regulated small MS4 from construction activities that result in a land disturbance of greater than or equal to one acre.

The Town will rely on the Maine Construction General Permit (MCGP) or Chapter 500, Stormwater Management to meet the requirements of the General Permit. For specific permit requirements, refer to Part IV(H)(4) of the General Permit.

### **BMP 4.1 Notification to construction site developers and operators of the requirements for registration under the Maine Construction General Permit or Chapter 500, Stormwater Management for the discharge of stormwater associated with construction activities**

*Responsible Party:* Town Planner

*Measurable Goal 4.1.1:* In Permit Years 1 - 5, continue notification procedures currently in place through the permitting process. Notification is primarily accomplished through the Plenary and Administrative Site Plan Review application, Major and Minor Subdivision applications, Conditional Use Permits, Private Way applications, and additional reference is included on the Building Permit process. The Planning Department also discusses the need for DEP stormwater permits with all applicants during the pre-application meeting.

*Reporting:* The annual report will include a description of any updates made to the notification procedures.

### **BMP 4.2 Continue to implement a mechanism to annually document every construction activity that disturbs one or more acres within the Urbanized Area.**

*Responsible party:* Town Planner

*Measurable Goal 4.2.1:* In Permit Years 1-5, continue to use the current tracking system to record every activity that disturbs greater than or equal to one acre. The system

will be used to summarize data to be included in annual reports submitted to the DEP, and therefore will differentiate construction activities within the priority watershed(s) and all other watersheds.

*Reporting:* The number of construction activities disturbing greater than or equal to one acre will be included under BMP 4.3.

### **BMP 4.3 Continue to Implement a Construction Site Inspection Program**

*Responsible party:* Town Planner

*Measurable Goal 4.3.1:* In Permit Years 1-5, continue the implementation of the construction site inspection program. The Town will continue to conduct construction inspections using municipal staff and/or contracted third party inspectors, as applicable, to meet the terms and conditions of the General Permit. Construction sites located in the highest priority watershed will be inspected a minimum of three times and construction sites located in all other watersheds will be inspected a minimum of two times over the life of the project. For all construction sites, at least one of the required inspections will be at project completion. The inspector will document inspections using the standardized inspection form.

*Measurable Goal 4.3.2:* In Permit Years 1-5, continue to implement the process for tracking and notifying the site developer or contractor of non-compliance issues. For sites that are not in compliance, the inspector(s) will provide site operators with guidance on how to come into compliance. Sites that are not brought into compliance within Code Enforcement's specified time period shall be issued a written notice of deficiencies or a stop-work order. Continued non-compliance will be reported to the DEP with supporting documentation.

*Measurable Goal 4.3.3:* By the end of Permit Year 2, review the qualifications of the Town's construction site inspector(s) and provide an opportunity for training, as needed.

*Reporting:* Inspection results will be documented in a database management system or other recordkeeping system. The annual report will provide a summary of the inspection results.

## **MCM 5 POST-CONSTRUCTION STORMWATER MANAGEMENT IN DEVELOPMENT AND REDEVELOPMENT**

**Goals:** Address stormwater runoff from new development and redevelopment projects that disturb greater than or equal to one acre and discharge into the Town's MS4 and ensure adequate long-term operation and maintenance of post-construction BMPs.

The Town adopted the Post-Construction Stormwater Management ordinance on January 16, 2013, which requires owners and operators of post-construction BMPs to hire a qualified, third-party inspector to document that the post-construction BMPs are adequately maintained and functioning as intended or require maintenance. Based on the language contained in the Ordinance, the Town will have no inspection requirements under the General Permit. For specific permit requirements, refer to Part IV(H)(5) of the General Permit.

### **BMP 5.1 Implement the Post-Construction Stormwater Management Ordinance**

*Responsible Party:* Town Planner

*Measurable Goal 5.1.1:* In Permit Years 1 - 5, continue to implement the Post-Construction Stormwater Management Ordinance.

*Reporting:* The annual report will provide the status of implementation of the Post-Construction Stormwater Management Ordinance.

### **BMP 5.2 Develop and implement a method to track post-construction BMPs that are installed within the Urbanized Area, and develop and implement a system to track annual certifications that are required by the owner or operator of the post-construction BMP(s).**

*Responsible Party:* Town Planner

*Measurable Goal 5.2.1:* By the end of Permit Year 1, develop a method to track post-construction BMPs that are installed, including a system to track annual certifications that are required by the owner or operator of the post-construction

BMP(s).

*Measurable Goal 5.2.2:* In Permit Years 2-5, implement the method of tracking, and conduct annual evaluations of the method, and modify it, as necessary.

*Reporting:* In Permit Year 1, the annual report will include a status update on the development of the method of tracking post-construction BMPs and annual certifications.

In Permit Years 2-5, the annual report will provide a summary of the information contained in the database management system or other recordkeeping system used for tracking. The following information will be included in the Town's annual report to the DEP:

- The cumulative number of sites that have post-construction BMPs discharging into the Town's MS4.
- A summary of the number of sites that have post-construction BMPs discharging into the Town's MS4 that were reported to the municipality.
- The number of sites with documented functioning post-construction BMPs.
- The number of sites that required routine maintenance or remedial action to ensure that the post-construction BMP were functioning as intended.

The report will also include an update on the tracking system, if any modifications were made based on the evaluation of the method used

**BMP 5.3    Develop and implement a procedure to encourage site developers to consider incorporating low impact development or green infrastructure techniques**

*Responsible Party:* Town Planner

*Measureable Goal 5.4.1:* The Town's Draft Comprehensive Plan includes language to support the creation and adoption of low impact development standards for future land use ordinances. By the end of Permit Year 3, the Town will develop and implement a method for encouraging site developers to consider incorporating low impact development or green infrastructure into development and



redevelopment projects.

*Measureable Goal 5.4.2:* During Permit Years 4 and 5, evaluate the methods used to encourage site developers to determine their effectiveness.

*Reporting:* The annual report will provide a status update toward the development and implementation of this BMP.

## **MCM 6      POLLUTION PREVENTION / GOOD HOUSEKEEPING FOR MUNICIPAL OPERATIONS**

**Goal:** Prevent or reduce pollutant runoff from municipal operations.

For specific permit requirements, refer to Part IV(H)(6) of the General Permit.

### **BMP 6.1      Inventory Operations at municipally owned grounds and facilities.**

*Responsible Party:* Director of Public Works

*Measurable Goal 6.1.1:* By the end of Permit Year 1, review the existing inventory of municipal operations and update the inventory as necessary. The inventory should consider all municipal operations that are conducted in, on, or associated with facilities, buildings, golf courses, cemeteries, parks and open spaces owned or operated by the Town and that have the potential to cause or contribute to stormwater or surface water pollution.

*Measurable Goal 6.1.2:* By the end of Permit Year 2, evaluate the inventory that was updated in Measurable Goal 6.1.1 in relation to the existing written operation and maintenance (O&M) procedures. The Town will determine whether the existing O&M procedures sufficiently encompass all applicable municipal operations or need to be updated. A copy of any required O&M Plans will be maintained onsite at all applicable facilities.

*Measurable Goal 6.1.3:* The Town will continue to implement existing O&M procedures, and by the end of Permit Year 3, develop and implement additional O&M procedures for any municipal operations that are not encompassed by the existing O&M procedures; a copy of any required O&M Plans will be maintained onsite at all applicable facilities. The O&M procedures will include maintenance schedules and inspection procedures to ensure long-term operation of structural and non-structural controls that reduce stormwater pollution to the maximum extent practicable. Refer to Part IV(H)(6.a.i) of the General Permit, for the topics that the OM procedures are to address.

*Reporting:* The annual report will include a status update on the development and implementation of this BMP.

**BMP 6.2 Municipal employee training.**

*Responsible Party:* Director of Public Works

*Measurable Goal 6.2.1:* By end of Permit Year 2, identify training needs and materials.

*Measurable Goal 6.2.2:* During Permit Years 3-5, implement a municipal employee training program to reduce stormwater pollution potential from municipal operations. For suggested topics to be covered by the training program, refer to Part IV(H)(6.a.ii) of the General Permit.

*Reporting:* The annual report will include a list of the types of training presented, the number of staff who attended the training, and the length of the training as well as the effectiveness of the training.

**BMP 6.3 Street sweeping.**

*Responsible Party:* Director of Public Works

*Measurable Goal 6.3.1:* In Permit Years 1-5, continue to sweep all publicly accepted paved streets and publicly owned paved parking lots maintained by the Town at least once per year as soon as possible after snowmelt.

*Reporting:* The annual report will include a status update on street sweeping conducted for the permit year, unless otherwise noted.

**BMP 6.4 Cleaning of stormwater structures including catch basins.**

*Responsible Party:* Director of Public Works

*Measurable Goal 6.4.1:* In Permit Years 1-5, The Town will continue a program to evaluate and, if necessary, clean catch basins and other stormwater structures that

accumulate sediment at least once every other year and dispose of the removed sediment in accordance with current state law. The Town will clean catch basins more frequently, if inspections indicate excessive accumulation of sediment. Excessive accumulation is considered when the sump is equal to or more than 50 percent filled.

*Reporting:* The annual report will include a status update on cleaning conducted for the permit year, unless otherwise noted.

**BMP 6.5 Maintenance and upgrading of stormwater conveyances and outfalls.**

*Responsible Party:* Director of Public Works

*Measurable Goal 6.5.1:* During Permit Years 1-5, continue to maintain and upgrade the Town's MS4 as needed and as part of their capital improvement planning process.

*Reporting:* The annual report will include a status update on the maintenance and upgrading of stormwater conveyances, structures, and outfalls.

**BMP 6.6 Stormwater Pollution Prevention Plans (SWPPPs)**

*Responsible Party:* Director of Public Works

*Measurable Goal 6.6.1:* By the end of Permit Year 1, the Town will review its existing SWPPP for the Public Works Garage and Sand Salt Storage Facility and update it, as necessary, to ensure that it meets the requirements of the April 26, 2011 Maine Multi-Section General Permit.

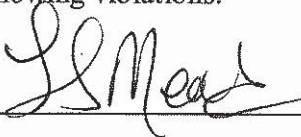
*Measurable Goal 6.6.2:* In Permit Years 1-5, the Town will continue to implement the SWPPP for the Public Works Garage and Sand Salt Storage Facility.

*Reporting:* The annual report will include a status update on the implementation of the SWPPP(s).

**SECTION 4**  
**GENERAL REQUIREMENTS**

**SECTION 4.1      REQUIRED SIGNATURE**

"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 gathered and evaluated 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, 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."

Signature:       Date: 12-23-2013  
Larry Mead

Title: \_\_\_\_\_  
Town Manager

**SECTION 4.2      PLAN AVAILABILITY**

This Plan will be retained by the Town's chief elected official or principal executive officer for the duration of the permit period, and copies will be available and retained by municipal officials or employees responsible for implementation of the Plan. The Town will make a signed copy of the Plan available to the following, immediately upon request:

- a. The Commissioner of the DEP;
- b. The operator of a regulated small MS4, in the case of that regulated small MS4 is adjacent to or interconnected with the Town's storm sewer system; and
- c. The public water supply company, in the case of a regulated small MS4 stormwater discharge to a water supply watershed.

**APPENDIX A**  
**Notice of Intent (NOI)**

# NOTICE OF INTENT TO COMPLY WITH MAINE GENERAL PERMIT FOR THE DISCHARGE OF STORMWATER FROM MUNICIPAL SEPARATE STORM SEWER SYSTEMS

PLEASE TYPE OR PRINT IN **BLACK INK ONLY**

Municipality:	Old Orchard Beach	Mailing Address:	1 Portland Ave	
Town/City:	Old Orchard Beach	State:	ME	Zip Code: 04064
Name and title of chief elected official or principal executive officer:	Robert Peabody, Interim Town Manager	Mailing Address:	1 Portland Ave	
Town/City:	Old Orchard Beach	State:	ME	Zip Code: 04064
Name of primary contact person responsible for MS4 stormwater management program:	William Robertson, Director of Public Works	Mailing Address:	1 Portland Ave	
Town/City:	Old Orchard Beach	State:	ME	Zip Code: 04064
Daytime phone: (with area code)	(207) 934-2250	Email if available:	brobertson@oobmaine.com	
Estimate of the area in square miles of the Urbanized Area:	7.3 square miles	Permit Number(if applicable):	MER041025	
Name of stream(s), wetland(s) or waterbody(ies) to which the regulated Small MS4 discharges and a list of impaired waterbody(s) which receive stormwater from the Regulated Small MS4 (attach additional sheets as necessary):	Saco Bay Goosefare Brook (Impaired) and Tributaries Little River / Jones Creek and Tributaries Mill Brook Milliken Pond Milliken Mill Pond			

I have personally examined and am familiar with the information submitted in this document and all attachments thereto, and certify that, based on reasonable investigation, including my inquiry of those individuals responsible for obtaining the information, the submitted information is true, accurate and complete to the best of my knowledge and belief. I understand that a false statement knowingly made in the submitted information may be punishable as a criminal offense, in accordance with Maine General Statutes.

I certify that this permit registration is on complete and accurate forms as prescribed by the Department without alteration of the text.

I also certify under penalty of law that I have read and understand all requirements of the General Permit. I certify that all requirements for authorization under the general permit are met and that a system is in place to ensure that all terms and conditions of this general permit will continue to be met for all discharges authorized by this general permit for the municipality. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowingly making false statements.

Signature of chief elected official or principal executive officer:		Date:	07/25/13
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This NOI registration form must be filed with the Department at the following address:  
**Stormwater Coordinator  
 Maine Department of Environmental Protection  
 Bureau of Land & Water Quality  
 17 State House Station  
 Augusta ME 04333-0017**

OFFICE USE ONLY	Ck.#	Date	Staff	Staff	After Photos
NOI #	FP		Acc. Date	Def. Date	

**APPENDIX B**  
**Additional stormwater treatment  
controls for the Urban Impaired Stream  
Watershed of Goosefare Brook**



APPENDIX B  
ADDITIONAL STORMWATER TREATMENT CONTROLS FOR THE  
URBAN IMPAIRED STREAM WATERSHED OF  
GOOSEFARE BROOK

As per the Appendix Part IV.A.1.b of the General Permit for Discharge of Stormwater from Small Municipal Separate Storm Sewer Systems issued by the Maine Department of Environmental Protection (DEP), additional controls are necessary for urban impaired stream watersheds. The Town has identified that the urban impaired stream of Goosefare Brook is located within the urbanized area (as listed in Appendix B of the General Permit). The Town's approach to meet the terms and conditions of the General Permit, as related to urban impaired stream watersheds, is based on identifying additional structural and non-structural treatment controls that can be implemented to reduce pollutants from the Town's infrastructure and operations to the urban impaired stream of Goosefare Brook.

The Town will implement select BMPs within the watershed as described below.

**BMP B.1** Incorporate the location of signage that was placed at various stream crossings during the previous permit cycle that identify the Goosefare Brook watershed into the Town's geographic information system (GIS).

*Responsible Party:* Director of Public Works

*Implementation Schedule:* Permit Year 1

**BMP B.2** Supplement regional Household Hazardous Waste collection day(s) with additional advertising that is targeted within the watershed. Additional advertising may include posters at central locations, mailings, or distribution of door-hangers to specifically encourage residents within the watershed or select subwatershed to participate in the collection day(s).

*Responsible Party:* Director of Public Works

*Implementation Schedule:* Permit Year 1-5

- BMP B.3** Conduct more than three inspections of construction sites that disturb greater than or equal to one acre within the watershed (over the life of the construction site). A minimum of one of the inspections will be conducted during or soon following a significant rain event.  
*Responsible Party:* Town Planner  
*Implementation Schedule:* Permit Year 1-5
- BMP B.4** Select Department of Public Works and/or Code Enforcement staff (to be determined) will attend a Basic and Advanced Erosion and Control Practices for Contractors course offered through the DEP Non-Point Source Training and Resource Center or its designee, and will complete the certification process, if appropriate.  
*Responsible Party:* Director of Public Works and Town Planner  
*Implementation Schedule:* Permit Year 2, and as appropriate
- BMP B.5** Investigate the development of a Compensation Fee Utilization Plan for the watershed.  
*Responsible Party:* Town Planner  
*Implementation Schedule:* Permit Years 1-2
- BMP B.6** Continue to sweep streets in Ocean Park and other high traffic areas multiple times per year. Enhance municipal street sweeping within the watershed by sweeping the priority areas first during each round of sweeping.  
*Responsible Party:* Director of Public Works  
*Implementation Schedule:* Permit Years 1-5
- BMP B.7** Continue to clean catch basins located in Ocean Park and other prioritized areas of the watershed two to four times per year.  
*Responsible Party:* Director of Public Works  
*Implementation Schedule:* Permit Years 1-5

