Overview of the New MS4 Permit …. Sort of…

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MS4 Phase II Permit

• Phase II Permit expired March 31, 2015.
• Held stakeholder meetings with MS4s and Interested Parties.
• Drafted permit from these meetings
• Went to Public Notice on April 9, 2016
• Waiting to finalize permit
What is an MS4?

A municipal separate storm sewer system (MS4) is:

A conveyance or system of conveyances, *including roads with drainage systems, municipal streets, catch basins, curbs, gutters, ditches, man-made channels, or storm drains* owned by a state, city, town, or other public entity that discharges to waters of the commonwealth and is:

- Designed or used for collecting or conveying storm water
- Not a combined sewer
- Not part of a publicly owned treatment works (POTW)
Components of an MS4 Program

The 6 Minimum Control Measures

• Public Education and Outreach
• Public Participation and Involvement
• Illicit Discharge Detection and Elimination
• Construction Site Stormwater Runoff Control
• Post-Construction Stormwater Management in New Development and Redevelopment
• Good Housekeeping and Pollution Prevention for Municipal Operations
Public Education and Outreach

Bowling Green Junior High School Environmental Field Day
Warren County MS4 partnered with the city of Bowling Green’s MS4 and Bowling Green Municipal Utilities
Public Education and Outreach

- Division of Water, Macroinvertebrates
- KY Fish & Wildlife, Stream Biology
- WKU Baker Arboretum, Tree ID
- Warren County Conservation District & UK Extension Office, Soils & Agriculture
- Division of Water, Wastewater
- WKU Department of Geology & Geography, Karst
- City of Bowling Green, Water Chemistry
Public Education and Outreach

*Water Smarter! The Artistic Rain Barrel Partnership Project*

The City of Paducah, the Jackson Purchase Foundation, West Kentucky Community & Technical College (WKCTC), and students from Ruth Baggett’s art class at Paducah Tilghman High School designed and painted rain barrels that were available at a public auction on Monday, May 16, 2016, at WKCTC’s Clemens Fine Arts Center.

All funds raised through the public auction event were reinvested into the *Water Smarter! The Artistic Rain Barrel Partnership Project* which will allow students from additional schools to participate in this program.
Public Education and Outreach
The Municipalities of Winchester, Nicholasville, Shelbyville, Richmond, Berea, Madisonville and Lawrenceburg have joined together to form BRASS.

They share in the cost of their MS4 consultant, equipment (GeoSyncGo – their mapping tool) and fees for viewing webinars or attending conferences.

With the help of their consultant, they have developed brochures for the general public, businesses, and elected officials. These brochures provide consistency across the Bluegrass region of the Commonwealth. Some topics include car maintenance, proper use of herbicides, and runoff concerns from industrial properties.
KYTC and the Media Outreach Program

Beginning in 2014, KYTC’s Media Outreach Program (MOP), in conjunction with partnering MS4 communities, contracted with the Kentucky Broadcasters Association (KBA) to air two television commercials and six radio commercials.

The ad’s messages were developed after the statewide survey conducted in 2008 identified that half of the population is unaware that storm drains discharge directly to waters of the Commonwealth without treatment. KYTC is currently conducting a follow-up survey to gauge the efficacy of the commercials in educating the Commonwealth about stormwater pollution.

The ads can be viewed on stormwater.ky.gov. The TV and radio plays combined totaled 94,016 plays statewide in 2015 for a total value of $1,671,404.

All of which are no cost to the MS4 partnering communities in exchange for mapping the MS4 and including the state outfalls in their IDDE program.
Kentucky Stormwater Association – KSA

Started in 2004 as the Kentucky MS4 Workgroup in Bowling Green, KY and was modeled after a similar organization in Tennessee.

Formed a Non-profit Corporation on November 10, 2009, and adopted a Constitution and Bylaws. The driving force to officially organize was the need for cohesively-directed training and coordinated communication with the state regulators.

Quarterly meetings and an Annual Conference are held and well attended by municipalities, consultants, and regulators.

Dues:
Member: Regular (voting) membership is restricted to entities listed as permittees and co-permittees issued KY DOW permits. $100 per year.

Partner: Sustaining (non-voting) partnerships are available to individuals, stormwater management vendor companies and professional consultant companies. $200 per year
Thanks for the info; what can I do with it?

• Use a brand/slogan…something people are familiar with:
  – “Turn around, don’t drown!”
  – “Know your Risk”
  – “Be Prepared; Have a plan”

• Work with the MS4 program in your community on getting your message out there in conjunction with theirs.