



**VSMP General Permit for  
Small Municipal Separate Storm Sewer Systems  
Permit # VAR040037**

**Program Year Three Annual Report**

**July 2015 – June 2016**

**James City County**



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Small Municipal Separate Storm Sewer Systems  
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## INTRODUCTION

An annual report is hereby submitted for James City County's General Permit for Small Municipal Separate Storm Sewer Systems (MS4). The report presents information in accordance with Section II.E.3 of the Small MS4 General Permit from the Virginia Department of Environmental Quality (DEQ). The majority of the report consists of the MS4 Program Plan spreadsheet developed and submitted to DEQ on September 6, 2013, and revised on August 27, 2014, and March 25, 2015. The spreadsheet presents information related to the various Program Plan measurable goals with the accomplishments of Program Year 3 beginning on July 1, 2015, and extending to June 30, 2016. Unless otherwise noted, the information submitted in the report is for the entire county not just the MS4 (regulated) area.

a. *Background Information*

- 1) James City County General Permit Number #VAR040037
- 2) Annual Report Permit Year Three – July 1, 2015 to June 30, 2016
- 3) The modifications to the County's roles and responsibilities under the permit include the discontinuance of the Consent Order between the James City Service Authority (JCSA) and DEQ.
- 4) There have been no new MS4 outfalls added within the County's MS4 area during this permit year.
- 5) The signed certification statement is included in Appendix A of this report.

b. *Status of compliance.* The status of compliance with the permit conditions, an assessment of the appropriateness of the identified best management practices, and progress toward achieving the identified measurable goals for each of the minimum control measures is summarized in Appendix B, and details are provided in subsequent appendices.

c. *Results of information collected.* The County began a volunteer benthic monitoring program in 2009. The data collected this program year represent the seventh year of the monitoring program. While this represents a relatively short monitoring period, some observations are possible.

- 1) Station PCUT07 on Warhill Park Complex – The data from this site suggests that, at this time, the stream maintains a marginal rating for water quality at this location.
- 2) Station PCLS04 on Warhill Park Complex near Adams Hunt subdivision – The data indicate that the site is stable and maintaining a large, diverse benthic insect population associated with a good water quality stream.
- 3) Station PCLT01 adjacent to the Pointe at Jamestown neighborhood – RETIRED
- 4) GCFP01 in Freedom Park on Centerville Rd shows signs of very healthy water quality with a diverse community of macroinvertebrates.
- 5) Upper County Park's site, DCUT01 is showing signs of fair water quality and more data will be necessary to make determinations.

The County also has been collecting data related to E.coli bacteria since 2009 using the Coliscan method. There are nine sites in two of the current streams with TMDLs which are sampled on a monthly basis. Trends show water quality that routinely meets state standards.

- d. *Planned stormwater activities.* The following stormwater activities are programmed to be undertaken during the next reporting cycle – July 1, 2016 to June 30, 2017.
1. MCM # 1 – Public Education and Outreach on Stormwater Impacts
    - a. With assistance from the citizen members of the Stormwater Program Advisory Committee, continue implementation of the County’s public education plan - Protect and restore our Clean Water Heritage Program - addressing prioritized water quality issues.
    - b. Continue implementation of the Turf Love and Garden Love programs educating property owners on nutrient management and rain garden installation.
    - c. Continue collaborative regional efforts through the Hampton Roads Planning District Commission, such as askhrgreen.org.
  2. MCM # 2 – Public Involvement and Participation
    - a. Continue to provide support and opportunity to volunteer water quality monitors, including both benthic monitoring and coliscan screening.
    - b. Continue implementation of the Clean Water Heritage grant program, encouraging upgrades and improvements to existing stormwater management facilities.
    - c. Continue to support the program’s citizen advisors through the Board-appointed Stormwater Program Advisory Committee.
    - d. Continue existing efforts for public input through the County website and advertised email addresses.
    - e. Support the Clean County Commission Annual Clean-up Activities.
  3. MCM # 3 – Illicit Discharge Detection and Elimination
    - a. Continue updating MS4 outfall mapping based on 2010 urbanized area as need be.
    - b. Continue ongoing illicit discharge education efforts.
    - c. Continue dry weather screening of MS4 outfalls and investigate observed illicit discharges.
    - d. Continue to implement procedures and protocols used to detect and address illicit discharges to the MS4.
    - e. Review follow-up and enforcement procedures to ensure compliance with permit.
  4. MCM # 4 – Construction Site Stormwater Runoff Control
    - a. Continue to implement the program in accordance with state regulations.
    - b. Continue documenting policies and procedures for inspection, plan review, and enforcement.
  5. MCM # 5 – Post-Construction Stormwater Management in New Development and Development on Prior Developed Lands
    - a. Continue to implement the program in accordance with state regulations.
    - b. Continue documenting policies and procedures for inspection, plan review, and enforcement.
    - c. Implement the Ware Creek (James City County portion) watershed management plan and complete the York River (James City County portion) watershed management plan.
    - d. Continue to document procedures and protocols used to inspect and maintain County owned stormwater management facilities.
    - e. Continue to perform annual inspection and maintenance efforts for County-owned stormwater management facilities.
    - f. Continue ongoing inspection schedule for privately owner stormwater management facilities, including owner training and enforcement, as needed.
  6. MCM # 6 – Pollution Prevention/Good Housekeeping for Municipal Operations

- a. Continue implementing stormwater pollution prevention plans for municipal fuel facilities with potential to contribute pollutants to the MS4 facility.
  - b. Continue implementing procedures designed to minimize or prevent pollutants from daily activities, equipment maintenance and equipment storage.
  - c. Continue implementing current nutrient management plans and developing plans for additional acres.
  - d. Continue implementing Pollution Prevention Training Plan and Administrative Regulation 28 for municipal employees, customizing training to specific work-related needs.
7. TMDL Special Conditions
- a. Implement TMDL action plans for the Warwick River (Skiffes Creek) bacteriological TMDL, approved by EPA on February 29, 2008, and the Mill Creek and Powhatan Creek watershed bacteriological TMDL, approved by EPA on April 28, 2009.
  - b. Continue implementation of the TMDL action plan for the Chesapeake Bay TMDL, addressing nitrogen, phosphorus and sediment, in accordance with DEQ Guidance Memorandum No. 15-2005.
- e. *Changes to Best Management Practices.* The Program Plan has been updated to address the program requirements in Table 1 of the permit. Below are the additions required within 36 months of permit coverage:
- Other TMDL Action Plans for applicable TMDLs approved between July 2008 and June 2013- (Special Conditions for Approved Total Maximum Daily Loads (TMDL) Other Than Chesapeake Bay) – The TMDL Action Plan for bacteria reduction in Mill and Powhatan and Skiffes Creek is being provided as a part of this annual report.
- f. *Reliance on another government entity.* James City County continues to fund Virginia Cooperative Extension for their support in the Turf Love and Garden Love programs, as well as the HRPDC Stormwater Program.
- g. *Approval of Programs.* The James City County Engineering and Resource Protection Division has been approved by DEQ as a VSMP authority. A copy of an approval letter dated March 29, 2014 was submitted in PY1. (Pursuant to section IIC)
- h. *TMDL special conditions.* The TMDL Action Plans for bacteria in Mill, Powhatan, and Skiffes Creek are being submitted with this report. The James City County Chesapeake Bay TMDL Action Plan was submitted in PY2 and was approved by DEQ February 22, 2016

## **Appendix A**

### **Signed Certification Statement**

**CERTIFICATION STATEMENT AND SIGNATORY REQUIREMENTS  
FOR MS4 PERMIT APPLICATIONS AND REPORTS**

As required by 9VAC25-870-370 B, all reports required by state permits, and other information requested by the board shall, be signed by a responsible official or by a duly authorized representative of that person. A responsible official is:

1. *For a corporation: by a responsible corporate officer. For the purpose of this section, a responsible corporate officer means: (i) a president, secretary, treasurer, or vice-president of the corporation in charge of a principal business function, or any other person who performs similar policy-making or decision-making functions for the corporation, or (ii) the manager of one or more manufacturing, production, or operating facilities, provided the manager is authorized to make management decisions that govern the operation of the regulated facility, including having the explicit or implicit duty of making major capital investment recommendations, and initiating and directing other comprehensive measures to assure long-term environmental compliance with environmental laws and regulations; the manager can ensure that the necessary systems are established or actions taken to gather complete and accurate information for state permit application requirements; and where authority to sign documents has been assigned or delegated to the manager in accordance with corporate procedures;*
2. *For a partnership or sole proprietorship: by a general partner or the proprietor, respectively; or*
3. *For a municipality, state, federal, or other public agency: by either a principal executive officer or ranking elected official. For purposes of this section, a principal executive officer of a federal agency includes (i) the chief executive officer of the agency, or (ii) a senior executive officer having responsibility for the overall operations of a principal geographic unit of the agency.*

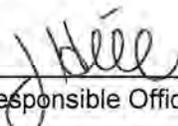
A person is a duly authorized representative only if:

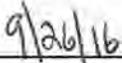
1. *The authorization is made in writing by a person described above;*
2. *The authorization specifies either an individual or a position having responsibility for the overall operation of the regulated facility or activity such as the position of plant manager, operator of a well or a well field, superintendent, position of equivalent responsibility, or an individual or position having overall responsibility for environmental matters for the company. A duly authorized representative may thus be either a named individual or any individual occupying a named position; and*
3. *The written authorization is submitted to the department.*

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**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, 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.

  
Responsible Official Signature

  
Date

**VAR040037**                      **James City County**

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Permit Number                      MS4 Name

**Appendix B**

**MS4 Program Plan PY4-5: July 1, 2016 – June 30, 2018**

MCM 1 Public Education and Outreach on Stormwater Impacts						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.1	Participate in regional committees: askHRgreen.org, Regional Stormwater Management Committee (RSMC), and SW Phase II Subcommittee					askHRgreen.org Annual Report, MOA, HRPDC Regional Cooperation in Stormwater Management
1.1a	<i>Regional Cooperation</i>	Maintain MOA with the HRPDC and participate in the regional processes, including the Regional Stormwater Management Program, the Stormwater Phase II Subcommittee, and askHRgreen.org	Maintain valid MOA	HRPDC and Stormwater Division	PY2 and ongoing	Hampton Roads Regional Stormwater Management Program Memorandum of Agreement (MOA) (previously submitted)
1.1b	<i>askHRgreen.org</i>	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	Stormwater Division	Annually	Attendance List
1.1b1		Post volunteer opportunities on <b>askHRgreen.org</b> calendar	Number and types of events submitted	<b>askHRgreen.org</b> Stormwater Division	Annually	<b>askHRgreen.org</b> website
1.1c	<i>Stormwater Phase II Subcommittee</i>	Participate in at least 50% of monthly Stormwater Committee Meetings.	Number of meetings attended/Number of meetings held	Stormwater Division	Annually	Attendance List
1.2	Implement the James City County Stormwater Public Information Plan					
1.2a	<i>Protect and Restore Our Clean Water Heritage (CWH) Program</i>	Distribute County-specific information to identified target audiences through the Clean Water Heritage website. Target audiences include managed turf properties, pet and septic system owners.	Number of direct mailings to septic system owners, number of materials distributed to target audiences and percentage of audience reached	Stormwater Division	Annually	Annual report
1.2b	<i>Promote CWH Program to educate citizens on hazards and legal implications of illegal discharges and improper disposal of waste</i>	Pet waste station and premium item giveaways	Number and type of events	Stormwater Division	Annually	Outreach spreadsheet
1.2c	<i>Turf Love Nutrient Management Planning for Homeowners and Community-owned lands</i>	Provide soil testing and nutrient management plans directly to property owners in order to reduce the unnecessary use of fertilizers	Number of nutrient management plans, number of property owner contacts	Turf Love Team and Master Gardeners (Virginia Cooperative Extension)	Annually	Turf Love Annual report
1.3	Implement the Regional Media Campaign to Address High Priority Issues	Participate in the <b>askHRgreen.org</b> regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), radio, and social media				

MCM 1 Public Education and Outreach on Stormwater Impacts						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
1.3a	<i>Scoop the Poop campaign</i>	Make <i>Scoop the Poop</i> information and giveaways available at events as appropriate	Percentage of target audience reached through activities.	<b>askHRgreen.org</b> Stormwater Education Subcommittee	Annually	<b>askHRgreen.org</b> Annual Report
1.3b	<i>Promote Lawn Care campaign</i>	Run media campaigns and make lawn care best management practice guides available.	Percentage of target audience reached through activities.	<b>askHRgreen.org</b> Stormwater Education Subcommittee	Annually	<b>askHRgreen.org</b> Annual Report
1.3c	<i>Promote FOG campaign</i>	Participate in the <b>askHRgreen.org</b> regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), radio, and social media	Percentage of target audience reached through activities.	<b>askHRgreen.org</b> Stormwater Education Subcommittee	Annually	<b>askHRgreen.org</b> Annual Report
1.3d	<i>Relevant Message Implementation</i>	Conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high priority audience.	Demographic, reach, frequency, & website click-through rates	<b>askHRgreen.org</b> Stormwater Education Subcommittee	Annually	<b>askHRgreen.org</b> Annual Report
1.3e	<i>Educate homeowners on the hazards of illegal discharges and improper disposal of waste</i>	Promote askHRGreen.org for list of locality contacts for citizens to report illegal discharges and to learn about proper disposal methods	Number of page visits	<b>askHRgreen.org</b> Stormwater Education Subcommittee	annually	<b>askHRgreen.org/storm water-runoff/</b>
1.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report

MCM 2 Public Involvement/Participation						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
2.1	Provide Public Notice of Program Plan and Modifications	Promote the availability of the operator's MS4 Program Plan and any modifications for public review and comment in accordance with public law.	Public notice of modifications.	Stormwater Division	As needed	Virginia Code reference, updated plan
2.2	Make Program Plan and other Stormwater Program Information Available to Public	Provide the program plan, stormwater annual reports, the stormwater permit, and the stormwater ordinances on the County's website.	Public notice of modifications.	Stormwater Division	Ongoing	Program Plan, Annual Reports, Stormwater Permit and Ordinances
2.3	Promote and /or sponsor local activities to increase public participation in activities that improve water quality					
2.3a	<i>Support the Stormwater Program (citizen) Advisory Committee</i>	Continue to secure citizen advice and recommendations through regularly scheduled public meetings of the Committee	Number of meetings and agendas	Stormwater Division	5 times per year	SPAC minutes and publications
2.3b	<i>Clean Water Heritage Implementation Projects</i>	Conduct Clean Water Heritage implementation projects that promote water quality improvement through mini grant program for stormwater management facility owners	Number of funded projects and accomplishments	Stormwater Program Advisory Committee	Annually	Project documentation
2.3c	<i>Volunteer Water Quality Monitoring</i>	Provide equipment and training to citizens interested in monitoring County water bodies for biological health, fecal coliform levels or both	Number of sites monitored by type of monitoring	Stormwater Division	as appropriate for protocol per site	Water Quality Summaries
		Post volunteer opportunities on James City County website and the askHRgreen.org/calendar.	Number and types of events	Stormwater Division	Annually	James City County website, askHRgreen.org website
2.3d	<i>Garden Love Program</i>	Provide infiltration testing, designs and installation rebates directly to property owners for the installation of residential-scale rain gardens	Number of rain gardens installed and number of acres treated	Turf Love Team and Master Gardeners (Virginia Cooperative Extension)	Annually	Project documentation
2.3e	<i>Support the Clean County Commission Annual Clean up Activities</i>	Actively promote and encourage citizen involvement in the Clean County Commission annual neighborhood cleanup efforts	Number of participating neighborhoods, tons of trash collected	Clean County Commission	Annually	Project documentation
2.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report

MCM 3 Illicit Discharge Detection and Elimination						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
3.1	Storm Sewer System Map	Maintain an accurate storm sewer system map and information table, including MS4 outfalls within the 2010 urbanized area	Updated information table	Stormwater Division	Annually	Updated information table
3.1a	<i>Mapping of 2010 Urbanized Area Outfalls</i>	Update the storm sewer system map and information table to include MS4 outfalls within the 2010 urbanized area	2010 urbanized area storm sewer system map	Stormwater Division	PY4	Updated information table
3.1b	<i>Notification of Downstream MS4</i>	Notify the downstream MS4 of any newly identified points of discharge	2010 urbanized area storm sewer system map	Stormwater Division	PY4	Notification Letters, if any
3.2	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the Illicit discharge/Stormwater Management Ordinance.	Number of investigations and actions taken	Stormwater Division	Ongoing	Stormwater Management Ordinance, Chapter 18A of County Code
3.3	Illicit Discharge Detection & Elimination Procedures					
3.3a	<i>Standard Operating Procedures</i>	Maintain updated IDDE SOPs for dry weather screening and complaint followup	Protocol for responding and investigating IDDE	Stormwater Division	Ongoing	SOPs Developed During PY1
3.3b	<i>Promote and publicize procedures for public reporting of illicit discharges</i>	Implement the Illicit Discharge Complaint Follow up standard operating procedures	Number of citizen complaints	Stormwater Division	Ongoing	Clean Water Heritage website
3.4	Continue implementing an illicit discharge detection and elimination program for the municipally-owned MS4 within the Urbanized Area.					
3.4a		Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	Stormwater Division	Ongoing	Tracking Reports
3.4b		Perform dry weather screening of MS4 outfalls in the regulated area on an annual basis.	Number of outfalls screened annually	Stormwater Division	Ongoing	Inspection Reports
3.4c		Yard inspections; Develop/enhance reporting relationship with Fire Department/Haz Mat Team; targeted education	Number of responses; number of inspections	Stormwater Division	Ongoing	Inspection Reports
3.5	Report all spills that reach state waters to the DEQ and DCR					
3.5a	<i>Report non-sewer spills and releases from small MS4 regulated properties that reach state waters to the Virginia EOC, who in turn reports to the DEQ.</i>	Report spills to Virginia EOC and file internal reports. Virginia EOC reports to Department of Environmental Quality's Pollution Response Program (PREP).	Number of internal reports. If applicable, obtain PREP Incidence Response number.	Fire Department	Report in accordance to Section III. G.	Internal report
3.5b	<i>Report Sanitary Sewer Overflows through SSORS database.</i>	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	James City Service Authority (JCSA)	As necessary	
3.6	Continue Sanitary Sewer System improvements in coordination with HRSD Hybrid Consolidation Plan	Continue implementation of the DEQ-approved Management, Operation & Maintenance (MOM) Plan	Number of repairs/rehabilitation	JCSA	Ongoing	Internal report
3.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report

MCM 4 Construction Site Stormwater Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.1	Legal Authorities					
4.1.a	<i>LD Activities &gt; 10,000 SF</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	Tracking reports
4.1.b	<i>CBPA LD Activities &gt;2,500 SF</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	Tracking reports
4.1.c	<i>E&amp;SC LD Activities</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	Tracking reports
4.1.d	<i>Individual Lot or CPOD LD Activities &gt; 10,000 SF</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	Tracking reports
4.2	Plan Review Process	Continue to implement the site plan review, LID implementation where deemed appropriate, construction site BMP, and inspection provisions of the County's Erosion and Sediment Control Ordinance.	Number of plan reviews, Number of plan approvals	Engineering and Resource Protection Division	Ongoing	Tracking reports
4.3	Compliance and Enforcement					
4.3a	<i>Construction Site Inspection Program</i>	Implement construction site inspection program with sufficient frequency to ensure compliance with approved erosion and sediment control plan or agreement in lieu of plan in accordance with Chapter 8 of the County Code.	Number of inspection, inspection frequency	Engineering and Resource Protection Division	Ongoing	Tracking reports

MCM 4 Construction Site Stormwater Runoff Control						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
4.3b	<i>Citizen Complaint Process</i>	Continue to receive and respond to information from citizens relating to the County's erosion and sediment control program through personal visits, email, telephone, and the County's web page.	Number of calls/requests, number of site visits	Engineering and Resource Protection Division	Annually	Tracking reports
4.3c	<i>Enforcement</i>	Continue to implement progressive compliance and enforcement strategy where appropriate in accordance with Chapter 8 of the County Code.	Number and type of enforcement actions	Engineering and Resource Protection Division	Annually	Tracking reports
4.4d	<i>Written Compliance and Enforcement Procedures</i>	Review and update written compliance and enforcement procedures to control erosion and sediment and prevent the discharge of nonstormwater to the MS4.	Protocol	Engineering and Resource Protection Division	Ongoing	Protocol
4.4	Regulatory Coordination	Implement inspection provisions of the local Stormwater Management Ordinance for VSMP authority permits including Pollution Prevention Plans contained within the SWPPP.	Number of permit applications, permits issued and inspections	Engineering and Resource Protection Division	Annually	Copies of permits and registration statements
4.5	Certifications	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law and the Stormwater Management Act.	Certifications obtained	Engineering and Resource Protection Division	Ongoing	Copies of certificates
4.6	Tracking and Reporting	Continue to track and report through appropriate tracking systems.	the total number of permitted land disturbing activities, disturbed acreage, inspections conducted and number and type of enforcement actions taken	Engineering and Resource Protection Division	Annually	Tracking reports and Enforcement Documentation
4.7	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Engineering and Resource Protection Division	Annually	Annual report

MCM 5 Post-Construction Stormwater Management in New Development and Development of Prior Developed Lands						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
5.1	Oversight Requirements	Continue to implement the stormwater criteria of the Chesapeake Bay Preservation, and Erosion and Sediment Control Ordinances for new development and redevelopment, and update ordinances to comply with Section II.5.a of the General Permit.	Updated Ordinance, Chapter 8, County Code	Engineering and Resource Protection Division	Ongoing	Chapter 8, Article II of the County Code - The Virginia Stormwater Management Program
5.2	VSMP Permits	Continue to require construction site owners and operators to secure authorization to discharge stormwater from construction activities under a VSMP permit for construction activities that result in a land disturbance of greater than or equal to 2500 square feet in all areas of the County as the entire County is designated as a Chesapeake Bay Preservation Area.	Number of permit registration statements and permits obtained.	Engineering and Resource Protection Division	Ongoing	File copies of permits and registration statements
5.3	Inspection and O&M Verification for Privately-owned BMPs					
5.3a	<i>BMP Maintenance Agreements</i>	Continue to require BMP maintenance agreements as required by the Chesapeake Bay Preservation Ordinance.	Number of agreements	Engineering and Resource Protection Division	Ongoing	Maintenance Agreements
5.3b	<i>Inspection Activities</i>	Continue to implement inspections of private stormwater management facilities	Number of inspections	Stormwater Division	Ongoing	Inspection Database
5.3c	<i>Enforcement Program</i>	Develop and implement a progressive compliance and enforcement strategy	Enforcement Protocol	Stormwater Division	PY2	Written procedures
5.3d	<i>Individual Residential Lot Program</i>	Implement the residential BMP protocol developed in PY1	Residential BMP Protocol	Stormwater Division/Engineering and Resource Protection Division	Ongoing	Inspection Database
5.3e	<i>Publically Owned BMP Program</i>	Inspect all publically owned BMPs annually and implement appropriate maintenance as needed.	Number of inspections, annual maintenance activities	Stormwater Division	PY2 onward	County BMP O&M Manual, Inspection Database, Work Order database
5.4	BMP Tracking	Maintain a database of all known permanent stormwater management facilities that discharge to the regulated small MS4 including: (a) Type of structural stormwater management facility; (b) Geographic location; (c) Number of acres treated; (d) date facility was brought on line; (e) hydrologic unit code; (f) the impaired surface water that the stormwater management facility is discharging into; (g) ownership; whether or not a maintenance agreement exists; and (h) date of last inspection.	Stormwater Database	Stormwater Division	Ongoing	Stormwater Database
5.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report

MCM 6 Pollution Prevention/Good Housekeeping for Municipal Operations						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
6.1	Operations & Maintenance Program					
6.1a	<i>Support the County-wide Pollution Prevention Team</i>	Continue to secure advice and recommendations on pollution prevention efforts from County departments and agencies through regularly scheduled public meetings of the Team and implement the Pollution Prevent Program contained in the James City County Administrative Regulation # 28, Pollution Prevention Program	Number of meetings and agendas	Stormwater Division	Twice per year	Meeting minutes and publications, AR# 28
6.1b	<i>Implement Current Standard Operating Procedures (SOPs) for General Services and Parks &amp; Recreation Facilities</i>					
		Continue to implement SOPs for General Services facilities to include activities, schedules, and inspection procedures that include provisions and controls to reduce pollutant discharges into the regulated small MS4 and receiving surface waters.	SOPs	Stormwater Division/ General Services	Ongoing	SOPs
		Continue to implement SOPs for Parks and Recreation facilities to include activities, schedules, and inspection procedures that include provisions and controls to reduce pollutant discharges into the regulated small MS4 and receiving surface waters.	SOPs	Stormwater Division/ Parks and Recreation	Ongoing	SOPs
6.1c	<i>Spill Prevention &amp; Control Plans</i>	Continue to implement and update plans describing spill prevention and control procedures for municipal facilities developed during past permit cycle.	Standard Operating Procedure (SOP) Implementation	Stormwater Division	Ongoing	SPCC Plans
6.1d	<i>Update and/or Develop Written Procedures</i>	Ensure that actions included in written procedures and SOPs (a) prevent illegal discharges; (b) ensure proper disposal of waste materials; (c) prevent discharge of vehicle wash water w/o a separate VPDES permit; (d) prevent the discharge of wastewater; (e) require BMPs when discharging pumped water from maintenance activities; (f) minimize pollutants from stockpiles; (g) prevent pollutants from municipal vehicles; and (h) ensure that chemicals are used or applied in accordance with product labels.	Updated Written Procedures	Pollution Prevention Team and Stormwater Division	Ongoing	Updated Written Procedures
6.2	Stormwater Pollution Prevention Plans (SWPPPs)	Update SWPPPs as needed for Fleet, the James City Service Authority Complex, the Law Enforcement Center, the Convenience Centers (2) and the Williamsburg-James City County Schools Operations Center.	6 SWPPPs	Pollution Prevention Team and Stormwater Division	ongoing	6 SWPPPs
6.2a	<i>SWPPP Implementation</i>	Complete implementation of final SWPPPs, including installing needed site upgrades	Site Improvements	Pollution Prevention Team and Stormwater Division	PY4	Site Improvements
6.3	Turf and Landscape Management	Continue developing and implementing certified nutrient management plans (NMPs) on at least 7.75 acres or 20% of the identified acreage meeting the requirement threshold	Completed NMPs	Turf Love and General Services Grounds Maintenance Division	PY4	GIS Layer and information table

MCM 6 Pollution Prevention/Good Housekeeping for Municipal Operations						
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
		Continue developing and implementing certified nutrient management plans (NMPs) on at least 9.70 or 25% of the identified acreage meeting the requirement threshold	Completed NMPs	Turf Love and General Services Grounds Maintenance Division	PY5	GIS Layer and information table
6.4	Employee Education & Training	Implement employee training in accordance with AR#28 and the biennial Pollution Prevention Training Plan developed in PY1.	Number of training events and topics	Pollution Prevention Team and Stormwater Division	Ongoing	Number of training events and topics
6.4a	<i>Regional Training Program</i>	Distribute pollution prevention educational materials developed through the HRPDC/askHRgreen to James City County employees engaging in operations with a high risk of discharging pollutants into the MS4.	Number of items distributed	HRPDC and Phase II Localities	Ongoing	training materials
6.4b	<i>Regulated Certifications</i>	Ensure that employees hold the appropriate required State or federal regulated certifications	Pesticide applicators, Hazmat certifications, ESC certifications, Stormwater certifications	Pollution Prevention Team and Stormwater Division	Ongoing	Types of Certifications and Certificate Number
6.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual Report

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents
SC-1	TMDL WLA Implementation					
SC-1a	<i>Chesapeake Bay TMDL Action Plan</i>	Maintain reductions documented in the Action Plan approved by VDEQ on 2/22/2016.	TMDL Action Plan	Stormwater Division	ongoing	TMDL Program Plan
SC-1b	<i>Chesapeake Bay TMDL Action Plan</i>	Continue implementation of Capital Improvement Program in preparation for next cycle reduction	Completed Projects	General Services	ongoing	BMP certifications, as-built plans
SC-1c	<i>Mill Creek (JL33), Powhatan Creek (JL31) and Skiffes Creek (JL35) (Warwick River) Bacterial TMDL Action Plan</i>	Continue implementation of management practices and actions identified in Sec 4.2	Completed Projects	Stormwater Division	ongoing	Updated Table 7-1 (Appendix 2)
SC-1d	<i>Mill Creek (JL33), Powhatan Creek (JL31) and Skiffes Creek (JL35) (Warwick River) Bacterial TMDL Action Plan</i>	Continue coordination with other stakeholders as needed to reduce bacteria inputs	TMDL Action Plan	Stormwater Division	ongoing	TMDL Program Plan
SC-2	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report

**Appendix C-1**

**Exhibits for Minimum Control Measure #1 –  
Public Outreach and Education**

## James City County Compliance Summary Statement

### MCM1 Public Education and Outreach

James City County staff worked diligently in cooperation with volunteers, other localities, and the Hampton Roads Planning District Commission to educate and encourage citizens to make responsible choices and treat local waterways with care. Some of these activities included planning and supporting information and events drawing attention to the shared website [askhrgreen.org](http://askhrgreen.org), posting blog articles, and promoting spring cleanup events.

In PY2, County staff sent out 4,107 targeted mailings to citizens in one or more of the high-priority audiences. Feedback from this effort was generally not positive, and staff felt that critical audiences would be better targeted utilizing the [askhrgreen.org](http://askhrgreen.org) media campaign. The marketing numbers from these campaigns show that for the different important topics- FOG, Pet Waste, Only Rain the Drain, and Responsible Lawn Care, between 20.7 % and 84.3% of the targeted populations were reached.

493 premium items were given to the public through pet care businesses, 10 pet waste stations given to neighborhoods in four different watersheds, and more than 3,400 premium items with outreach messages were given away at a variety of local events.

In the next permit year, the County will continue to implement the Stormwater Education Plan through similar successful events, activities, and coordination with [askhrgreen.org](http://askhrgreen.org). Premium items, volunteer time, and continuing program analysis will remain in operation, and at least 20% of the high-priority audiences will continue to be reached.

MCM 1 Public Education and Outreach on Stormwater Impacts							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
1.1	Participate in regional committees: askHRgreen.org, Regional Stormwater Management Committee (RSMC), and SW Phase II Subcommittee					askHRgreen.org Annual Report, MOA, HRPDC Regional Cooperation in Stormwater Management	
1.1a	<i>Regional Cooperation</i>	Maintain MOA with the HRPDC and participate in the regional processes, including the Regional Stormwater Management Program, the Stormwater Phase II Subcommittee, and askHRgreen.org	Maintain valid MOA	HRPDC and Stormwater Division	PY2 and ongoing	Hampton Roads Regional Stormwater Management Program Memorandum of Agreement (MOA)	MOA executed on July 1, 2014 and expires June 30, 2018. Current copy submitted in PY1.
1.1b	<i>askHRgreen.org</i>	Participate in at least 50% of askHRgreen.org Stormwater Education Subcommittee meetings	Number of meetings attended/Number of meetings held	Stormwater Division	Annually	Attendance List	11 meetings attended / 12 meetings held. See Appendix C-1
1.1b1		Submit articles for askHRgreen.org blog on water quality improvement initiatives.	Number of articles submitted	askHRgreen.org Representative	Annually	askHRgreen.org website	2 Blog articles submitted in PY3 on illicit discharge prevention, and reducing cigarette litter. See askhrgreen.org
1.1b2		Post volunteer opportunities on askHRgreen.org calendar	Number and types of events submitted	askHRgreen.org Representative & HRPDC Environmental Educator	Annually	askHRgreen.org website	Spring Cleanups advertised on the askhegreen.org calendar.
1.1c	<i>Stormwater Phase II Subcommittee</i>	Participate in at least 50% of monthly Stormwater Committee Meetings.	Number of meetings attended/Number of meetings held	Stormwater Division	Annually	Attendance List	9 meetings attended / 11 meetings held. See Appendix C-1
1.2	Implement the James City County Stormwater Public Information Plan developed in PY1	As described in Plan	As described in Plan	Stormwater Program Advisory Committee and Stormwater Division	PY2 and ongoing	James City County Stormwater Public Information Plan	Stormwater Public Information Plan submitted to DEQ in PY1.
1.2a	<i>Protect and Restore Our Clean Water Heritage (CWH) Program</i>	Distribute County-specific information to identified target audiences through a new Clean Water Heritage website. Target audiences include managed turf properties, pet and septic system owners and painting and cleaning businesses (IDDE)	Number of direct mailings to target audiences and percentage of audience reached	Stormwater Division	PY2 and ongoing	www.jamescitycountya.gov/cleanwater	493 items given to local pet-related businesses. 10 Pet waste stations given to local neighborhoods. Targeted mailing were discontinued in PY3 due to negative feedback. See outreach document in Appendix C-1 for outreach details.
1.2b	<i>Promote CWH Program to educate citizens on hazards and legal implications of illegal discharges and improper disposal of waste</i>	General public outreach events	Number and type of events	Stormwater Division	PY2 and ongoing	Annual report	CWH promoted at 7 events. See outreach document in Appendix C-1 for outreach details.
1.2c	<i>Turf Love Nutrient Management Planning for Homeowners and Community-owned lands</i>	Provide soil testing and nutrient management plans directly to property owners in order to reduce the unnecessary use of fertilizers	Number of nutrient management plans, number of property owner contacts	Turf Love Team and Master Gardeners (Virginia Cooperative Extension)	Annually	Annual report	94 Nutrient Management Plans developed in PY3. 300 general property owners contacts made.
1.3	Implement the Regional Media Campaign to Address High Priority Issues	Participate in the askHRgreen.org regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), radio, and social media					Details of the Hamton Roads media campaign for FY16 is located in the askHRGreen Annual Report in Appendix C-1.

MCM 1 Public Education and Outreach on Stormwater Impacts							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
1.3a	<i>Scoop the Poop campaign</i>	Make <i>Scoop the Poop</i> information and giveaways available at pet-related events as appropriate	Percentage of target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report	At least 20% of target audience reached through County and HRPDC outreach. See outreach document in Appendix C-1 for details.
1.3b	<i>Promote Lawn Care campaign</i>	Run media campaigns and make lawn care best management practice guides available.	Percentage of target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report	At least 20% of target audience reached through County and HRPDC outreach. See outreach document in Appendix C-1 for details.
1.3c	<i>Promote FOG campaign</i>	Participate in the askHRgreen.org regional media campaign which will make impressions with a stormwater message via print, television (local municipal access, cable and local affiliate), radio, and social media	Percentage of target audience reached through activities.	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report	Fog campaign run through Askhrgreen.org. See Askhrgreen.org annual report at <a href="http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report_final.pdf">http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report_final.pdf</a> and spreadsheet in Appendix C-1 for details.
1.3d	<i>Relevant Message Implementation</i>	Conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high priority audience.	Demographic, reach, frequency, & website click-through rates	askHRgreen.org Stormwater Education Subcommittee	Annually	askHRgreen.org Annual Report	Askhrgreen.org reached an audience between 20.7% and 84.3% through media buys. See <a href="http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report_final.pdf">http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report_final.pdf</a> for the HRPDC annual report.
1.3e	<i>Educate homeowners on the hazards of illegal discharges and improper disposal of waste</i>	Promote askHRGreen.org for list of locality contacts for citizens to report illegal discharges and to learn about proper disposal methods	Number of page visits	askHRgreen.org Stormwater Education Subcommittee	annually	askHRgreen.org/stormwater-runoff/	Askhrgreen.org reached an audience between 20.7% and 84.3% through media buys. See <a href="http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report_final.pdf">http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-16-Annual-Report_final.pdf</a> for the HRPDC annual report.
1.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report	Compliance with this measurable goal is met through the submission of this annual report.

## AskHRGreen.org Stormwater Subcommittee Meetings

	July	August	September	October	November	December	January	February	March	April	May	June
<b>Chesapeake</b>						Elizabeth Vaughn		Elizabeth Vaughn				
<b>Gloucester</b>												
<b>Hampton</b>	Cris Ausink	Cris Ausink	Cris Ausink	Cris Ausink	Cris Ausink	Cris Ausink				Cris Ausink		Cris Ausink
<b>Isle of Wight</b>	Kim Hummel, Brian Bass	Kim Hummel/ David Kuzma	Kim Hummel	Kim Hummel/ David Kuzma	David Kuzma	David Kuzma	David Kuzma	David Kuzma/ Kim Hummell	David Kuzma/ Kim Hummell	David Kuzma/ Kim Hummell	Kim Hummel	David Kuzma
<b>James City County</b>	Paul Cuomo	Paul Cuomo	Paul Cuomo		Paul Cuomo	Paul Cuomo	Paul Cuomo	Paul Cuomo	Paul Cuomo	Paul Cuomo	Paul Cuomo/ JoAnna Ripley	Paul Cuomo
<b>Newport News</b>	Allison Watts	Allison Watts	Allison Watts		Allison Watts	Allison Watts	Allison Watts	Allison Watts	Allison Watts	Allison Watts	Allison Watts	Allison Watts
<b>Norfolk</b>	Fleta Jackson	Fleta Jackson	Fleta Jackson			Fleta Jackson	Fleta Jackson	Fleta Jackson		Fleta Jackson	Fleta Jackson	Fleta Jackson
<b>Poquoson</b>			Sherry Coffey	Sherry Coffey				Sherry Coffey				Sherry Coffey
<b>Portsmouth</b>	Chrisi VanLear			Chrisi VanLear	Chrisi VanLear	Chrisi VanLear	Chrisi VanLear	Chrisi VanLear/ Courtney Thomas	Chrisi VanLear			Chrisi VanLear
<b>Smithfield</b>		Wayne Griffin								Wayne Griffin		
<b>Suffolk</b>	Lacie Nixson	Lacie Nixson	Lacie Nixson/Wayne Jones	Lacie Nixson/Wayne Jones	Lacie Nixson/Wayne Jones	Lacie Nixson/Wayne Jones	Lacie Nixson	Lacie Nixson	Lacie Nixson	Lacie Nixson	Wayne Jones	Wayne Jones
<b>Virginia Beach</b>	Sue Kriebel	Kayode Aransiola	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel	Sue Kriebel, Diana St. John
<b>Williamsburg</b>					Tammy Rojek	Tammy Rojek	Tammy Rojek		Tammy Rojek	Tammy Rojek	Tammy Rojek	
<b>York</b>	Ivan Shelton	Ivan Shelton	Ivan Shelton	Ivan Shelton	Ivan Shelton	Ivan Shelton		Ivan Shelton	Ivan Shelton	Ivan Shelton	Ivan Shelton	
						All Hands Meeting						

**HRPDC Regional Stormwater Workgroup  
Phase II Meeting Attendance FY 16**

Meeting Dates	8/19/2015	9/16/2015	10/21/2015	11/18/2015	12/16/2015	1/20/2016	2/17/2016	3/16/2016	4/20/2016	5/18/2016	6/15/2016	# Meetings	% Attended
<b>Phase II Localities:</b>	1	1	1	1	1	1	1	1	1	1	1	11	100%
James City County	1	1	1	-	-	1	1	1	1	1	1	9	82%
Poquoson	1	1	1	1	1	1	1	-	1	1	1	10	91%
Suffolk	1	1	1	1	1	1	1	1	1	1	1	11	100%
Williamsburg	1	-	1	1	1	-	1	1	1	-	1	8	73%
York Co.	1	1	1	-	1	1	1	1	1	1	1	10	91%

## FY16 Outreach Activities

For MS4 Program Plan Items 1.2a-b, 1.3a-e

James City County, VA

### July 1, 2015- June 30, 2016 - PY3

DATE	Event	Staff	Display	Presentation	Audience	Number Attending	Materials Distributed	Amounts	Message Focus
9/19/2015	Parks & Rec Fun Fest	Latara Branch	no	no	general public	1500	pet waste bagholders; hand sanitizers; reusable bags; goldfish	30 pet waste bagholders; 36 hand sanitizers; 33 reusable bags; 150 goldfish	personal actions to improve water quality
10/22/15	Canon Environmental Fair	Paul Cuomo	Yes	No	Canon Employees	350	Pet Waste bagholders, goldfish, pens	250, 120, 50	Scoop the Poop
4/30/2016	James River Festival	Fran Geissler, Joanna Ripley, Suzanne Dyba	yes	yes	County citizens	200	Pet Waste bagholders, goldfish, pens	unknown	pet waste, only rain in the drain
2/6/2016	BMP Maintenance Workshop	Pat Menechino, Suzanne Dyba	No	yes	County citizens	100	Stormwater infrastructure maintenance information	NA	Maintain stormwater facilities to promote good water quality
12/3/2016	Drainage workshop	Pat Menechino, John Fuqua	No	yes	County citizens	85	Stormwater infrastructure maintenance information	NA	Maintain stormwater facilities to promote good water quality
4/2/2016	Turf Love University	Paul Cuomo	Yes	No	County Citizens	20	Swedish Fish, Bagholders, pens, Reusable Bags, kneeling pads	20 each	Rain Garderns, Fertilize Smart
6/7/2016	Cma CGM Environmental Fair	Paul Cuomo	Yes	No	County and Penninsula Citizens	750	Reusable bags, leak test kit, pens, measuing cups, swedish fish	750, 500, 500, 700	Fertilize Smart, Rain in Drain
6/15/2016	Human Services	Suzanne Dyba	no	no	Social Services clients	260	Message pens, Message Swedish fish bags	86 pens, 175 bags Swedish fish	pet waste, only rain in the drain

Submitted to DEQ September 30, 2016

**James City County  
Pet Waste Station and  
Premium Item Giveaways FY16**

<b>Premium Item Giveaways</b>						<b>Date Delivered</b>	<b>Ask HrGreen Grocery Bag</b>	<b># Pet Waste Bags</b>	<b># Hand Sanitizer</b>	<b># Frisbees</b>
Veterinarians	Anderson's Corner Animal Hospital	8391 Richmond Rd	Toano	VA	23168	6/24/2016	9	60	12	15
Veterinarians	Colonial Veterinary Clinic	3280 Ironbound Rd	Williamsburg	VA	23188	6/29/2016	9	60	12	15
Veterinarians	James City Veterinary Clinic	95 Brookwood Drive	Williamsburg	VA	23185	6/29/2016	9	60	12	15
Veterinarians	Noah's Ark Veterinary Hospital	7297 Richmond Rd	Williamsburg	VA	23188	6/24/2016	9	60	12	15
Groomers	The Fuzzy Butt Stops Here	3715 Strawberry Plains Rd	Williamsburg	VA	23188	6/29/2016	9	60	12	15
Groomers	Clip-It-Up	4514 John Tyler Hwy	Williamsburg	VA	23185	6/27/2016	6	40	8	10
							51	340	68	85

<b>TOTAL:</b>	<b>493</b>
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<b>Pet Waste Station Giveaways</b>		
Powhatan	Pointe at Jamestown	2
Mill	Village Square	1
Powhatan	Powhatan Secondary	1
Ware	White Hall	2
Ware	Weatherly at White Hall	2
Yarmouth	Villages at Candle Station	2

<b>TOTAL:</b>	<b>10</b>
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## James City County FY16 Turf Love/Garden Love Program

<b>No. of Nutrient Management Plans Issued:</b>	<b>94</b>
Residential	28
Commercial*	64
(Warhill Sports Complex/JCC Rec center)	2

<b>Acres Covered by Nutrient Management Plans:</b>	<b>51.48</b>
Residential	6.26
Commercial	14.42
(James City County/School Properties = 2)	30.8

**Risk Assessments (Acres):**

High (residential and commercial)	<b>15.55</b>
Low (residential and commercial)	<b>35.83</b>
(James City County/School Properties = low risk)	30.8

**No. of Property Owners Contacted (Turf Love Program)**

(excludes Garden Love Program contacts; see below)

Residential	unknown
Commercial	2
(James City County/School Properties = 0)	
<b>General Contacts (may not be property owners):</b>	<b>300</b>

**Rain Gardens:**

Completed	0
Planned	3
Area Treated (square feet)	<b>0</b>
Amount Rebated	0

\* ' Commercial' = non-residential property, plus reports to developers (as client) for residential properties, school properties, businesses, golf courses, etc.

**askHRgreen.org Campaign  
James City Impression Analysis**

	Hampton Roads Impressions	Locality %	Locality Share	Target Audience	Reach	Frequency
Stormwater: Leaves Down the Drain/Pet Waste	1,449,114	4.25%	61,570	Adults 35-64	53.6%	3.1
Stormwater: Lawncare	2,170,544	4.25%	92,222	Adults 25-54	84.3%	7.8
Total Stormwater Advertising Impressions	3,619,658		153,792			
FOG: Holiday FOG Down the Drain	818,785	4.25%	34,789	Adults 25-64	20.7%	3.2
FOG: Drain	2,163,896	4.25%	91,940	Adults 25-54	84.3%	7.8
Total FOG Advertising Impressions	2,982,681		126,728			
Total Stormwater Public Relations Impressions	424,754	4.25%	18,046.99			
Total Public Relations Impressions	424,754		18,047			
Total Advertising and Public Relations Impressions	7,027,093		298,568			
Total Other askHRgreen.org Campaign Impressions	14,308,030	4.25%	607,921			
Total Advertising/Public Relations and askHRgreen.org Impressions	21,335,123		906,489			

Hampton Roads Population	1,725,777
Locality Population	73,325
% of Total Population	4.25%



Annual Report for Fiscal Year 2016  
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**HAMPTON ROADS PLANNING DISTRICT COMMISSION**

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EXECUTIVE DIRECTOR

**CHESAPEAKE**

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LONNIE CRAIG  
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*ELLA P. WARD*  
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**YORK COUNTY**

*NEIL MORGAN*  
THOMAS G. SHEPPERD JR.

*Executive Committee Member*

## Report Documentation

**TITLE:**

askHRgreen.org Annual Report for Fiscal Year 2015-2016

**REPORT DATE**

September 2016

**GRANT/SPONSORING AGENCY**

Local Funds

**AUTHORS:**

Katie Cullipher  
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**ABSTRACT**

This report provides a summary of the fifth year of the askHRgreen.org public outreach and education initiative. The report contains six major sections. The first section provides background about askHRgreen.org. The second section provides an overview of overall campaign results for fiscal year 2015-2016. The third through sixth sections provide an overview of the individual initiatives and results from each of the four askHRgreen.org subcommittees: Recycling & Beautification, Stormwater Education, Water Awareness, and Fats, Oils and Grease Education.

**ACKNOWLEDGEMENTS**

This report was prepared by the Hampton Roads Planning District Commission (HRPDC) staff in cooperation with the member localities. Preparation of this report was included in the HRPDC Unified Planning Work Program for Fiscal Year 2015-2016, approved by the Commission on June 18, 2015.



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## About askHRgreen.org...

askHRgreen.org was developed to help Hampton Roads residents find their inner green with just the click of a mouse. For years, the HRPDC facilitated a variety of environmental education efforts to assist localities in notifying residents and meeting regulatory requirements. Developing consistent regional messaging has always afforded localities an economy of scale that they could not otherwise achieve. Couple that with various emerging issues beginning to overlap, like sanitary sewer overflows and stormwater pollution, and we knew the time was right for the development of an umbrella brand to tie all of the messages together. askHRgreen.org began with offering just the green basics. What we found was that people then craved more information. Once you show someone an easy, green alternative, they get hooked and want to add something else. Now we make the connections for people by illustrating not just what they can do, but why they should care and how their actions impact the larger environment. askHRgreen.org is powered by the 17 localities of Hampton Roads, HRSD, and the Hampton Roads Planning District Commission.

You can “like” askHRgreen.org on Facebook at Facebook.com/askHRgreen, tweet and retweet at Twitter.com/HRgreen, “tune in” at YouTube.com/HRGreenVA, and read and comment on the blog, askhrgreen.org/blog.

### Fiscal Year 2015-2016 Highlights

- 52,530 website visitors
- 21 million opportunities to see or hear askHRgreen.org in the media
- 7,721 students impacted through environmental education mini-grants
- 6,297 E-Newsletter Subscribers
- 1,781 Facebook Likes
- 1,740 Twitter Followers

# Fiscal Year 2015-2016 Campaign Schedule and Results

Eleven environmentally-themed media campaigns and a Search Engine Marketing campaign ran for a combined total of 52 weeks of exposure in FY16. There were also regularly scheduled newsletters, blog posts, social media postings and ongoing public relations strategy and support.

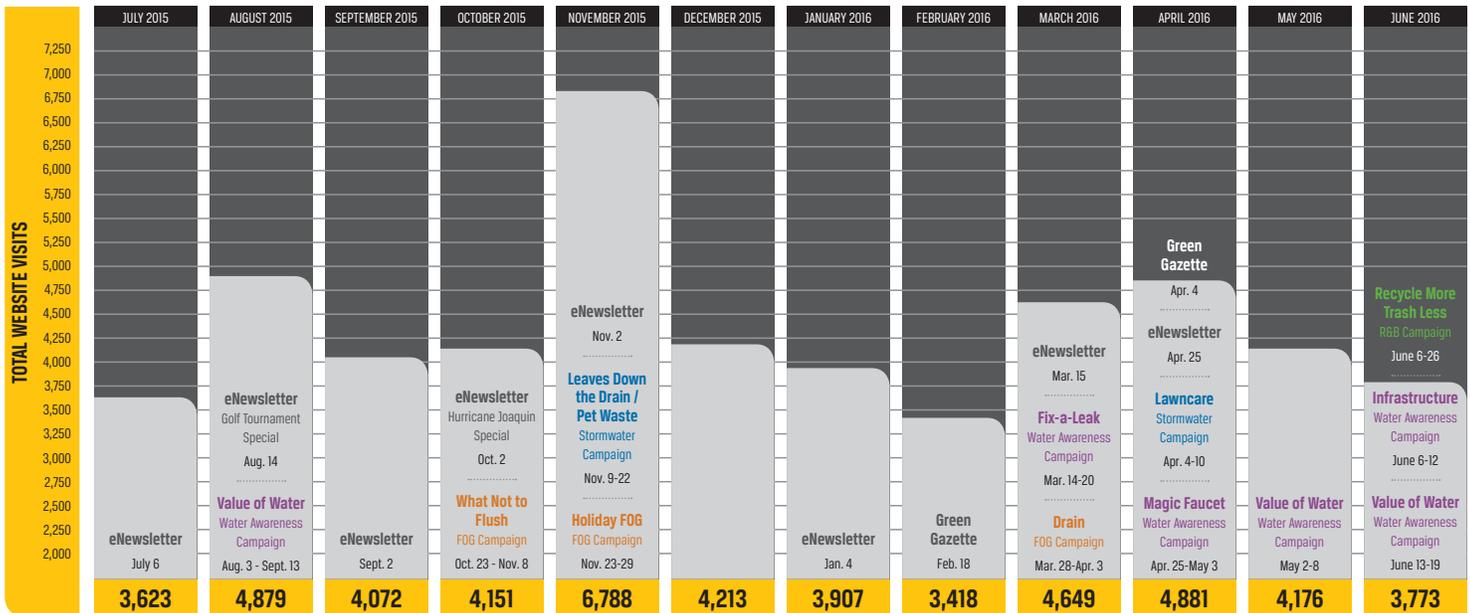
Campaign	Media	jul	aug	sep	oct	nov	dec	jan	feb	mar	apr	may	jun
What Do You Know? Water Video Series	O-S												
What Not to Flush	R-O-M-S												
Leaves/Pet Waste	R-O-S												
Holiday FOG Down the Drain	R-O-S												
Fix a Leak	T-O-S												
FOG Down the Drain	T-O-F												
Lawncare/Soil Testing	T-O-F												
Find the Magic Faucet	R-O												
Value of Water	T-O-F												
Water Infrastructure	T-O-F												
Recycle More, Trash Less	R-O-F												
askHRgreen.org E-Newsletter													
Public Relations													
Search Engine Marketing													
askHRgreen.org Blog Articles													

Media Key: T = Television R = Radio P = Print O = Online S = Social Media M = Movie Theater

Total Advertising Weeks	52
<b>Impressions</b>	
Television	12.3 million
Radio	4.2 million
Online (media website display, native content, targeted display, video pre-roll)	1.48 million
Movie Theater Advertising	219,033
Search Engine Marketing (SEM)	180,923
Social Media (Facebook, YouTube, Twitter)	1.19 million
Public Relations	1.16 million
Added Value	530,594
<b>Budget</b>	
Media	\$155,480
Public Relations	\$23,276
Creative & Web Development	\$72,064
Consulting	\$11,717
<b>Value</b>	
Media Added Value	\$75,134
Public Relations Value	\$125,054
<b>Totals</b>	
Impressions	21.3 million
Budget	\$262,537
Campaign/Exposure Value	\$462,725
Cost per Thousand Impressions	\$12.31
Return on Investment	1.76 : 1

# MONTHLY PROMOTIONS & WEBSITE VISITATION

AS OF JUNE 30, 2016



SEARCH ENGINE MARKETING July 1, 2015 - June 30, 2016

## Website Analytics

### askHRgreen.org Website Statistics

	2011-12	2012-13	2013-14	2014-15	2015-16
Visits	27,424	32,697	55,505	58,279	<b>52,530</b>
Unique Visitors	19,920	25,092	43,547	46,994	<b>42,539</b>
Pageviews	67,047	72,270	116,818	103,228	<b>93,177</b>
Pages per Visit	2.42	2.21	2.10	1.77	<b>1.77</b>
Average Visit Duration	2:19	2:10	1:48	1:26	<b>1:32</b>
Bounce Rate	61.24%	61.27%	64.37%	74.80%	<b>74.92%</b>
% New Visits	70.78%	75.50%	77.74%	79.87%	<b>80.44%</b>

### Top 10 Website Traffic Sources

	#	%
Google (organic)	19,996	38.1%
Direct	9,654	18.4%
Google cpc (SEM)	3,600	6.9%
WTKR (display)	1,420	2.7%
WTKR (targeting)	1,371	2.6%
m.facebook.com (referral)	1,327	2.5%
Bing (organic)	1,278	2.4%
facebook.com (referral)	928	1.8%
hrfog.com (referral)	906	1.7%
Yahoo (organic)	845	1.6%

### askHRgreen.org Website Visitors by Locality

	Number	% of Total Visitation
Virginia Beach	10,265	19.5%
Norfolk	4,827	9.2%
Chesapeake	4,061	7.7%
Newport News	3,203	6.1%
Hampton	2,163	4.1%
Suffolk	1,505	2.9%
James City County/Williamsburg	1,089	2.1%
Portsmouth	1,064	2.0%
Poquoson	332	0.6%
Smithfield	276	0.5%
Gloucester	157	0.3%
Yorktown	127	0.2%
Other	23,461	44.7%



## askHRgreen.org campaign initiatives & results

### SEO and SEM Campaigns

In FY16, askHRgreen.org continued Search Engine Optimization (SEO) tactics and Search Engine Marketing (SEM) campaigns to increase and improve traffic to the website.

SEO improves the askHRgreen.org website’s organic (unpaid) search rankings. Optimization tactics included editing/adding keyword-rich content to the site, identifying and eliminating any barriers to search engine indexers, and promoting the site to increase the number of inbound links from other sources.

Organic Search Results				
	2012-13	2013-14	2014-15	2015-16
Clicks	8,513	14,842	20,637	<b>21,274</b>

The askHRgreen.org SEM campaign utilizes Google AdWords and Bing Ads pay-per-click advertising to increase traffic to the askHRgreen.org website. By bidding on select keywords and phrases, search ads direct search traffic to relevant content on the askHRgreen.org site. In total, the active SEM campaigns garnered more than 180,000 impressions and 4,500 clicks to the askHRgreen.org website in FY16.

SEM Campaigns				
Google & Bing Ad Campaigns	Impressions	Clicks	CTR	Avg. Ad Position
Recycling & Beautification	79,385	2,054	2.59%	1.9
Stormwater	36,028	796	2.21%	1.62
askHRgreen.org	10,985	624	5.68%	1.21
askHRgreen-R&B	10,191	321	3.15%	1.99
FOG	13,667	291	2.13%	2.06
Water Awareness	18,158	235	1.29%	1.99
askHRgreen-FOG	2,768	58	2.10%	2.64
askHRgreen-askHRgreen.org	1,620	56	3.46%	1.4
askHRgreen-Water	4,940	53	1.07%	2.88
askHRgreen-Stormwater	3,181	35	1.10%	2.04
<b>Total</b>	<b>180,923</b>	<b>4,523</b>	<b>2.50%</b>	<b>1.86</b>

Of all the ad groups in both the Google and Bing SEM campaigns, the chart on the following page is a look at the top 50 ad groups ranked by the number of clicks received. An ad group is one or more ads which target a shared set of keywords. For instance, the “electronics recycling” ad group contains keywords such as “electronics disposal,” “recycling computers,” “where to recycle electronics,” etc. and displays an ad with content specific to that topic. For the full SEM report, please see appendix A.

Sample SEM ads:

[Recycling Electronics](#)  
 askHRgreen.org  
 Need To Recycle Your Computer Or Old Electronics? Find Where Here!

[AskHRGreen.org](#)  
 askHRgreen.org  
 Your Go-To Resource For Everything Green in Hampton Roads. Learn More!

[Medication Disposal](#)  
 askHRgreen.org  
 Before You Flush Your Old Medicine Learn More On The Proper Way Here.

[Dispose Of Cooking Oil](#)  
 askHRgreen.org  
 Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now

[Thirsty? Drink Tap Water](#)  
 askHRgreen.org  
 Drink Tap Water in Hampton Roads With A High Level Of Confidence!

[Test Your Soil](#)  
 askHRgreen.org  
 Follow These Steps To Test Your Soil Before You Fertilize Your Lawn

Top 50 Ad Groups by Clicks

July 1, 2015 - June 30, 2016

Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Electronics Recycling	R&B	807	12,732	6.34%	1.93	USD 1.99
Recycling at Home/Residential Recycling	R&B	651	44,959	1.45%	2.10	USD 2.42
What to Recycle	R&B	443	15,352	2.89%	1.46	USD 1.67
askHRgreen.org	askHRgreen.org	390	1,267	30.78%	1.02	USD 0.61
Medication Disposal	Stormwater	332	4,409	7.53%	2.02	USD 2.25
Electronics Recycling	ASKHRGreen- R&B	200	4,182	4.78%	1.91	USD 2.23
Fat/Oil/Grease Disposal	FOG	160	5,577	2.87%	2.00	USD 2.46
The Business of Recycling	R&B	120	2,724	4.41%	1.36	USD 1.91
Soil Testing	Stormwater	117	7,142	1.64%	1.55	USD 3.46
Drinking Water/Tap Water	Water	114	8,559	1.33%	1.49	USD 3.28
TMDL	Stormwater	109	4,444	2.45%	1.19	USD 2.80
Environmental Education	askHRgreen.org	93	4,830	1.93%	1.19	USD 3.53
Keep Hampton Roads Beautiful Golf Tournament	Stormwater	83	6,358	1.31%	1.38	USD 3.68
Hampton Roads Environment	askHRgreen.org	80	604	13.25%	1.17	USD 1.03
Garbage Disposal Problems	FOG	67	2,640	2.54%	1.59	USD 3.67
Stormwater / Stormwater Runoff	Stormwater	64	4,374	1.46%	1.40	USD 3.47
Green Home/Practices	askHRgreen.org	53	3,942	1.34%	1.32	USD 2.53
Pet Waste	Stormwater	49	5,225	0.94%	1.46	USD 2.63
What to Recycle	ASKHRGreen- R&B	45	1,430	3.15%	1.93	USD 1.10
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	45	3,361	1.34%	2.08	USD 1.76
Fixing Leaks/Indoor Plumbing	Water	45	4,944	0.91%	3.07	USD 4.00
FOG Certification	FOG	37	2,350	1.57%	3.21	USD 3.18
askHRgreen.org	ASKHRGreen- askHRgreen.org	30	92	32.61%	1.00	USD 0.22
Bottled Water	Water	30	962	3.12%	1.75	USD 3.39
Garbage Disposal Problems	ASKHRGreen- FOG	24	426	5.63%	1.79	USD 1.44
Conservation/Wise Water Use	Water	22	880	2.50%	1.42	USD 3.31
Bottled Water	ASKHRGreen- Water	19	3,465	0.55%	3.17	USD 1.15
The Business of Recycling	ASKHRGreen- R&B	18	547	3.29%	1.58	USD 0.95
Medication Disposal	ASKHRGreen- Stormwater	16	1,063	1.51%	2.65	USD 2.85
Conservation/Wise Water Use	ASKHRGreen- Water	16	306	5.23%	1.92	USD 1.96
Yard Debris	Stormwater	16	766	2.09%	2.51	USD 4.40
Sanitary Sewer System	FOG	16	1,752	0.91%	1.75	USD 3.97
Environmental Education	ASKHRGreen- askHRgreen.org	15	803	1.87%	1.32	USD 2.70
Plastic Bag Recycling	R&B	14	528	2.65%	1.85	USD 1.39
Reusable Shopping Bags / Bring Your Own Bag	R&B	13	2,948	0.44%	1.45	USD 5.44
Cigarette Litter	Stormwater	11	583	1.89%	1.45	USD 2.92
Clogs/Unclog Pipes	ASKHRGreen- FOG	11	376	2.93%	2.75	USD 5.65
Food Waste Disposal	FOG	11	1,335	0.82%	1.64	USD 2.61
Food Waste Disposal	ASKHRGreen- FOG	10	539	1.86%	3.09	USD 1.36
Drinking Water/Tap Water	ASKHRGreen- Water	10	640	1.56%	1.64	USD 1.96
Pet Waste	ASKHRGreen- Stormwater	9	998	0.90%	1.46	USD 2.40
Native Plants	Water	9	317	2.84%	1.14	USD 2.69
Public (Water) Infrastructure	Water	9	2,125	0.42%	2.01	USD 6.88
Reusable Shopping Bags / Bring Your Own Bag	ASKHRGreen- R&B	7	479	1.46%	2.66	USD 2.37
FOG Certification	ASKHRGreen- FOG	7	489	1.43%	3.43	USD 1.89
Plastic Bag Recycling	ASKHRGreen- R&B	6	178	3.37%	1.90	USD 2.27
Lawn Care Provider	Stormwater	6	1,035	0.58%	4.31	USD 5.88
Fertilizing	Stormwater	6	915	0.66%	1.52	USD 4.57
Recycling at School	R&B	6	142	4.23%	1.51	USD 2.96
Green Home/Practices	ASKHRGreen- askHRgreen.org	5	518	0.97%	1.59	USD 1.41
<b>All Results</b>		<b>4,523</b>	<b>180,923</b>	<b>2.50%</b>	<b>1.86</b>	<b>USD 2.21</b>

Note: some ad groups appear in the listing twice because the same ad groups exist in both Google and Bing campaigns. Bing campaign names have "ASKHRGreen-" listed first.

# Coastal Virginia Magazine Partnership

For a second year, askHRgreen.org partnered with Coastal Virginia (CoVa) Magazine to develop articles and infographics specific to the campaign's messaging – and of interest to the magazine's readers. askHRgreen.org team leaders and committee members worked closely with the CoVA staff to select article topics, provide sources for the writers, and review the finished copy and layout. The final content covers everything from green landscaping and smart outdoor water use to news of the Bay Star Homes program, eco-friendly events, the askHRgreen.org mini-grant program, regional resource recovery centers, and green-focused art and food stories.

To date, these special askHRgreen.org editorial features have appeared in the April, May-June and July-August issues of Coastal Virginia Magazine, with additional articles to appear in the magazine through 2017.

## THE BIG askHRgreen.org PUZZLER

### GUIDE THE RAIN DROP

Follow a drop of water as it falls from the sky, goes down the roof through the gutters, avoiding the debris as it makes it way to the storm drain. Then trace how it moves out to the storm drain.

#### IS YOUR DRAIN IN PAIN?

Some things just aren't supposed to go down the drain, no matter what they say on the label. Put an "X" on the items you should never send swirling down the drain.

- FOOD SCRAPS
- TOILET PAPER
- DIRTY WATER
- FLUSHABLE WIPES
- OILS / GREASE

#### PREHISTORIC WATER?!

Did you know that it's possible for you to drink water from the dinosaur era? Why? THANKS TO THE WATER CYCLE, WATER IS BEING CONSTANTLY RECYCLED!

#### WHAT'S TRASH AND WHAT'S TREASURE?

Recycling at home is one of the easiest ways to help the environment. Sort the trash from the treasure by drawing a line from the items to the proper bin. Don't let the recyclables go to waste!

#### WHERE DOES RAIN WATER GO FROM HERE?

FOR MORE FUN FACTS AND ANSWERS TO THIS PAGE, HOP ONLINE AND HEAD TO [askHRgreen.org/PUZZLER-ANSWERS](http://askHRgreen.org/PUZZLER-ANSWERS)

## HOW TO MAKE YOUR OWN RAIN BARREL

#### YOU'LL NEED

- A heavy-duty trash can
- 1/2" Hose bib
- 1/2" Faucet tailpipe nuts (2)
- #15 O-rings (2)
- 1/2" Threaded nipple
- 1/2" Threaded PVC extender
- 4 Small screws
- 7"x7" Nylon screen
- 6" Chimney pipe trim collar

#### TOOLS

- Drill w/ screw tip
- 3/4" paddle or "spade" drill bit
- Tin Snips or Jig Saw

#### DIRECTIONS

- Drill a 3/4" hole near the top of your barrel and insert the 1/2" threaded PVC extender into the hole.
- Slide one O-ring onto the threaded end of the extender from the inside and secure it with a faucet tailpipe nut.
- Drill a 3/4" hole approximately 3" to 4" from the bottom of your barrel.
- Screw a 1/2" threaded nipple to the hose bib. Insert it into the bottom hole.
- Slide the second O-ring over the threaded nipple from the inside of the barrel and the screw on a faucet tailpipe nut until it's secure.
- Cut a 5" hole in the barrel lid using tin snips or a jigsaw.
- Trim nylon screening to fit the chimney pipe trim collar.
- Place the screen, then fit the chimney collar over the hole of the lid and attach it with screws.
- It's a good idea to level your rain barrel on concrete blocks to ensure it fills.

Next rainy day and you're good to go!

## TIPS TO IMPROVE YOUR YARD

Good soil is like gold to homeowners and gardeners. Probably the most important thing you can do to improve your lawn and garden is to improve your soil. Whether you're growing prize tomatoes, silky camellias, a healthy lawn or native grasses, the soil comes first.

FOR MORE INFORMATION ON KEEPING YOU

### ADD COMPOST

Compost is a mixture of organic matter that has decomposed and been recycled, creating a rich humus for lawn and garden. Composting isn't just eco-friendly, it helps your soil to retain more nutrients, moisture and air.

### HAVE YOUR SOIL TESTED

Before you fertilize, test your soil to see if your lawn is lacking any nutrients. If you apply more nitrogen and phosphorus than your lawn can absorb, it may end up in our waterways. Soil test kits can be found at garden stores or a local Virginia Cooperative Extension office.

## WHERE DOES IT ALL GO?

Do you know the difference between trash and recyclables? How about what has to go to a special recycling center and what can be picked up curbside? And what's the smart thing to do with bacon grease? Check the categories and test yourself.

<b>Curbside Recycling Container</b>	Glass Jar/Bottle	Paper	Plastic Bottles
	Aluminum Can	Cardboard Box	
<b>Specialty Recycling / Drop-off Center</b>	Plastic Bags	TVs	Chemicals/Paint
	Computers	Batteries	Yard Waste (compost, grass clippings, leaves)
<b>Your Garbage Can</b>	Disposable Wipes	Styrofoam	Diapers & Hygiene Products
	Soiled Pizza Box	Cat Litter	Cooking Grease (pour it in a can and freeze it first)
<b>Your Bathroom Toilet</b>	Only Toilet Paper and what comes out of you... NOTHING ELSE! No paper towels or trash. FYI... "flushable" wipes are not flushable!		
<b>Your Local Donation Facility</b>	Clothing	Toys	Lamps
	Books	Furniture	Kitchen Goods (pots, pans, dishes, etc.)

FOR ALL THE DETAILS ON RECYCLING IN YOUR AREA, CHECK US OUT AT [askHRgreen.org/RECYCLING-AT-HOME/](http://askHRgreen.org/RECYCLING-AT-HOME/)

## Social Media

Social media continues to be a key source for public outreach. Facebook, Twitter, and YouTube were all used to share askHRgreen.org and various locality events, respond to requests from citizens seeking information, share blog articles, and promote important programs and initiatives like the Cigarette Litter Prevention Program, America Recycles Day events, grant programs, etc. Through the “Let’s Talk Green” blog, which is written by askHRgreen.org team members and guest bloggers, 82 interesting posts were published throughout the year covering everything from plastic bag recycling to deep-fried turkeys.



## E-newsletter

The askHRgreen.org e-newsletter is shared via email to media contacts and an ever-growing list of citizens whose email addresses have been collected at events and through online promotions. In FY16, a total of nine e-newsletters covering seasonal “green” tips, events, askHRgreen.org campaign updates, and a survey were sent out. By the end of FY16, the askHRgreen.org subscriber list was already up to more than 6,000 subscribers and it continues to grow.

In addition to the askHRgreen.org e-newsletter, the Stormwater Education Subcommittee developed a Bay Star Homes e-newsletter in FY16 called the “Green Gazette.” This newsletter was sent out to citizens who subscribed through the Bay Star Homes program and featured homeowner spotlights, storm drain marking information, local cleanup events, etc.

askHRgreen.org E-Newsletter Statistics	
Subscribers	6,297
Total Emails Sent	50,001
Total Opens	7,301
Open Rate	14.6%
Total Clicks	838
CTR (Click Through Rate)	1.7%

Bay Star Home “Green Gazette” E-Newsletter Statistics	
Subscribers	1,299
Total Emails Sent	2,608
Total Opens	759
Open Rate	29.1%
Total Clicks	71
CTR (Click Through Rate)	2.7%



## Online Toolkit

The askHRgreen.org Online Media Toolkit continues to be especially useful to committee members, civic leagues, community groups, home owners associations, schools, clubs, businesses—and any organization or individual with an interest in improving neighborhoods and communities. Ideal for both online and print reproduction, the toolkit items are professionally designed and carry the signature askHRgreen.org graphic look. The materials are organized so that it is easy for users to browse and select the topic they seek in the medium of their choice. In addition to logos, ads, rack cards, brochures, tip cards, and posters, there are feature articles, publications, infographics, radio ads, videos, and stickers available, too.



## Media Ambassadors

Media Ambassadors are askHRgreen.org committee members who have been invited to serve as spokespeople for the campaign. In this role, media ambassadors take part in an annual media training, participate in media interviews as representatives of askHRgreen.org and their locality, and assist with special assignments. These media ambassadors represent the many faces, voices and facets of the campaign, as they relay important news and messages among a variety of regional media.

In February 2016, the askHRgreen.org media ambassadors took part in the 4th annual media training at the Hampton Roads Planning District Commission. During the training, team members discussed long term PR goals as well as a variety of tactics to make the askHRgreen.org campaign easily adaptable for each of our 17 member jurisdictions. Co-branded materials such as web banners, name tags, brochure stickers, presentation templates, and social media messaging were just a few of the ways in which media ambassadors can now help to spread campaign information throughout the localities they serve. Also during the training, team members reviewed tips on preparing for the interview process, screened sample interviews, and discussed tips for conducting a good interview with the media.



## Events

The askHRgreen.org campaign's education and outreach efforts include representation at various regional public events throughout the year (Earth Day celebrations, fairs, home & garden shows, community days, etc.). Committee members volunteer to staff either the askHRgreen.org mobile education trailer or a table display at these events and hand out educational materials and promotional items to those in attendance. In FY16, team members represented askHRgreen.org at 27 community events.

### 2015-2016 Regional Events

8/4	Hunt Club Civic League National Night Out	Virginia Beach
8/28 - 8/30	Africana2015	Virginia Beach
9/12	RiverFest	Norfolk
9/16 - 9/21	Isle of Wight County Fair	Windsor
9/19	HR Sustainable Living Expo/LRNow Fall Festival	Virginia Beach
9/19	NN Go Green Expo	Newport News
9/19	Warhill High School Car Show & Vendor Fair	Williamsburg/ James City County
10/3	Arbor Day Event @ Lafayette Park	Norfolk
10/8-10/11	Peanut Festival	Suffolk
10/12	Keep Hampton Roads Beautiful Golf Tournament	Chesapeake
10/14	NASA Energy Expo	Hampton
10/22	Canon Environmental Fair	Newport News
2/12 - 2/14	Coastal Virginia Home & Garden Show	Hampton
2/19 - 2/21	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/12	Community Association Day	Virginia Beach
4/16	VLM Earth Day	Newport News
4/21	TCC Earth Day	Chesapeake
4/30	8th Annual Community Empowerment Fair	Newport News
4/30	James River Fest	Williamsburg/ James City County
5/3	Drinking Water Week Magic Faucet Promotions	Virginia Beach & Newport News
5/7	EcoFest	Norfolk
5/26	Sensible Seafood Fest	Virginia Beach
5/27	Blayton Elementary Spring Carnival	Williamsburg/ James City County
6/7	CMA CGM Environmental Fair	Norfolk
6/18	Boardwalk Arts Family Fest	Virginia Beach
6/25	Smithfield Olden Days	Smithfield
6/28	Hilton Village Public Meeting	Newport News



# Mini Grants

The askHRgreen.org Environmental Education Mini Grant Program provides grants of up to \$500 for environmentally-themed projects. All Hampton Roads school teachers (K-12), youth leaders, or organizations working with youth are eligible to apply and projects must be tied to at least one of the askHRgreen.org program focal areas. In FY16, a total of \$8,422 was awarded through 19 mini grants reaching more than 7,000 students in 7 localities across Hampton Roads.



2015-2016 Environmental Education Mini Grants			
Project	Locality	Students	Grant
Aquariums in the Classrooms	Norfolk	125	\$ 250.00
BTW Wetland Restoration Project	Norfolk	125	\$ 250.00
Aquaponics	Virginia Beach	63	\$ 500.00
Growing Partnerships	Chesapeake	600	\$ 196.00
All a Flutter with Birds & Butterflies	Hampton	600	\$ 500.00
Lifecycle Garden	Hampton	400	\$ 500.00
Willoughby Science Pond	Norfolk	197	\$ 500.00
Carolyn Bernard Stadium Renewal Project	Chesapeake	2000	\$ 500.00
Water Bottle Refilling Station	Yorktown	1200	\$ 500.00
Boot the Bags EGBC	Hampton	20	\$ 400.00
John Yeates Middle Recycling	Suffolk	1200	\$ 500.00
The Importance of Native Plants to Butterflies	Virginia Beach	120	\$ 410.00
Paper Recycling Program	Norfolk	21	\$ 417.00
Compost Education Program	Norfolk	170	\$ 499.00
VBFS Recycling: Moving Toward a No Waste Campus	Virginia Beach	200	\$ 500.00
Campus Cleanup	Chesapeake	100	\$ 500.00
Paradise Creek Nature Park Ambassadors After School Program	Portsmouth	15	\$ 500.00
Granby Go Green Garden & Club	Norfolk	15	\$ 500.00
Newtown Elementary Learning Garden	Virginia Beach	550	\$ 500.00
		<b>7,721</b>	<b>\$ 8,422.00</b>

Recycling & Beautification Subcommittee awarded \$5,476 • Stormwater Education Subcommittee awarded \$1,000 • Water Awareness Subcommittee awarded \$1,946



# Public Relations

FY16 was another busy year for askHRgreen.org in the media. Twelve news releases were issued through the program covering seasonal topics, news, events, and promotions which were picked up by a variety of media outlets. We also had several guest columns in various publications covering topics ranging from cigarette litter prevention to lawn fertilization. Team members participated in a number of informative interviews throughout the year as well.



COMMITTEE	DATE	MEDIA OUTLET	TOPIC	LENGTH	CIRC./IMP	PUBLIC RELATIONS VALUE
askHRgreen.org	Sunday, August 30, 2015	Norfolk Compass	<a href="#">A green return to school: Tips for going green</a>	1/2 page	25,049	\$ 2,227.50
askHRgreen.org	Sunday, August 30, 2015	Portsmouth Currents	<a href="#">A green return to school: Tips for going green</a>	1/2 page	26,624	\$ 2,227.50
askHRgreen.org	Sunday, August 30, 2015	Chesapeake Clipper	<a href="#">A green return to school: Tips for going green</a>	1/2 page	33,226	\$ 2,722.50
askHRgreen.org	Sunday, August 30, 2015	Virginia Beach Beacon	<a href="#">A green return to school: Tips for going green</a>	1/2 page	61,958	\$ 5,526.00
askHRgreen.org	Friday, November 27, 2015	WVEC-TV Daybreak News (6a-7a)	<a href="#">Going Green for the Holidays interview with</a>	2:13 minutes	130,000	\$ 2,625.00
askHRgreen.org	June 2016 Issue	Tidewater Family Magazine	<a href="#">Go green this summer, tips for making good</a>	1/2 page	30,000	\$ 2,611.77
askHRgreen.org	<b>TOTAL</b>				<b>306,857</b>	<b>\$ 17,940.27</b>
FOG	Sunday, November 22, 2015	Chesapeake Clipper Online	<a href="#">Cooking for holiday chefs</a>	10 col inches	5,000	\$ 317.64
FOG	<b>TOTAL</b>				<b>5,000</b>	<b>\$ 317.64</b>
R&B	Sunday, March 3, 2016	Portsmouth Currents	<a href="#">If litter bugs you like it does me, step up and</a>	1/3 page (17.5 col inches)	26,624	\$ 1,417.50
R&B	Sunday, March 3, 2016	Suffolk Sun	<a href="#">If litter bugs you like it does me, step up and</a>	1/3 page (17.5 col inches)	12,789	\$ 1,260.00
R&B	Tuesday, April 5, 2016	Suffolk News-Herald	<a href="#">Stations make scooping easy.</a>	33 col inches	30,000	\$ 2,562.12
R&B	Sunday, March 3, 2016	Norfolk Compass	<a href="#">If litter bugs you like it does me, step up and</a>	1/3 page (17.5 col inches)	25,049	\$ 1,417.50
R&B/CLPP	Thursday, July 16, 2015	The Daily Press	<a href="#">Notes and Noteables: No butts about it</a>	6 col inches	57,456	\$ 758.16
R&B/CLPP	Monday, August 03, 2015	Inside Business	<a href="#">Reducing cigarette butt litter in Hampton Roads</a>	3/4 page	9,000	\$ 7,811.31
R&B/CLPP	Thursday, August 06, 2015	Virginia Beach Beacon	<a href="#">VB gives away ashtrays to discourage litter!</a>	8.5 col inches	61,958	\$ 1,326.00
R&B/CLPP	Sunday, November 15, 2015	SouthsideDaily.com, Virginia Beach	<a href="#">Program in VB and other cities finds success</a>	18.3 col inches	5,000	\$ 450.00
R&B	<b>TOTAL</b>				<b>227,876</b>	<b>\$ 17,002.59</b>
STORM	Sunday, October 25, 2015	Norfolk Compass	<a href="#">Small changes pay big environmental dividends</a>	12.5 col inches	25,049	\$ 1,012.50
STORM	Sunday, October 25, 2015	Portsmouth Currents	<a href="#">Small changes pay big environmental dividends</a>	12.5 col inches	26,624	\$ 1,012.50
STORM	Sunday, October 25, 2015	Chesapeake Clipper	<a href="#">Small changes pay big environmental dividends</a>	12.5 col inches	33,226	\$ 1,237.50
STORM	Sunday, October 25, 2015	Virginia Beach Beacon	<a href="#">Small changes pay big environmental dividends</a>	12.5 col inches	61,958	\$ 2,512.50
STORM	Sunday, October 25, 2015	Suffolk Sun	<a href="#">Small changes pay big environmental dividends</a>	12.5 col inches	12,789	\$ 900.00
STORM	Sunday, November 22, 2015	WVEC-TV Coastal Connections (12p-1230p)	<a href="#">Bay Star Homes and Keeping Leaves out of</a>	5:00 minutes	1,000	\$ 750.00
STORM	Sunday, December 06, 2015	Norfolk Compass	<a href="#">Close encounters: Don't blow it Hampton Roads</a>	2 col inches	25,049	\$ 162.00
STORM	Sunday, December 06, 2015	Portsmouth Currents	<a href="#">Close encounters: Don't blow it Hampton Roads</a>	2 col inches	26,624	\$ 162.00
STORM	Sunday, December 06, 2015	Chesapeake Clipper	<a href="#">Close encounters: Don't blow it Hampton Roads</a>	2 col inches	33,226	\$ 198.00
STORM	Sunday, December 06, 2015	Virginia Beach Beacon	<a href="#">Close encounters: Don't blow it Hampton Roads</a>	2 col inches	61,958	\$ 402.00
STORM	Sunday, December 06, 2015	Suffolk Sun	<a href="#">Close encounters: Don't blow it Hampton Roads</a>	2 col inches	12,789	\$ 144.00
STORM	Sunday, April 24, 2016	Norfolk Compass	<a href="#">Consider less-is-more approach in lawn fertilization</a>	1/3 page (17.5 col inches)	25,049	\$ 1,417.50
STORM	Sunday, April 24, 2016	Portsmouth Currents	<a href="#">Consider less-is-more approach in lawn fertilization</a>	1/3 page (17.5 col inches)	26,624	\$ 1,417.50
STORM	Sunday, April 24, 2016	Suffolk Sun	<a href="#">Consider less-is-more approach in lawn fertilization</a>	1/3 page (17.5 col inches)	12,789	\$ 1,260.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	<a href="#">Outdoor spaces, domestic oases</a>	3 1/3 pages	40,000	\$ 46,500.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	<a href="#">Tips to improve your yard infographic.</a>	1/2 page		\$ 9,360.00
STORM/WATER	April 2016 Issue	Coastal Virginia Magazine: Green Living Section	<a href="#">How to make your own rain barrel</a>	1/2 page		\$ 9,360.00
STORM	<b>TOTAL</b>				<b>424,754</b>	<b>\$ 77,808.00</b>
WATER	Monday, April 25, 2016	WAVY-TV T Hampton Roads Show	<a href="#">The importance of water</a>	3:37 minutes	154,000	\$ 2,625.00
WATER	June 2016 Issue	Coastal Virginia Magazine: Green Scene	<a href="#">What do you know about H2O?</a>	1/2 page	40,000	\$ 9,360.00
WATER	<b>TOTAL (DOES NOT INCLUDE April CoVA)</b>				<b>194,000</b>	<b>\$ 11,985.00</b>
	<b>Total PR</b>				<b>1,158,487</b>	<b>\$ 125,053.50</b>



**FOR IMMEDIATE RELEASE**

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**Handle "Autumn's Gold" with Care**

Keep fallen leaves out of the storm drain to prevent flooding

(Hampton Roads, Nov. 17, 2015) — Hampton Roads is turning red, orange and yellow with Mother Nature's annual autumn makeover. Lovely to look at as they drift from the trees, leaves that are left to accumulate on the ground can have negative effects on the health of Hampton Roads waterways. Street and yard flooding, litter "dams" and algae growth can occur when leaves block or enter the storm drain. To keep "autumn's gold" from becoming a nuisance, the message from askHRgreen.org is clear: Keep leaves and yard debris out of storm drains.

"There are simple strategies everyone can take to keep fallen leaves from causing problems in our communities," said Julia B. Hillegas, askHRgreen.org team leader. "Follow your locality's leaf removal schedule and never rake or blow leaves into the street or storm drain."

- Here's what happens when fallen leaves find their way into storm drains:
- Leaves and litter mix and stick together at the mouth of storm drains and ditches, forming litter "dams" that collect even more debris.
- Litter dams clog up the storm drains and ditches causing street flooding (even with light or moderate rainfall).
- Leaves that enter the storm drain will begin to decay and release nutrients



## Keep Hampton Roads Beautiful Golf Tournament

On October 12, 2015, askHRgreen.org once again partnered with Keep Virginia Beautiful to host the Second Annual Keep Hampton Roads Beautiful Golf Tournament at the Greenbrier Country Club in Chesapeake. The tournament was designed to be easy on the environment with convenient recycling receptacles available throughout the course and tap water refilling stations to avoid plastic water bottle waste. Eleven teams participated in the tournament as well as a number of corporate, speciality, and hole sponsors. It was a beautiful day and a great time was had by all in attendance. In total, the tournament raised just over \$7,000, half of which came back to the askHRgreen.org committees to further environmental education programs right here in the region.



## Infrastructure Week

In 2016, askHRgreen.org promoted Infrastructure Week, a national infrastructure education and advocacy effort during the week of May 16 to 23. The hashtag #InfrastructureMatters was used to bring awareness to the vital role infrastructure plays in creating strong, healthy communities. While the nationwide campaign focused on all types of infrastructure including roads, bridges, and telecommunications, the askHRgreen.org education committees focused on the environmental infrastructure of Hampton Roads. Featured blog posts and social media posts discussed the need to invest in strong public water systems, the importance of managing flooding and stormwater runoff, and the importance of a community that supports green infrastructure practices.

## Awards

In June 2016, the Public Relations Society of America (PRSA) Hampton Roads Chapter presented askHRgreen.org with two Pinnacle Awards, recognizing excellence in regional public relations programs. In the Pinnacle Awards Competition, local public relations professionals competed in 16 categories, ranging from annual reports and newsletters to community relations and social media campaigns. Judging was conducted by members of the PRSA Central Michigan Chapter.

In the category of Video Programs, the askHRgreen.org Water Awareness Committee was awarded first place for the "What Do You Know?" value of water video series. For the Magazine category, the Green Magazine insert from spring 2015 received a second place honor. Green Magazine was developed in partnership with Coastal Virginia Magazine and represented all four of the education committees. It was an honor for askHRgreen.org to be recognized by our Michigan peers for innovative approach, creativity and success in reaching our campaign target audiences with key messaging.

## Strategic Planning

FY16 was a planning year for the askHRgreen.org campaign. In the fall of 2015, Cahoon & Cross worked closely with HRPDC staff and representatives from each of the four education committees to conduct strategic planning meetings and develop the 2015-2020 Marketing Campaign Plan. The plan contained a situation analysis, highlighted goals and strategies for the overall askHRgreen branding campaign as well as the individual committees. The 5-year plan as well as the accompanying annual committee plans are available for download on the askHRgreen.org website.



## Recycling and Beautification Subcommittee

The Recycling and Beautification Subcommittee is a coalition of local government staff members from across Hampton Roads who are working together to share ideas and pool resources for various education programs tailored towards community beautification, litter prevention, and recycling education.

**FOCAL AREA:** Great American Cleanup™  
**TARGET AUDIENCE:** Entire Hampton Roads Community

The Subcommittee promoted Keep America Beautiful's 2016 Great American Cleanup initiative by hosting events throughout the region. Most localities held multiple events starting in March and culminating with Clean the Bay Day on June 4, 2016. The various events helped remove litter from the environment, but also encouraged residents to take ownership of their neighborhoods. The Subcommittee supported these beautification events by issuing a news release about the Great American Cleanup and featuring event details for each locality prominently on the askHRgreen.org website, via social media, through blog postings, and the e-newsletter.



**FOCAL AREA:** America Recycles Day  
**TARGET AUDIENCE:** Entire Hampton Roads Community

The Subcommittee promoted Keep America Beautiful's 2016 America Recycles Day event with public relations and social media support. America Recycles Day is celebrated nationally each November 15th to promote the importance of recycling. Locally, cities and counties hosted recycling events covering nearly all Hampton Roads residents. In addition to the popular document shredding and



electronics recycling services, it is becoming increasingly popular for the localities to also accept clothing, home goods and household hazardous waste at these events. Another trend is the increasing year-round availability of these specialty recycling services. The local America Recycles Day events were promoted on the website and in a news release, blog post, e-newsletter and social media.

**FOCAL AREA:** Christmas Tree Recycling  
**TARGET AUDIENCE:** Entire Hampton Roads Community

In FY16, the Subcommittee encouraged residents to take advantage of Christmas tree recycling programs across the region. Most Hampton Roads localities provide free Christmas tree pickup and disposal for residents and some localities are using the trees for compost or mulch. To promote these free municipal programs, a news release was issued in addition to featuring the information prominently on the website and social media. The information was also included on the blog and featured in the e-newsletter.

**FOCAL AREA:** Cigarette Litter Prevention  
**TARGET AUDIENCE:** Adult Smokers

In FY15, the Subcommittee was awarded a \$12,500 grant from Keep America Beautiful (KAB) to implement their proven-effective cigarette litter prevention program. The Subcommittee supplemented these grant funds with an additional \$5,000 raised from the 2014 Keep Hampton Roads Beautiful Golf Tournament. Focusing on the theme "Cigarette butts=litter," the Cigarette Litter Prevention Program launched in June 2015 in seven localities across the region. Activities completed in FY16 included education/outreach at project locations, a post-scan for measuring immediate impacts, and a sustainability scan for measuring long term impacts. The post-scan was conducted directly after the completion of outreach while the sustainability scan was not conducted until spring 2016.



## Cigarette Litter Prevention Program Results

Municipality	Type of Project Site	Pre-Scan	Post-Scan	Percent Change	Sustainability Scan	Percent Change
Hampton	Park	546	229	-58%	134	-75%
James City County	Parking Lot	346	186	-46%	178	-48%
Newport News	Business District	195	32	-83%	28	-86%
Norfolk	Civic Plaza	1,072	283	-73%	65	-94%
Portsmouth	Concert Pavilion	633	28	-95%	59	-91%
Suffolk	Business District	285	18	-93%	279	-2%
Virginia Beach	Park	528	162	-69%	373	-29%
<b>Totals</b>		<b>3,605</b>	<b>938</b>	<b>-74%</b>	<b>1,116</b>	<b>-69%</b>

The project was a success with an overall average cigarette litter reduction of 74 percent at the conclusion of outreach. Nearly one year later, the regional reduction in cigarette litter increased only slightly and has remained low in most project locations.

As a result of the unique regional approach used by the Subcommittee and the meaningful reduction in cigarette litter, KAB presented askHRgreen.org with a National Program Award and a \$1,500 prize. Several members of the askHRgreen.org Recycling & Beautification Committee were on hand to accept the award at KAB's national conference in February in Orlando, FL.

### **FOCAL AREA:** Recycling Contamination

**TARGET AUDIENCE:** Hampton Roads Residents with Curbside Recycling

In FY16, the Subcommittee began work on a regional approach to improving the quality and quantity of recyclable materials recovered through residential recycling. Through national trends, MRF feedback, and locality recycling audits, the Subcommittee has identified the need to reduce contamination in curbside recycling and promote the availability of specialty recycling through local drop-off centers. The "Regional Quality Recycling Project" will utilize a method similar to the cigarette litter prevention program where participating localities will perform pre and post-outreach recycling audits to gauge the effectiveness of various outreach and education initiatives.

Participating localities include Newport News, James City County, Suffolk, York County, and Virginia Beach. The first recycling audit was held in Newport News in June 2016. Additional recycling audits and development of an outreach strategy will be conducted in FY 17.

### **FOCAL AREA:** Litter and Marine Debris

**TARGET AUDIENCE:** Entire Hampton Roads Community

In FY16, the Subcommittee identified litter and marine debris as a high priority topic and researched various ways to address the issue locally. A workgroup was formed to look into potential grant opportunities for funding an in-depth social marketing study on littering behaviors in low-income neighborhoods. Finding it difficult to identify funding opportunities of this nature, the Subcommittee looked to an existing study and litter prevention program through the Alice Ferguson Foundation. The Alice Ferguson Foundation conducted similar in-depth social marketing research while developing their "Litter Hits Close to Home" campaign for the Potomac watershed located in the DC Metro area. HRPDC staff reached out to the Alice Ferguson Foundation and they were more than happy to share all research results and outreach materials for use in the Hampton Roads market. During FY17, the Subcommittee will determine how to use these materials to address litter and marine debris in Hampton Roads.

### **FOCAL AREA:** Residential Recycling

**TARGET AUDIENCE:** Adults; Age 25-54

In June 2016, the Subcommittee ran the Recycle More, Trash Less media campaign using the logo and slogan developed in FY14. The whimsical campaign covers what should and should not go into curbside recycling bins as well as the economic benefits of recycling and promotes specialty recycling at drop-off centers.



The three-week campaign ran from June 6 to June 26 and included 60-second radio ads, banner display ads on radio websites, targeted display, and Facebook ads. As added value for the paid media campaign, Max Media promoted “Mission Repurpose” which encouraged listeners to reuse or upcycle items that were not recyclable at curbside. WNOR included added value sponsorship of the midday “20 in a row” segment for all weeks of the flight including chatter about curbside recycling tips, online banners, and distribution of rack cards at local promotional events.

<b>Recycle More, Trash Less Campaign Results</b>	
<b>Paid Media (3 weeks Radio &amp; Online)</b>	
Radio	
Impressions	1,359,030
Reach	15.3%
Frequency	7.7
Online	
Online Radio Display Ads & Facebook Post Impressions	
Impressions	25,857
Clicks	102
Audience Targeted Display	
Impressions	91,020
Clicks	151
CTR (Clickthrough Rate)	0.17%
Facebook Ads	
Impressions	159,539
Clicks	1,385
CTR (Clickthrough Rate)	0.87%
<b>Unpaid Media</b>	
Added Value	\$11,575
<b>Overall Campaign</b>	
Total Impressions	1,635,446
Total Budget	\$15,001
Total Exposure Value	\$26,576
Return on Investment	1.77 : 1
Cost per Thousand Impressions	\$9.17

## Stormwater Education Subcommittee

The Stormwater Education Subcommittee is a cooperative partnership of the region’s seventeen member cities and counties. This cooperative effort has been underway since 1997 as a formal adjunct to the required public information component of the Virginia Pollution Discharge Elimination System Permits (VPDES) for Phase I and Phase II Municipal Separate Storm Sewer Systems (MS4). Local government staff members work together to share ideas and pool resources for various education programs tailored to stormwater pollution prevention.

**FOCAL AREA:** Leaves and Pet Waste  
**TARGET AUDIENCE:** Adults; Age 35-64

The Stormwater Education Subcommittee ran a two-week campaign from November 9 through November 22 reminding Hampton Roads residents that fallen leaves and pet waste need to be cleaned up properly and never left to end up in storm drains. The campaign also addressed the role fallen leaves and pet waste play as a source of water pollution. Because leaf disposal methods vary by locality, citizens are encouraged to rake, bag, mulch, or compost the leaves.

The campaign included radio ads, targeted online display ads, native content and display ads on WTKR.com, and Facebook ads. There were also on-air radio contests challenging listeners to answer water quality and bay-friendly landscaping trivia questions to win gift cards and Facebook ads.



**FOCAL AREA:** Lawncare (Fertilizer/Soil Testing)

Leaves & Pet Waste Campaign Results	
Paid Media (2 weeks Radio & Online)	
Radio	
Impressions	1,009,200
Reach	53.6%
Frequency	3.1
Online	
Audience Targeted Display	
Impressions	104,971
Clicks	139
CTR (Click Through Rate)	0.13%
WTKR Display	
Impressions	199,212
Clicks	74
CTR (Click Through Rate)	0.04%
Native Content Ads	
Impressions	40,199
Clicks	610
CTR (Click Through Rate)	1.52%
Facebook Ads	
Impressions	91,413
Clicks	1,852
CTR (Click Through Rate)	2.03%
Unpaid Media	
Added Value	\$15,015
Added Value Impressions	4,119
Overall Campaign	
Total Impressions	1,449,114
Total Budget	\$17,033
Total Exposure Value	\$32,048
Return on Investment	1.88 : 1
Cost per Thousand Impressions	\$11.75

**TARGET AUDIENCE:** Adults; Age 25-54

In FY16, the Stormwater Education Subcommittee partnered with the Water Awareness Subcommittee and FOG Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. One ad was created for the Stormwater Education message of “Test Don’t Just Guess with Fertilizer.” The ad informed the

public about the importance of using a soil test kit to find out whether lawn fertilizers are needed and the negative impacts to aquatic life when excess fertilizers are applied to residential lawns.

The one-week campaign ran from April 4 through April 10 on local stations WVBT-Fox 43, WAVY-10, WVEC-13, and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.



Overall Campaign	
Total Impressions	2,170,544
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.05

**FOCAL AREA:** *Pet Waste*

**TARGET AUDIENCE:** *Entire Hampton Roads Community; Neighborhood Associations*

The Subcommittee continued to educate the public about the importance of proper pet waste disposal in several ways. In addition to the fall campaign (see previous Leaves/Pet Waste campaign summary), the Subcommittee also distributed “scoop the poop” branded dog waste bag holders, hand sanitizer, and message pens to pet owners in the region. The pet waste messaging was also included in askHRgreen.org newsletters, blog posts, social media, and at multiple community outreach events.

The Subcommittee also continued the Pet Waste Station Grant program in FY16. Since 2013, the program has given citizens the opportunity to receive a free pet waste station to install and maintain in their neighborhoods. The program is geared toward neighborhood associations, community groups, and property managers who are managing communities with a pet waste problem. The pet waste stations come ready to install and include a post, sign, bag dispenser, waste can, hardware, 400 dog waste bags, and 50 can liners. The property manager or community group is responsible for installing the station, emptying the trash regularly, and replacing the bags as needed. The neighborhood is also tasked with promoting to residents the purpose of the stations and the impact pet waste has on local water quality. Since the launch of the program, more than 231 pet waste stations have been awarded and installed across the region. Of those, 36 were awarded during FY16.

Lawncare (Fertilizer/Soil Testing) Campaign Results	
Paid Media (1 week TV & Online)	
Television	
Impressions	2,053,333
Reach	84.3%
Frequency	7.8
Online	
Audience Targeted Display	
Impressions	54,927
Clicks	64
CTR (Click Through Rate)	0.12%
WTKR News Pre-roll Ads	
Impressions	18,462
Watched Part of Ad	11,856
Watched Entire Ad	6,606
Clicks	31
CTR (Click Through Rate)	0.17%
Facebook Ads	
Impressions	43,822
Clicks	393
CTR (Click Through Rate)	0.90%
Unpaid Media	
Added Value	\$1,025



New Pet Waste Stations in FY16	
City/County	Number
Chesapeake	3
Gloucester	1
Hampton	3
James City County	7
Newport News	8
Norfolk	0
Portsmouth	3
Smithfield	2
Suffolk	6
Virginia Beach	0
Williamsburg	2
York County	1
<b>Total</b>	<b>36</b>

**FOCAL AREA:** Bay Star Homes

**TARGET AUDIENCE:** Entire Hampton Roads Community

FY16 was the second year for the regional Bay Star Homes (BSH) program. The program recognizes residents who pledge to avoid behaviors that are harmful to local waterways. Residents are also encouraged to begin incorporating more environmentally-friendly choices into their daily routines. Because the BSH program incorporates broad environmentally-friendly behaviors from all askHRgreen.org education programs, the program focuses not just on clean waterways, but also green living and clean communities in general.

The BSH program was inspired by local restoration groups that offer similar programs to those living within specific watersheds. The regional BSH program fills a gap for those citizens not covered by an active restoration group. The program is open to any resident in Hampton Roads, regardless of the watershed in which they live. Residents are also encouraged to be “multi-star” homes so that they can take advantage of the benefits offered through their local watershed restoration groups, the regional askHRgreen.org program, and programming offered through their local city or county government.



To register as a Bay Star Home, residents are asked to provide contact information and pledge to do at least two behaviors from each of the following categories: Grow Green, Water Connections, Conserve Resources, and Get Involved. The resident also has the opportunity to request more information about residential best management practices such as installing a rain barrel, rain garden, pet waste station, etc. Once registered, program participants can receive a Bay Star Homes garden flag and flag pole to proudly display in their yards. They will also receive a welcome packet filled with information encouraging environmentally-friendly behaviors and connecting them to environmental resources in their community.

The program launched with 649 participants in 2015, mainly from the City of Norfolk’s existing program. With region-wide promotion of the program during FY16, there has been a steady and consistent increase in regional participation in Bay Star Homes.

**Bay Star Homes Registrants**  
(as of June 30, 2016)

City/County	Number
Chesapeake	69
Franklin	7
Gloucester	5
Hampton	39
Isle of Wight	4
James City	4
Newport News	94
Norfolk	1,523
Poquoson	12
Portsmouth	26
Smithfield	3
Southampton	1
Suffolk	58
Surry	1
Virginia Beach	130
Williamsburg	5
York	30
<b>Total</b>	<b>2,011</b>

**FOCAL AREA:** Storm Drain Medallion Program

**TARGET AUDIENCE:** Entire Hampton Roads Community

There are thousands of storm drains across Hampton Roads that all lead directly to local waterways. The Storm Drain Medallion Program helps people remember that “only rain belongs down the drain” by allowing volunteers to adhere medallions stating “No Dumping: Leads to Waterway” on storm drains in their neighborhoods. The Subcommittee promotes the program to schools, community associations, youth clubs, and volunteer groups of all ages across the region. The program is particularly popular with Boy Scout and Girl Scout troops.

Approved applicants through the Storm Drain Medallion Program each receive medallions, adhesive, a lesson plan, and PowerPoint presentation about stormwater and how individual actions affect our local waterways. Each group works with representatives from their locality to map out which storm drains will be marked. This allows for ease of tracking. This fiscal year, the Subcommittee helped place 268 medallions across the region using this program. Additional medallions may have also been placed through locality-initiated activities.



**FOCAL AREA:** Chesapeake Bay Awareness Week

**TARGET AUDIENCE:** Entire Hampton Roads Community

In May 2016, the legislatures of Maryland, Pennsylvania and Virginia designated the second week of June as Chesapeake Bay Awareness Week. The Subcommittee determined that they would celebrate the week of June 4 to 12 by promoting Clean the Bay Day cleanup events, publishing a blog series and posting a photo blitz on social media using the hashtag associated with the multi-state awareness campaign (#AreYouBayAware). The blog series included four blogs covering the benefits the Chesapeake Bay provides to the region, the Bay Star Homes program and what citizens and businesses are doing locally to help clean up waterways. The photo blitz illustrated the many ways the Chesapeake Bay and its tributaries contribute to our local quality of life and the restoration activities underway to help improve water quality.





## water awareness subcommittee

### Water Awareness Subcommittee

The Water Awareness Subcommittee is an education committee comprised of local government staff members who are committed to promoting and educating citizens about aging infrastructure, the value of tap water, and the importance of being good water stewards. This cooperative effort to promote conservation and awareness of the importance of water assists localities in meeting requirements of various water supply and ground water permits.

**FOCAL AREA:** What Do You Know? Video Series  
**TARGET AUDIENCE:** Adults; Age 35-64

The Water Awareness Subcommittee ran a six-week online campaign focused on what Hampton Roads residents know about local drinking water. The campaign ran from August 3 through September 13. The campaign promoted three two-minute videos which were produced in FY15. Taking a “man on the street” approach, askHRgreen.org team members challenged residents to correctly answer questions in a Q&A format. Each video focuses on a different topic including the average cost of a gallon of tap water cost; the average number of gallons of tap water used at home and regionally each day; and what water means to residents. Responses were interwoven to show the range of perceptions held by residents about local drinking water. The resulting videos were promoted through targeted display, native content ads, YouTube Pay-Per-View, Twitter ads and Facebook ads. The videos were also promoted through the askHRgreen.org blog and social media. As added value for the paid media campaign, the Subcommittee also received WTKR.com display advertising and online video pre-roll spots.



What Do You Know? Video Series Campaign Results	
<b>Paid Media (6 weeks - Online)</b>	
Audience Targeted Display	
Impressions	208,646
Clicks	329
CTR (Click Through Rate)	0.16%
Native Content Ads	
Impressions	50,004
Clicks	1,617
Video Views	754
CTR (Click Through Rate)	3.23%
YouTube Ads	
Impressions	100,149
Watched Part of Ad	83,786
Watched Entire Ad	16,363
Clicks	274
CTR (Click Through Rate)	0.27%
Facebook Ads	
Impressions	284,068
Clicks	1,551
CTR (Click Through Rate)	0.55%
Twitter Ads	
Impressions	76,400
Clicks	278
CTR (Click Through Rate)	0.36%
<b>Unpaid Media</b>	
Added Value	\$3,000
Added Value Display Ad Impressions	199,391
Added Value Display Ad CTR	43
Added Value Display Ad Impressions	0.02%
Added Value Video Views	40,003
Added Value Video Clicks	2,057
Added Value Video CTR	5.14%
<b>Overall Campaign</b>	
Total Impressions	958,661
Total Budget	\$7,500
Total Exposure Value	\$10,500
Return on Investment	1.40 : 1
Cost per Thousand Impressions	\$7.82

**FOCAL AREA:** Water Awareness TV Ad Campaign

**TARGET AUDIENCE:** Adults; Age 25-54

The Water Awareness Subcommittee partnered with the Stormwater Education Subcommittee and the FOG Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. Three ads were created for the water awareness committee each covering a different topic. The topics covered by this campaign included fixing leaks, the affordability and value of tap water, and supporting water infrastructure. The ads appeared on local network TV stations WVBT-Fox 43, WAVY-10, WVEC-13, and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.

**Fixing Leaks**

The fixing leaks TV campaign ran March 14 to 20 in celebration of National Fix a Leak Week. The campaign encouraged Hampton Roads residents to conserve water and save money by finding and fixing running toilets and dripping faucets around their house.



Fixing Leaks Campaign Results	
Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Online	
Audience Targeted Display	
Impressions	54,469
Clicks	30
CTR (Click Through Rate)	0.06%
WTKR News Pre-roll Ads	
Impressions	18,481
Watched Part of Ad	7,198
Watched Entire Ad	11,283
Clicks	6
CTR (Click Through Rate)	0.03%

Facebook Ads	
Impressions	40,717
Clicks	327
CTR (Click Through Rate)	0.80%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,167,000
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.06

**Value of Water**

The value of water TV campaign ran for two-weeks: May 2 to 8 and again June 13 to 19. The campaign highlights the fact that for something so essential tap water is amazingly inexpensive. It explains that a gallon of tap water in Hampton Roads costs less than one penny and prompts viewers to imagine what their day would be like without access to tap water.



Value of Water Campaign Results	
Paid Media (2 weeks - TV & Online)	
Television	
Impressions	4,106,666
Online	
Audience Targeted Display	
Impressions	111,624
Clicks	154
CTR (Click Through Rate)	0.14%
WTKR News Pre-roll Ads	
Impressions	51,147
Watched Part of Ad	30,618
Watched Entire Ad	20,529
Clicks	57
CTR (Click Through Rate)	0.11%
Facebook Ads	
Impressions	131,828
Clicks	994
CTR (Click Through Rate)	0.75%

Unpaid Media	
Added Value	\$2,050
Overall Campaign	
Total Impressions	4,401,265
Total Budget	\$21,940
Total Exposure Value	\$23,990
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$4.99

### Infrastructure

The infrastructure TV campaign ran for one-week from June 6 to 12. The campaign describes the water infrastructure required to provide reliable, convenient tap water services to residents in Hampton Roads. It also highlights the importance of investing in and maintaining these systems.



### Infrastructure Campaign Results

Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Online	
Audience Targeted Display	
Impressions	55,141
Clicks	48
CTR (Click Through Rate)	0.09%
WTKR News Pre-roll Ads	
Impressions	49,779
Watched Part of Ad	31,885
Watched Entire Ad	17,894
Clicks	42
CTR (Click Through Rate)	0.08%
Facebook Ads	
Impressions	46,745
Clicks	386
CTR (Click Through Rate)	0.83%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,204,998
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$4.98

### FOCAL AREA: Magic Faucet Promotion

**TARGET AUDIENCE:** Adults; Age 25-64

As part of Drinking Water Week 2016 and the GiveLocal 757 fundraising campaign, the Subcommittee held a promotion challenging listeners of Max Media radio stations to follow a series of clues to find the "magic faucets" set up somewhere in Hampton Roads. The promotion was a creative way to raise awareness about the value of tap water and the quality of life it provides for citizens here in Hampton Roads. The clues led listeners to City Center at Oyster Point in Newport News and to Mount Trashmore in Virginia Beach where the floating faucets were stationed with volunteers handing out promotional materials and information.

As added value, the campaign included radio remotes at each site, prizes, giveaways, 30 promotional mentions, clues posted to Facebook, a dedicated webpage and tiles on station webpages, four live call-ins during the remotes, inclusion of clues in the Max Media e-blast, and spot production. Attendance at both events was limited due to poor weather conditions.



### Magic Faucet Campaign Results

Paid Media (1.5 weeks - Radio)	
Radio	
Impressions	726,600
Reach	37.4%
Frequency	3
Unpaid Media	
Added Value	\$22,000
Added Value Impressions	7,648
Added Value Clicks	63
Added Value CTR (Click Through Rate)	0.82%
Overall Campaign	
Total Impressions	734,248
Total Budget	\$7,500
Total Exposure Value	\$29,500
Return on Investment	3.93 : 1
Cost per Thousand Impressions	\$10.21



## Fats, Oils and Grease Education Subcommittee

The Fats, Oils, and Grease Education Subcommittee is a coalition of local government staff members and HRSD working together to share ideas and pool resources for various education programs tailored to preventing sanitary sewer overflows and backups caused by improper disposal of fats, oils, and grease. This cooperative effort has been underway since 2007 when 13 of the region's localities and HRSD entered into the Regional Special Order by Consent with the Virginia Department of Environmental Quality.

**FOCAL AREA:** What Not to Flush

**TARGET AUDIENCE:** Women 25-54; Adults 18+

"It came from beneath the streets" was the theme of the FOG Subcommittee's FY16 what not to flush media campaign. Styled after a classic horror movie, the campaign alludes to the potential for sanitary sewer overflows to occur when the public uses the toilet as a trash can. Wipes, cotton balls/swabs, and other personal hygiene products can all play a role in clogging sanitary sewer lines and damaging wastewater machinery. The two-week campaign ran between October 23 and November 8 and included 60-second radio ads, movie theater ads in 13 local theaters, targeted online display ads, native content ads, YouTube Pay-Per-View ads, and Facebook ads.

As added value for the paid campaign, the Subcommittee also received ads and tips posted to radio station and Entercom 1 Thing websites (95.7 R&B, Z104); Military Monday sponsorship and website ads (US 106.1); on-air mentions, social media posts and Saturday night music sponsorship (HOT 100.5); bonus spots from The Tide; and display ads and online news video pre-roll (WTKR.com).



What Not to Flush Campaign Results	
Paid Media (2 weeks - Radio, Online & Movie Theater)	
Radio	
Impressions	537,180
Reach	54%
Frequency	3
Online	
Online Radio Display Ads	
Impressions	13,036
Clicks	16
CTR (Click Through Rate)	0.12%
Audience Targeted Display	
Impressions	92,875
Clicks	209
CTR (Click Through Rate)	0.23%
Native Content Ads	
Impressions	35,012
Clicks	376
CTR (Click Through Rate)	1.07%
YouTube Ads	
Impressions	33,555
Watched Part of Ad	28,977
Watched Entire Ad	4,578
Clicks	112
CTR (Click Through Rate)	0.33%
Facebook Ads	
Impressions	84,076
Clicks	1,006
CTR (Click Through Rate)	1.20%
Movie Theater Ads	
Impressions	219,033
Unpaid Media	
Added Value	\$12,374
Added Value Impressions	224,459
Added Value Clicks	621
Overall Campaign	
Total Impressions	1,239,226
Total Budget	\$16,848
Total Exposure Value	\$29,222
Return on Investment	1.73 : 1
Cost per Thousand Impressions	\$13.60

**FOCAL AREA:** Holiday FOG Down the Drain

**TARGET AUDIENCE:** Adults; Age 25-64

The Subcommittee encouraged Hampton Roads residents to keep their plumbing clog-free during the holidays by practicing the proper disposal methods for FOG. The holiday-themed promotion ran from November 23 to November 29 and advised the public about the benefits of keeping FOG out of the drain. It also discouraged garbage disposal use. The one-week campaign included 60-second radio ads, Facebook ads, targeted display ads, native content ads, and WTKR.com display ads.

As added value for the paid campaign, the Subcommittee also received tips and ads on the Entercom 1 Thing website, Facebook, and station website (101.3 2WD); on-air mentions and online display ads (Movin 107.7, 92.9 The Wave); and bonus spots and online display ads (The Tide).



Holiday FOG Campaign Results	
Paid Media (1 week - Radio & Online)	
Radio	
Impressions	568,050
Reach	20.7%
Frequency	3.2
Online	
Audience Targeted Display	
Impressions	48,977
Clicks	36
CTR (Click Through Rate)	0.07%
WTKR Display	
Impressions	61,640
Clicks	19
CTR (Click Through Rate)	0.03%
Native Content Ads	
Impressions	25,044
Clicks	452
CTR (Click Through Rate)	1.80%
Facebook Ads	
Impressions	60,100
Clicks	1,161
CTR (Click Through Rate)	1.93%

Unpaid Media	
Added Value	\$5,020
Added Value Impressions	54,974
Overall Campaign	
Total Impressions	818,785
Total Budget	\$6,012
Total Exposure Value	\$11,032
Return on Investment	1.84 : 1
Cost per Thousand Impressions	\$7.34

**FOCAL AREA:** FOG Regional Training Program

**TARGET AUDIENCE:** Food Service Establishment (FSE) Employees and Grease Haulers

In FY16, the Subcommittee took steps to improve the regional FOG program in several ways during FY16. First, the Subcommittee conducted outreach to the corporate offices of local FSEs. Due to high turnover with FSE managers in corporate restaurants, the Subcommittee targeted the regional corporate managers with an official letter notifying them of the purpose of the FOG program, FSE requirements under the FOG program, and connecting them to local FOG contacts and resources. With the assistance of regional corporate management groups, the Subcommittee hopes to decrease non-compliance with local FOG ordinances in these establishments.

Website development of www.HRFOG.com was another focus of the FOG Subcommittee in addition to corporate FSE outreach in FY16. The Subcommittee continues to utilize the regional website for training and certification. Through the website, grease haulers and food service industry employees receive free training and certification on proper maintenance of grease control devices and the harmful effects of FOG on the region's sanitary sewer systems. The website helps locality staff manage, train, and enforce the FOG ordinances present in some Hampton Roads municipalities.

In FY16, the Subcommittee implemented various website enhancements to make it easier for users to manage their profiles and remain in compliance with local FOG ordinances. For example, users now receive reminder email notifications weekly for one month before and one month after their certification expires. Users can now also reprint a copy of their certificate at any time. Additional enhancements were also implemented to assist HRPDC and local staff with administration of the site.

**FOCAL AREA:** FOG/What Not to Flush

**TARGET AUDIENCE:** Adults; Age 25-54

The FOG Subcommittee partnered with the Water Awareness Subcommittee and Stormwater Education Subcommittee to create a series of 30-second TV ads educating the public about the importance of working regionally to protect local water resources. One ad was created for the FOG Subcommittee that incorporated both primary messages: proper disposal of FOG and what not to flush. The ad instructs residents to keep FOG, food scraps, and personal hygiene products like wipes out of household drains. The ad also demonstrates how these items contribute to blockages and sanitary sewer overflows.



The one-week campaign ran from March 28 through April 3 on local stations WVBT-Fox 43, WAVY-10, WVEC-13 and WTVZ-MyTVZ. The campaign was also supported online through targeted display ads, online news video ads, and Facebook ads. As added value for the paid media campaign, the Subcommittees also received participation in a segment on the Hampton Roads Show and five-second bonus spots on WVEC and WTVZ.

FOG/What Not to Flush Campaign Results	
Paid Media (1 week - TV & Online)	
Television	
Impressions	2,053,333
Reach	84.3%
Frequency	7.8
Online	
Audience Targeted Display	
Impressions	54,730
Clicks	53
CTR (Click Through Rate)	0.10%
WTKR News Pre-roll Ads	
Impressions	18,462
Watched Part of Ad	10,688
Watched Entire Ad	7,774
Clicks	15
CTR (Click Through Rate)	0.08%
Facebook Ads	
Impressions	37,371
Clicks	404
CTR (Click Through Rate)	1.08%
Unpaid Media	
Added Value	\$1,025
Overall Campaign	
Total Impressions	2,163,896
Total Budget	\$10,970
Total Exposure Value	\$11,995
Return on Investment	1.09 : 1
Cost per Thousand Impressions	\$5.07



## glossary of terms

### added value

*Earned but unpaid advertising value.*

### ad group

*In Search Engine Marketing (SEM), an ad group contains one or more ads which target a shared set of keywords.*

### average position

*A ranking system that determines where your search engine marketing ad will display on a web search results page (i.e. top of page v. bottom of page).*

### bounce rate

*The percentage of visitors who enter the site and “bounce” (leave the site) rather than continue viewing other pages within the same site.*

### click through rate (CTR)

*A way of measuring online advertising. The CTR of an advertisement is defined as the number of clicks on an ad divided by its impressions, expressed as a percentage.*

### cost-per-click (CPC)

*The cost associated with a person clicking on a display ad in search engine marketing.*

### exposure value

*The combination of advertising cost, added value, and public relations value.*

### frequency

*The number of times an individual (among the target audience) is exposed to the message.*

### impressions

*The number of times an advertisement or public relations placement can be seen or heard by an audience.*

### public relations value

*The equivalent advertising cost of a public relations article, interview, internet placement, etc. times three. Because a public relations placement has a higher value with an audience than advertising, it is assigned a higher value.*

### reach

*The number or percentage of people within the target audience who are exposed to an advertising message at least once over a specific period of time.*

### search engine marketing (SEM)

*The process of attracting traffic to a website from search engine results pages on a pay-per-click basis.*

### search engine marketing (SEO)

*The process of improving the quality of a website so that it appears higher in natural (“organic”) search results.*

### unique visitors (users)

*The number of people who visit a website within a specific period of time. If they visit more than one time within the period, their initial visit as well as their subsequent visits are counted as sessions. A user may have one session or multiple sessions.*





# askHRgreen.org: Online Marketing Report

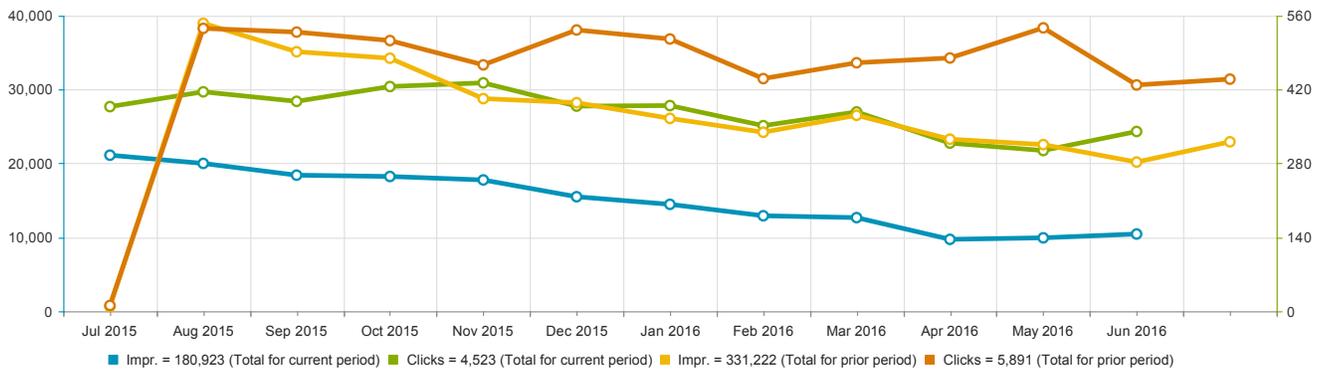
## 12 Month Overview: July 1, 2015 - June 30, 2016

### Search Engine Marketing (SEM)

#### Website Analysis:

Over the past 12 months, your Google AdWords campaign has garnered over 158,000 impressions and more than 4,000 clicks on your ads. Clicks were down 15% compared to the previous year due to rising CPC's for popular keywords such as "recycle" and "recycling computers". However, Ad Position improved from 2.1 to 1.8. The click-through-rate seen a small decrease of 0.79% year-over-year. The average-cost-per click increased from \$1.94 to \$2.26. The campaign has held a 26.27% Impression Share (IS), Search Lost IS (rank) is 24.32%, and the Search Lost (IS) due to budget is 49.41%. This means that 49% of the time, your ads had the ability to show, but did not due to the limited budget.

Ask HR Green July 1, 2015 - June 30, 2016



Top 10 Campaigns by Clicks July 1, 2015 - June 30, 2016

Campaign	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
R&B	2,054	79,385	2.59%	USD 2.07	1.90
Stormwater	796	36,028	2.21%	USD 2.87	1.62
askHRgreen.org	624	10,985	5.68%	USD 1.28	1.21
ASKHRGreen- R&B	321	10,191	3.15%	USD 1.94	1.99
FOG	291	13,667	2.13%	USD 2.92	2.06
Water	235	18,158	1.29%	USD 3.53	1.99
ASKHRGreen- FOG	58	2,768	2.10%	USD 2.44	2.64
ASKHRGreen- askHRgreen.org	56	1,620	3.46%	USD 1.04	1.40
ASKHRGreen- Water	53	4,940	1.07%	USD 1.51	2.88
ASKHRGreen- Stormwater	35	3,181	1.10%	USD 2.41	2.04
<b>All Results</b>	<b>4,523</b>	<b>180,923</b>	<b>2.50%</b>	<b>USD 2.21</b>	<b>1.86</b>

# Ad Group Performance

Over the last 12 months, the Electronics Recycling, Recycling at Home/Residential Recycling, and What to Recycle ad groups garnered the most clicks within AdWords.

Top 50 Ad Groups by Clicks							July 1, 2015 - June 30, 2016
Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC	
Electronics Recycling	R&B	807	12,732	6.34%	1.93	USD 1.99	
Recycling at Home/Residential Recycling	R&B	651	44,959	1.45%	2.10	USD 2.42	
What to Recycle	R&B	443	15,352	2.89%	1.46	USD 1.67	
askHRgreen.org	askHRgreen.org	390	1,267	30.78%	1.02	USD 0.61	
Medication Disposal	Stormwater	332	4,409	7.53%	2.02	USD 2.25	
Electronics Recycling	ASKHRGreen- R&B	200	4,182	4.78%	1.91	USD 2.23	
Fat/Oil/Grease Disposal	FOG	160	5,577	2.87%	2.00	USD 2.46	
The Business of Recycling	R&B	120	2,724	4.41%	1.36	USD 1.91	
Soil Testing	Stormwater	117	7,142	1.64%	1.55	USD 3.46	
Drinking Water/Tap Water	Water	114	8,559	1.33%	1.49	USD 3.28	
TMDL	Stormwater	109	4,444	2.45%	1.19	USD 2.80	
Environmental Education	askHRgreen.org	93	4,830	1.93%	1.19	USD 3.53	
Keep Hampton Roads Beautiful Golf Tournament	Stormwater	83	6,358	1.31%	1.38	USD 3.68	
Hampton Roads Environment	askHRgreen.org	80	604	13.25%	1.17	USD 1.03	
Garbage Disposal Problems	FOG	67	2,640	2.54%	1.59	USD 3.67	
Stormwater / Stormwater Runoff	Stormwater	64	4,374	1.46%	1.40	USD 3.47	
Green Home/Practices	askHRgreen.org	53	3,942	1.34%	1.32	USD 2.53	
Pet Waste	Stormwater	49	5,225	0.94%	1.46	USD 2.63	
What to Recycle	ASKHRGreen- R&B	45	1,430	3.15%	1.93	USD 1.10	
Recycling at Home/Residential Recycling	ASKHRGreen- R&B	45	3,361	1.34%	2.08	USD 1.76	
Fixing Leaks/Indoor Plumbing	Water	45	4,944	0.91%	3.07	USD 4.00	
FOG Certification	FOG	37	2,350	1.57%	3.21	USD 3.18	
askHRgreen.org	ASKHRGreen- askHRgreen.org	30	92	32.61%	1.00	USD 0.22	
Bottled Water	Water	30	962	3.12%	1.75	USD 3.39	
Garbage Disposal Problems	ASKHRGreen- FOG	24	426	5.63%	1.79	USD 1.44	
Conservation/Wise Water Use	Water	22	880	2.50%	1.42	USD 3.31	
Bottled Water	ASKHRGreen- Water	19	3,465	0.55%	3.17	USD 1.15	
The Business of Recycling	ASKHRGreen- R&B	18	547	3.29%	1.58	USD 0.95	
Medication Disposal	ASKHRGreen- Stormwater	16	1,063	1.51%	2.65	USD 2.85	
Conservation/Wise Water Use	ASKHRGreen- Water	16	306	5.23%	1.92	USD 1.96	
Yard Debris	Stormwater	16	766	2.09%	2.51	USD 4.40	
Sanitary Sewer System	FOG	16	1,752	0.91%	1.75	USD 3.97	
Environmental Education	ASKHRGreen- askHRgreen.org	15	803	1.87%	1.32	USD 2.70	
Plastic Bag Recycling	R&B	14	528	2.65%	1.85	USD 1.39	
Reusable Shopping Bags / Bring Your Own Bag	R&B	13	2,948	0.44%	1.45	USD 5.44	
Cigarette Litter	Stormwater	11	583	1.89%	1.45	USD 2.92	
Clogs/Unclog Pipes	ASKHRGreen- FOG	11	376	2.93%	2.75	USD 5.65	
Food Waste Disposal	FOG	11	1,335	0.82%	1.64	USD 2.61	
Food Waste Disposal	ASKHRGreen- FOG	10	539	1.86%	3.09	USD 1.36	

Ad Group	Campaign	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Drinking Water/Tap Water	ASKHRGreen- Water	10	640	1.56%	1.64	USD 1.96
Pet Waste	ASKHRGreen- Stormwater	9	998	0.90%	1.46	USD 2.40
Native Plants	Water	9	317	2.84%	1.14	USD 2.69
Public (Water) Infrastructure	Water	9	2,125	0.42%	2.01	USD 6.88
Reusable Shopping Bags / Bring Your Own Bag	ASKHRGreen- R&B	7	479	1.46%	2.66	USD 2.37
FOG Certification	ASKHRGreen- FOG	7	489	1.43%	3.43	USD 1.89
Plastic Bag Recycling	ASKHRGreen- R&B	6	178	3.37%	1.90	USD 2.27
Lawn Care Provider	Stormwater	6	1,035	0.58%	4.31	USD 5.88
Fertilizing	Stormwater	6	915	0.66%	1.52	USD 4.57
Recycling at School	R&B	6	142	4.23%	1.51	USD 2.96
Green Home/Practices	ASKHRGreen- askHRgreen.org	5	518	0.97%	1.59	USD 1.41
<b>All Results</b>		<b>4,523</b>	<b>180,923</b>	<b>2.50%</b>	<b>1.86</b>	<b>USD 2.21</b>

# Keyword Performance

The keywords that drove the most clicks in Google AdWords over the past 12 months came primarily from the Recycling at Home and Electronics Recycling ad groups. Clicks triggered by "recycle" increased by 18.67%, "recycling computers" grew 71.60% and clicks triggered by "electronics disposal" grew by 16.16% compared to the previous year.

Top 50 Keywords by Clicks							July 1, 2015 - June 30, 2016
Keyword	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	
"recycle"	Recycling at Home/Residential Recycling	534	37,677	1.42%	USD 2.35	2.10	
"recycling computers"	Electronics Recycling	278	5,054	5.50%	USD 2.27	2.08	
"electronics disposal"	Electronics Recycling	230	2,859	8.04%	USD 1.57	1.96	
medicine disposal	Medication Disposal	141	2,642	5.34%	USD 3.06	2.19	
"recycling centers"	What to Recycle	120	5,775	2.08%	USD 1.43	1.35	
how to dispose of old medication	Medication Disposal	117	775	15.10%	USD 1.50	1.22	
"hr green"	askHRgreen.org	112	389	28.79%	USD 0.83	1.02	
"where to recycle electronics"	Electronics Recycling	110	2,378	4.63%	USD 3.11	1.62	
"how to recycle computer"	Electronics Recycling	97	1,219	7.96%	USD 2.57	1.59	
"ask hr green"	askHRgreen.org	95	394	24.11%	USD 0.84	1.03	
"recycling center"	What to Recycle	91	3,470	2.62%	USD 1.51	1.33	
"environmental issues"	Environmental Education	85	3,970	2.14%	USD 3.63	1.10	
"tap water"	Drinking Water/Tap Water	81	4,596	1.76%	USD 3.27	1.26	
"hampton roads recycling"	Hampton Roads Environment	79	464	17.03%	USD 0.98	1.11	
+golf +tournament	Keep Hampton Roads Beautiful Golf Tournament	77	5,470	1.41%	USD 3.81	1.33	
"askhrgreen"	askHRgreen.org	65	175	37.14%	USD 0.26	1.00	
"soil sample testing"	Soil Testing	64	2,331	2.75%	USD 3.91	1.37	
"chesapeake bay watershed"	TMDL	62	1,915	3.24%	USD 2.14	1.29	
"used cooking oil"	Fat/Oil/Grease Disposal	61	2,207	2.76%	USD 2.84	1.34	
"askhrgreen.org"	askHRgreen.org	57	163	34.97%	USD 0.11	1.04	
"recycling"	Recycling at Home/Residential Recycling	51	3,918	1.30%	USD 1.65	2.10	
"hrgreen"	askHRgreen.org	44	105	41.90%	USD 0.77	1.05	
"paper recycling"	What to Recycle	39	747	5.22%	USD 2.10	1.35	
"electronics recycling"	Electronics Recycling	37	469	7.89%	USD 2.59	1.64	
"virginia beach recycling"	The Business of Recycling	37	663	5.58%	USD 1.85	1.26	
"electronics recycling norfolk"	Electronics Recycling	36	947	3.80%	USD 1.83	1.85	
"where to recycle electronics"	Electronics Recycling	33	419	7.88%	USD 1.28	1.99	
"going green"	Green Home/Practices	31	2,186	1.42%	USD 2.91	1.23	
"recycle plastic"	What to Recycle	30	1,167	2.57%	USD 2.71	1.94	
"recycling in virginia"	The Business of Recycling	28	347	8.07%	USD 1.44	1.31	
"what items are recyclable"	What to Recycle	28	291	9.62%	USD 1.54	1.07	
"hurricane joaquin"	Stormwater / Stormwater Runoff	27	2,479	1.09%	USD 2.88	1.15	
"virginia recycling"	The Business of Recycling	27	927	2.91%	USD 1.70	1.33	
disposing of medicine	Medication Disposal	25	237	10.55%	USD 2.03	1.58	
"recycling centers near me"	What to Recycle	25	417	6.00%	USD 2.11	1.23	
"recycling near me"	Recycling at Home/Residential Recycling	23	543	4.24%	USD 4.87	1.51	
dispose of old medicine	Medication Disposal	23	182	12.64%	USD 1.88	1.49	
"grease traps"	FOG Certification	22	1,250	1.76%	USD 3.12	3.35	

Keyword	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
"recycle"	Recycling at Home/Residential Recycling	21	1,370	1.53%	USD 2.47	2.04
"chesapeake bay foundation"	TMDL	21	1,517	1.38%	USD 3.69	1.13
"recycling programs"	The Business of Recycling	20	657	3.04%	USD 2.89	1.51
"plastic recycling"	What to Recycle	20	345	5.80%	USD 1.42	1.76
""scoop the poop""	Pet Waste	19	104	18.27%	USD 2.10	1.08
"recycling"	Recycling at Home/Residential Recycling	19	1,543	1.23%	USD 0.68	2.09
"go green"	Green Home/Practices	19	1,334	1.42%	USD 2.03	1.34
"electronic recycling virginia beach"	Electronics Recycling	18	627	2.87%	USD 1.52	1.52
"stop leak"	Fixing Leaks/Indoor Plumbing	18	1,818	0.99%	USD 3.63	1.83
"garbage disposal troubleshooting"	Garbage Disposal Problems	17	128	13.28%	USD 1.25	1.25
"hrgreen.org"	askHRgreen.org	17	41	41.46%	USD 0.46	1.00
safe drinking water	Drinking Water/Tap Water	16	2,357	0.68%	USD 2.54	1.84
<b>All Results</b>		<b>4,523</b>	<b>180,923</b>	<b>2.50%</b>	<b>USD 2.21</b>	<b>1.86</b>

## Ad Performance

Each ad group continues to run at least two ads to test different messages and the impact of mobile optimization. This year we updated ad groups, text ads, site links to overall improve ad position and click performance within the SEM campaign. We also continue to run ads based around any events or special topics that you would like to focus your SEM campaign on. This information is generally retrieved from your website.

Top 50 Ads by Clicks							July 1, 2015 - June 30, 2016
Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.	
<a href="#">Recycling Electronics</a> <a href="#">askHRgreen.org</a> Need To Recycle Your Computer Or Old Electronics? Find Where Here!	Electronics Recycling	530	8,806	6.02%	USD 1.99	2.00	
<a href="#">Reduce, Reuse, Recycle</a> <a href="#">askHRgreen.org</a> Learn What Can Be Recycled At Home & Tips To Make It Easier	Recycling at Home/Residential Recycling	323	23,186	1.39%	USD 2.02	2.24	
<a href="#">AskHRGreen.org</a> <a href="#">askHRgreen.org</a> Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askHRgreen.org	321	1,018	31.53%	USD 0.64	1.03	
<a href="#">Recycling Electronics</a> <a href="#">askHRgreen.org</a> Need To Recycle Your Computer Or Old Electronics? Find Where Here!	Electronics Recycling	210	2,945	7.13%	USD 2.03	1.63	
<a href="#">Where Can You Recycle?</a> <a href="#">askHRgreen.org</a> Learn Where You Can Recycle Your Plastic, Aluminum, Paper & Glass.	What to Recycle	210	8,384	2.50%	USD 1.64	1.57	
<a href="#">Recycling Electronics</a> Need To Recycle Your Computer Or Old Electronics? Find Where Here! <a href="#">askHRgreen.org</a>	Electronics Recycling	179	3,892	4.60%	USD 2.30	1.93	
<a href="#">Medication Disposal</a> <a href="#">askHRgreen.org</a> Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	179	2,646	6.76%	USD 2.22	2.18	
<a href="#">Where Can You Recycle?</a> <a href="#">askHRgreen.org</a> Learn Where You Can Recycle Your Plastic, Aluminum, Paper & Glass.	What to Recycle	159	5,364	2.96%	USD 1.72	1.21	
<a href="#">Reduce, Reuse, Recycle</a> <a href="#">askHRgreen.org</a> Learn What Can Be Recycled At Home & Tips To Make It Easier	Recycling at Home/Residential Recycling	128	5,789	2.21%	USD 2.35	1.46	
<a href="#">Medication Disposal</a> <a href="#">askHRgreen.org</a> Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	124	1,322	9.38%	USD 2.40	1.50	
<a href="#">Recycle More, Trash Less</a> <a href="#">askHRgreen.org</a> Let's Lead The State in Recycling Rates! Learn How To Recycle at Home	Recycling at Home/Residential Recycling	118	6,124	1.93%	USD 3.27	1.53	
<a href="#">Dispose Of Cooking Oil</a> <a href="#">askHRgreen.org</a> Fats, Oils & Grease Need To Be Disposed Of Properly. Read More Now	Fat/Oil/Grease Disposal	92	2,064	4.46%	USD 2.39	1.43	
<a href="#">Chesapeake Bay Watershed</a> <a href="#">askHRgreen.org</a> Learn More About Pollution In The Chesapeake Bay & How To Help!	TMDL	82	3,099	2.65%	USD 2.67	1.21	
<a href="#">Recycling at Home</a> <a href="#">askHRgreen.org</a> Recycle More, Trash Less! Learn How & Tips To Make It Easier	Recycling at Home/Residential Recycling	75	9,414	0.80%	USD 2.97	2.53	
<a href="#">What Can You Recycle?</a> <a href="#">askHRgreen.org</a> Learn More Here About Recycling Plastic, Aluminum, Paper & Glass.	What to Recycle	74	1,493	4.96%	USD 1.65	1.67	
<a href="#">Environmental Issues</a> <a href="#">askHRgreen.org</a> Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	67	3,744	1.79%	USD 3.75	1.22	
<a href="#">Recycling Electronics</a> <a href="#">askHRgreen.org</a> Think Before You Toss. Recycle Your Old Electronics. Find Where Here!	Electronics Recycling	67	978	6.85%	USD 1.87	2.21	

Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
<a href="#">AskHRGreen.org</a> <a href="#">askHRgreen.org</a> Your Go-To Resource For Everything Green in Hampton Roads. Learn More!	askHRgreen.org	66	232	28.45%	USD 0.45	1.02
<a href="#">Put Your Soil To The Test</a> <a href="#">askHRgreen.org</a> Follow These Steps To Test Your Soil Before You Fertilize Your Lawn	Soil Testing	64	5,250	1.22%	USD 3.50	1.59
<a href="#">Thirsty? Drink Tap Water</a> <a href="#">askHRgreen.org</a> Drink Tap Water in Hampton Roads With A High Level Of Confidence!	Drinking Water/Tap Water	62	2,745	2.26%	USD 3.49	1.20
<a href="#">Recycling In Virginia</a> <a href="#">askHRgreen.org</a> Learn More About Virginia Recycling Laws From The Business Of Recycling	The Business of Recycling	61	797	7.65%	USD 1.84	1.25
<a href="#">Recycling In Virginia</a> <a href="#">askHRgreen.org</a> Learn More About Virginia Recycling Laws From The Business Of Recycling	The Business of Recycling	59	1,923	3.07%	USD 1.99	1.40
<a href="#">Dispose Of Cooking Oil</a> <a href="#">askHRgreen.org</a> Fats, Oils & Grease Need To Be Disposed Of Properly. Get Certified	Fat/Oil/Grease Disposal	52	3,033	1.71%	USD 2.73	2.26
<a href="#">Test Your Soil</a> <a href="#">askHRgreen.org</a> Follow These Steps To Test Your Soil Before You Fertilize Your Lawn	Soil Testing	47	1,401	3.35%	USD 3.21	1.26
<a href="#">Hampton Roads Recycling</a> <a href="#">askHRgreen.org</a> Visit askHRgreen.org to Learn More About Helping The Local Environment	Hampton Roads Environment	46	408	11.27%	USD 1.13	1.22
<a href="#">Golf Tournament</a> <a href="#">askHRgreen.org</a> "Keep Hampton Roads Beautiful" Golf Tournament 10/12. Sign Up Early!	Keep Hampton Roads Beautiful Golf Tournament	43	1,069	4.02%	USD 4.08	1.14
<a href="#">Scoop The Poop Pledge</a> <a href="#">askHRgreen.org</a> Support Clean & Healthy Waterways. Learn How You Can Take the Pledge!	Pet Waste	41	2,836	1.45%	USD 2.58	1.27
<a href="#">Golf Tournament</a> <a href="#">askHRgreen.org</a> "Keep Hampton Roads Beautiful" Golf Tournament 10/12. Sign Up Early!	Keep Hampton Roads Beautiful Golf Tournament	38	4,540	0.84%	USD 3.24	1.41
<a href="#">Garbage Disposal Problems</a> <a href="#">askHRgreen.org</a> Clogged Garbage Disposal? You May Have Bigger Problems. Read More!	Garbage Disposal Problems	36	1,686	2.14%	USD 3.30	1.61
<a href="#">Hampton Roads Recycling</a> <a href="#">askHRgreen.org</a> Visit askHRgreen.org to Learn More About Helping The Local Environment	Hampton Roads Environment	34	196	17.35%	USD 0.90	1.08
<a href="#">Thirsty? Drink Tap Water</a> <a href="#">askHRgreen.org</a> Drink Tap Water in Hampton Roads & Learn More Tap Water Facts Now!	Drinking Water/Tap Water	33	3,554	0.93%	USD 3.22	1.54
<a href="#">Going Green? We Can Help</a> <a href="#">askHRgreen.org</a> Visit Us Today For Resources On Going Green, Living Green & More!	Green Home/Practices	32	2,741	1.17%	USD 2.40	1.35
<a href="#">Clogged Garbage Disposal?</a> <a href="#">askHRgreen.org</a> You May Have Bigger Problems. Learn More About Food Waste Disposal Now!	Garbage Disposal Problems	31	948	3.27%	USD 4.09	1.56
<a href="#">Stormwater Runoff Facts</a> <a href="#">askHRgreen.org</a> Learn More About How Stormwater Runoff Is Polluting Our Water Now!	Stormwater / Stormwater Runoff	31	2,110	1.47%	USD 3.64	1.57
<a href="#">Dispose Medicine Safely</a> <a href="#">askHRgreen.org</a> Before You Flush Your Old Medicine Learn More On The Proper Way Here.	Medication Disposal	29	441	6.58%	USD 1.79	2.60
<a href="#">What Can You Recycle?</a> Learn More Here About Recycling Plastic, Aluminum, Paper & Glass. <a href="#">askHRgreen.org</a>	What to Recycle	26	651	3.99%	USD 1.20	1.99
<a href="#">Environmental Issues</a> <a href="#">askHRgreen.org</a> Want to Learn More About The Environment & Issues? We Can Help!	Environmental Education	26	1,086	2.39%	USD 2.95	1.10

Ad	Ad Group	Clicks	Impr.	CTR	Avg. CPC	Avg. Pos.
<a href="#">AskHRGreen.org</a> Your Go-To Resource For Everything Green in Hampton Roads. Learn More! <a href="#">askHRgreen.org</a>	askHRgreen.org	25	61	40.98%	USD 0.21	1.00
<a href="#">Hurricane Flooding</a> <a href="#">askHRgreen.org/HurricaneJoaquin</a> Learn How To Prepare For Hurricane Joaquin Now! View Our Tips Online.	Stormwater / Stormwater Runoff	24	1,662	1.44%	USD 2.83	1.00
<a href="#">Chesapeake Bay Watershed</a> <a href="#">askHRgreen.org</a> Learn More About Pollution In The Chesapeake Bay & How To Help!	TMDL	24	930	2.58%	USD 3.01	1.14
<a href="#">Bottled Vs. Tap Water</a> <a href="#">askHRgreen.org</a> Can't Decide? Visit Us Today To Learn More On Why Tap Water Wins!	Bottled Water	24	725	3.31%	USD 3.46	1.78
<a href="#">Garbage Disposal Problems</a> Clogged Garbage Disposal? You May Have Bigger Problems. Read More! <a href="#">askHRgreen.org</a>	Garbage Disposal Problems	23	315	7.30%	USD 1.47	1.83
<a href="#">Recycling Bins At Home</a> Learn What Can Be Recycled At Home & Tips To Make It Easier <a href="#">askHRgreen.org</a>	Recycling at Home/Residential Recycling	22	2,265	0.97%	USD 2.09	2.26
<a href="#">Restaurant Grease Traps</a> <a href="#">askHRgreen.org</a> Get Certified To Properly Dispose Of Kitchen Grease. Online Program.	FOG Certification	22	525	4.19%	USD 3.31	2.40
<a href="#">Stop Leaks - Save Money</a> <a href="#">askHRgreen.org</a> Learn Some Quick Tips Today On Leak Detection To Save Money & Water!	Fixing Leaks/Indoor Plumbing	21	1,411	1.49%	USD 3.91	2.08
<a href="#">Recycling Electronics</a> Think Before You Toss. Recycle Your Old Electronics. Find Where Here! <a href="#">askHRgreen.org</a>	Electronics Recycling	21	290	7.24%	USD 1.70	1.69
<a href="#">Going Green? We Can Help</a> <a href="#">askHRgreen.org</a> Visit Us Today For Resources On Going Green, Living Green & More!	Green Home/Practices	21	1,201	1.75%	USD 2.73	1.24
<a href="#">Home Recycling</a> Learn What Can Be Recycled At Home & Great Tips To Make It Easier! <a href="#">askHRgreen.org</a>	Recycling at Home/Residential Recycling	18	982	1.83%	USD 0.96	1.74
<a href="#">Recycling In Virginia</a> Learn More About Virginia Recycling Laws From The Business Of Recycling <a href="#">askHRgreen.org</a>	The Business of Recycling	18	425	4.24%	USD 0.95	1.53
<a href="#">Dispose Of Cooking Oil</a> <a href="#">askHRgreen.org</a> Keep Your Drains Fat Free! Learn More About Fats, Oils & Grease.	Fat/Oil/Grease Disposal	16	381	4.20%	USD 1.97	2.80
<b>All Results</b>		<b>4,523</b>	<b>180,923</b>	<b>2.50%</b>	<b>USD 2.21</b>	<b>1.86</b>

## Traffic By Channel: Year-Over-Year

Below is a look at traffic by channel between the months of July 2015 - June 2016. We use this data to compare with the previous year. Overall, traffic to your site decreased slightly by 9.86% or -5,749 sessions. Pages/Sessions seen an increase of 0.14%, Average Session Duration increased by 6.91%, and the % of New Sessions seen an increase of 0.72% year-over-year. Listed in order; Organic Search, Direct, Referral, and Paid Search made up your top 4 channels.



## Traffic By Device: Year-Over-Year

Below is a look at traffic by devices. Compared to the previous year, we've seen an increase of 0.74% in the % of new sessions from desktop, a 0.14% increase in pages/sessions via desktop, and a 6.91% increase in average session duration year-over-year. Sessions via Desktop declined 10.88%, % of New Sessions from Mobile increased by 2.89%. Average Session Duration has also seen an increase of 3.61% year over year via mobile.

Device Category	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Time on Site (Goal 1 Conversion Rate)	Time on Site (Goal 1 Completions)
	9.86%	0.74%	9.20%	0.16%	0.14%	6.91%	100.00%	100.00%
1. desktop	53,350 vs 59,279	80.48% vs 79.87%	42,288 vs 46,948	74.92% vs 74.80%	1.77 vs 1.77	00:01:32 vs 00:01:28	1.99% vs 0.00%	1,848 vs 0
Jul 1, 2015 - Jun 30, 2016	31,747 (60.44%)	78.80%	25,018 (31.49%)	69.08%	2.02	00:01:57	3.56%	1,129 (72.93%)
Jul 1, 2014 - Jun 30, 2015	35,624 (61.16%)	79.28%	28,241 (60.67%)	69.38%	2.01	00:01:48	0.00%	0 (0.00%)
% Change	-10.88%	-0.59%	-11.41%	-0.40%	0.44%	8.00%	=%	=%
2. mobile								
Jul 1, 2015 - Jun 30, 2016	15,885 (30.24%)	83.78%	13,309 (31.49%)	85.17%	1.34	00:00:47	1.91%	304 (19.64%)
Jul 1, 2014 - Jun 30, 2015	15,598 (26.79%)	81.43%	12,702 (27.29%)	84.68%	1.35	00:00:46	0.00%	0 (0.00%)
% Change	1.84%	2.89%	4.78%	0.58%	-0.68%	3.61%	=%	=%
3. tablet								
Jul 1, 2015 - Jun 30, 2016	4,888 (9.32%)	80.42%	3,939 (9.32%)	79.50%	1.58	00:01:16	2.35%	115 (7.43%)
Jul 1, 2014 - Jun 30, 2015	7,057 (12.11%)	79.40%	5,603 (12.04%)	80.42%	1.49	00:01:04	0.00%	0 (0.00%)
% Change	-30.59%	1.29%	-29.70%	-1.14%	6.06%	19.37%	=%	=%

Traffic by Device (cont.)

July 1, 2015 - June 30, 2016

Platform	Campaign	Clicks	Impressions	CTR
Computers	R&B	1076	47928	2.25%
Mobile Devices with Full Browsers	askHRgreen.org	149	2758	5.40%
Mobile Devices with Full Browsers	R&B	688	21427	3.21%
Computers	askHRgreen.org	436	7326	5.95%
Tablets with Full Browsers	askHRgreen.org	39	901	4.33%
Tablets with Full Browsers	Stormwater	119	3920	3.04%
Computers	Stormwater	390	23887	1.63%
Tablets with Full Browsers	R&B	290	10030	2.89%
Computers	FOG	110	8267	1.33%
Tablets with Full Browsers	Water	23	2173	1.06%
Tablets with Full Browsers	FOG	27	1441	1.87%
Mobile Devices with Full Browsers	Water	110	5623	1.96%
Mobile Devices with Full Browsers	FOG	154	3959	3.89%
Computers	Water	102	10362	0.98%
Mobile Devices with Full Browsers	Stormwater	287	8221	3.49%
Total	--	4000	158276	2.53%

## Call Details

Below is a look at calls made via your SEM campaign's ads on Google's network.

Call Details

July 1, 2015 - June 30, 2016

Start time	End time	Status	Duration (seconds)	Caller area code	Call type	Call source
6/30/2016 8:20	6/30/2016 8:21	Received	10	757	Mobile click-to-call	Ad
6/29/2016 9:15	6/29/2016 9:15	Received	28	757	Mobile click-to-call	Ad
6/24/2016 15:23	6/24/2016 15:23	Missed	0	757	Mobile click-to-call	Ad
6/23/2016 7:58	6/23/2016 7:58	Received	13	757	Mobile click-to-call	Ad
6/20/2016 9:57	6/20/2016 9:57	Received	7	757	Mobile click-to-call	Ad
6/18/2016 7:22	6/18/2016 7:22	Received	5	757	Mobile click-to-call	Ad
6/16/2016 9:10	6/16/2016 9:11	Received	51	609	Mobile click-to-call	Ad
6/14/2016 10:27	6/14/2016 10:27	Missed	0	757	Mobile click-to-call	Ad
6/9/2016 8:14	6/9/2016 8:14	Received	37	716	Mobile click-to-call	Ad
6/4/2016 10:05	6/4/2016 10:05	Received	8	919	Mobile click-to-call	Ad
5/29/2016 10:31	5/29/2016 10:31	Missed	0	757	Mobile click-to-call	Ad
5/29/2016 10:31	5/29/2016 10:31	Received	27	757	Mobile click-to-call	Ad
5/27/2016 12:28	5/27/2016 12:29	Received	25	757	Mobile click-to-call	Ad
5/26/2016 10:18	5/26/2016 10:20	Received	82	757	Mobile click-to-call	Ad
5/20/2016 11:26	5/20/2016 11:27	Received	18	757	Mobile click-to-call	Ad
5/18/2016 12:23	5/18/2016 12:24	Received	23	507	Mobile click-to-call	Ad
5/12/2016 7:08	5/12/2016 7:09	Received	46	757	Mobile click-to-call	Ad
5/11/2016 8:01	5/11/2016 8:02	Received	21	252	Mobile click-to-call	Ad
5/11/2016 8:00	5/11/2016 8:00	Received	11	252	Mobile click-to-call	Ad
4/27/2016 11:27	4/27/2016 11:28	Received	57	757	Mobile click-to-call	Ad
4/20/2016 12:33	4/20/2016 12:34	Received	48	757	Mobile click-to-call	Ad

4/17/2016 14:30	4/17/2016 14:30	Missed	0	757	Mobile click-to-call	Ad
4/13/2016 9:10	4/13/2016 9:12	Received	103	757	Mobile click-to-call	Ad
3/30/2016 14:25	3/30/2016 14:25	Received	38	757	Mobile click-to-call	Ad
3/30/2016 8:24	3/30/2016 8:25	Received	39	757	Mobile click-to-call	Ad
3/21/2016 16:07	3/21/2016 16:07	Received	19	757	Mobile click-to-call	Ad
2/17/2016 6:27	2/17/2016 6:27	Received	11	757	Mobile click-to-call	Ad
1/30/2016 10:50	1/30/2016 10:51	Received	41	757	Mobile click-to-call	Ad
1/17/2016 9:26	1/17/2016 9:26	Missed	0	805	Mobile click-to-call	Ad
1/5/2016 8:50	1/5/2016 8:50	Received	6	757	Mobile click-to-call	Ad
1/4/2016 9:29	1/4/2016 9:31	Received	106	757	Mobile click-to-call	Ad
1/4/2016 9:00	1/4/2016 9:00	Received	10	646	Mobile click-to-call	Ad
1/4/2016 8:24	1/4/2016 8:25	Received	54	757	Mobile click-to-call	Ad
12/29/2015 9:41	12/29/2015 9:43	Received	141	646	Mobile click-to-call	Ad
12/24/2015 17:01	12/24/2015 17:01	Received	16	757	Mobile click-to-call	Ad
12/24/2015 14:06	12/24/2015 14:06	Received	27	757	Mobile click-to-call	Ad
12/24/2015 13:01	12/24/2015 13:01	Received	8	703	Mobile click-to-call	Ad
12/21/2015 11:51	12/21/2015 11:53	Received	95	757	Mobile click-to-call	Ad
12/15/2015 16:43	12/15/2015 16:43	Received	9	570	Mobile click-to-call	Ad
12/3/2015 11:06	12/3/2015 11:07	Received	15	757	Mobile click-to-call	Ad
12/1/2015 12:51	12/1/2015 12:52	Received	70	757	Mobile click-to-call	Ad
11/30/2015 11:57	11/30/2015 11:57	Missed	0	757	Mobile click-to-call	Ad
11/28/2015 11:23	11/28/2015 11:24	Received	40	757	Mobile click-to-call	Ad
11/27/2015 9:43	11/27/2015 9:43	Received	11	757	Mobile click-to-call	Ad
11/20/2015 8:43	11/20/2015 8:43	Received	51	757	Mobile click-to-call	Ad
11/18/2015 8:00	11/18/2015 8:01	Received	31	757	Mobile click-to-call	Ad
11/10/2015 11:04	11/10/2015 11:05	Received	89	757	Mobile click-to-call	Ad
11/9/2015 9:35	11/9/2015 9:37	Received	89	757	Mobile click-to-call	Ad
10/30/2015 9:58	10/30/2015 10:00	Received	125	757	Mobile click-to-call	Ad
10/29/2015 11:36	10/29/2015 11:40	Received	229	252	Mobile click-to-call	Ad
10/23/2015 8:52	10/23/2015 8:53	Received	39	757	Mobile click-to-call	Ad
10/17/2015 10:26	10/17/2015 10:26	Received	9	757	Mobile click-to-call	Ad
10/12/2015 10:46	10/12/2015 10:46	Missed	0	757	Mobile click-to-call	Ad
10/12/2015 10:45	10/12/2015 10:46	Received	38	757	Mobile click-to-call	Ad
10/12/2015 10:45	10/12/2015 10:45	Received	4	757	Mobile click-to-call	Ad
10/8/2015 8:31	10/8/2015 8:32	Received	50	561	Mobile click-to-call	Ad
9/24/2015 7:31	9/24/2015 7:31	Received	20	510	Mobile click-to-call	Ad
9/23/2015 7:36	9/23/2015 7:36	Missed	0	757	Mobile click-to-call	Ad
9/18/2015 9:23	9/18/2015 9:24	Received	68	757	Mobile click-to-call	Ad
9/17/2015 14:06	9/17/2015 14:08	Received	142	919	Mobile click-to-call	Ad
9/17/2015 14:04	9/17/2015 14:05	Received	39	919	Mobile click-to-call	Ad
9/17/2015 14:04	9/17/2015 14:04	Received	5	919	Mobile click-to-call	Ad
9/15/2015 11:48	9/15/2015 11:48	Received	22	360	Mobile click-to-call	Ad
9/12/2015 10:20	9/12/2015 10:20	Received	15	832	Mobile click-to-call	Ad
9/8/2015 12:06	9/8/2015 12:08	Received	83	757	Mobile click-to-call	Ad
9/2/2015 14:56	9/2/2015 14:57	Received	17	757	Mobile click-to-call	Ad

8/22/2015 9:56	8/22/2015 9:59	Received	124	734	Mobile click-to-call	Ad
8/19/2015 9:41	8/19/2015 9:41	Received	20	757	Mobile click-to-call	Ad
8/17/2015 8:07	8/17/2015 8:08	Received	33	757	Mobile click-to-call	Ad
8/17/2015 8:07	8/17/2015 8:07	Received	3	757	Mobile click-to-call	Ad
8/14/2015 8:34	8/14/2015 8:36	Received	113	757	Mobile click-to-call	Ad
8/9/2015 11:37	8/9/2015 11:37	Missed	0	720	Mobile click-to-call	Ad
8/9/2015 11:33	8/9/2015 11:33	Missed	0	720	Mobile click-to-call	Ad
8/8/2015 11:55	8/8/2015 11:56	Received	9	757	Mobile click-to-call	Ad
8/4/2015 12:07	8/4/2015 12:08	Received	51	804	Mobile click-to-call	Ad
7/17/2015 14:34	7/17/2015 14:36	Received	121	757	Mobile click-to-call	Ad
7/7/2015 18:51	7/7/2015 18:51	Missed	0	757	Mobile click-to-call	Ad
7/3/2015 10:25	7/3/2015 10:26	Received	11	757	Mobile click-to-call	Ad
7/3/2015 10:24	7/3/2015 10:24	Received	6	757	Mobile click-to-call	Ad
7/2/2015 15:16	7/2/2015 15:17	Received	83	757	Mobile click-to-call	Ad

# Clicks by User Location

Below is a look at clicks on your ads from a user's specific city. This information shows what areas drive the most traffic to your website.

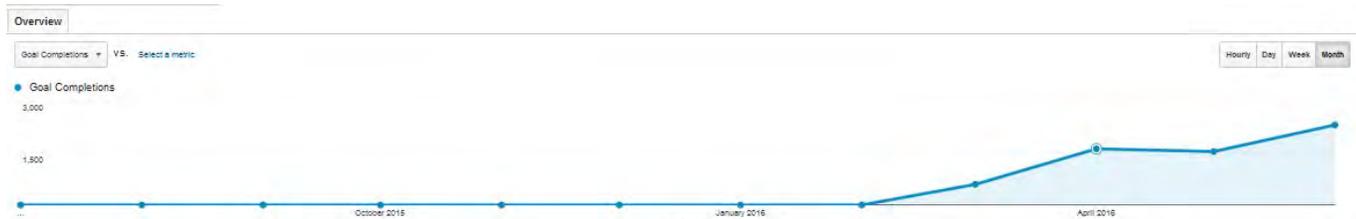
Clicks by Location		July 1, 2015 - June 30, 2016		
Metro area	City	Clicks	Impressions	CTR
Norfolk-Portsmouth-Newport News VA	Chesapeake	198	6068	3.26%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	194	6420	3.02%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	160	5388	2.97%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	137	4919	2.79%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	126	4494	2.80%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	123	4315	2.85%
Norfolk-Portsmouth-Newport News VA	Hampton	114	2904	3.93%
Norfolk-Portsmouth-Newport News VA	Chesapeake	109	3981	2.74%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	108	3697	2.92%
Norfolk-Portsmouth-Newport News VA	Hampton	92	3064	3.00%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	91	2970	3.06%
Norfolk-Portsmouth-Newport News VA	Newport News	86	3746	2.30%
Norfolk-Portsmouth-Newport News VA	Newport News	83	2853	2.91%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	83	3725	2.23%
Norfolk-Portsmouth-Newport News VA	Chesapeake	83	3596	2.31%
Norfolk-Portsmouth-Newport News VA	Williamsburg	78	3726	2.09%
Norfolk-Portsmouth-Newport News VA	Williamsburg	74	2836	2.61%
Norfolk-Portsmouth-Newport News VA	Hampton	69	2358	2.93%
Norfolk-Portsmouth-Newport News VA	Norfolk	67	1939	3.46%
Norfolk-Portsmouth-Newport News VA	Norfolk	66	2896	2.28%
Norfolk-Portsmouth-Newport News VA	Suffolk	66	2271	2.91%
Norfolk-Portsmouth-Newport News VA	Chesapeake	54	1845	2.93%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	52	1580	3.29%
Norfolk-Portsmouth-Newport News VA	Norfolk	50	4742	1.05%
Norfolk-Portsmouth-Newport News VA	Portsmouth	47	1051	4.47%
Norfolk-Portsmouth-Newport News VA	Chesapeake	47	1462	3.21%
Norfolk-Portsmouth-Newport News VA	Portsmouth	46	2095	2.20%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	45	2482	1.81%
Norfolk-Portsmouth-Newport News VA	Newport News	43	1262	3.41%
Norfolk-Portsmouth-Newport News VA	Norfolk	43	1346	3.19%
Norfolk-Portsmouth-Newport News VA	Norfolk	42	1446	2.90%
Norfolk-Portsmouth-Newport News VA	Norfolk	42	1317	3.19%
Norfolk-Portsmouth-Newport News VA	Newport News	41	1658	2.47%
Norfolk-Portsmouth-Newport News VA	Williamsburg	40	1946	2.06%
Norfolk-Portsmouth-Newport News VA	Yorktown	38	1192	3.19%
Norfolk-Portsmouth-Newport News VA	Suffolk	36	1293	2.78%
Norfolk-Portsmouth-Newport News VA	Suffolk	34	1478	2.30%
Norfolk-Portsmouth-Newport News VA	Norfolk	32	1460	2.19%
Norfolk-Portsmouth-Newport News VA	Norfolk	29	950	3.05%
Norfolk-Portsmouth-Newport News VA	Portsmouth	28	1189	2.35%

Norfolk-Portsmouth-Newport News VA	Norfolk	27	963	2.80%
Norfolk-Portsmouth-Newport News VA	Hampton	26	561	4.63%
Norfolk-Portsmouth-Newport News VA	Yorktown	25	940	2.66%
Norfolk-Portsmouth-Newport News VA	Norfolk	25	755	3.31%
--	Unspecified	25	1284	1.95%
Norfolk-Portsmouth-Newport News VA	Portsmouth	22	654	3.36%
Norfolk-Portsmouth-Newport News VA	Unspecified	22	984	2.24%
Norfolk-Portsmouth-Newport News VA	Newport News	21	905	2.32%
Norfolk-Portsmouth-Newport News VA	Chesapeake	20	680	2.94%
Norfolk-Portsmouth-Newport News VA	Yorktown	19	657	2.89%
--	Virginia Beach	18	1334	1.35%
Norfolk-Portsmouth-Newport News VA	Unspecified	18	569	3.16%
Norfolk-Portsmouth-Newport News VA	Suffolk	17	971	1.75%
Norfolk-Portsmouth-Newport News VA	Chesapeake	17	563	3.02%
Norfolk-Portsmouth-Newport News VA	Hampton	15	461	3.25%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	14	211	6.64%
Norfolk-Portsmouth-Newport News VA	Newport News	14	542	2.58%
Norfolk-Portsmouth-Newport News VA	Norfolk	14	425	3.29%
Norfolk-Portsmouth-Newport News VA	Newport News	14	676	2.07%
--	Norfolk	13	1942	0.67%
Norfolk-Portsmouth-Newport News VA	Chesapeake	13	364	3.57%
Norfolk-Portsmouth-Newport News VA	Unspecified	12	472	2.54%
Norfolk-Portsmouth-Newport News VA	Virginia Beach	12	283	4.24%
--	Virginia Beach	11	185	5.95%
Norfolk-Portsmouth-Newport News VA	Newport News	11	363	3.03%
--	Williamsburg	11	583	1.89%
Norfolk-Portsmouth-Newport News VA	Portsmouth	11	493	2.23%
Norfolk-Portsmouth-Newport News VA	Norfolk	11	577	1.91%
Norfolk-Portsmouth-Newport News VA	Hampton	11	1076	1.02%
Norfolk-Portsmouth-Newport News VA	Chesapeake	10	130	7.69%
Norfolk-Portsmouth-Newport News VA	Yorktown	10	70	14.29%
Norfolk-Portsmouth-Newport News VA	Chesapeake	10	128	7.81%
Norfolk-Portsmouth-Newport News VA	Norfolk	10	367	2.72%
--	--	<b>4002</b>	<b>158276</b>	<b>2.53%</b>

# Goals

In an effort to increase engagement and continue to learn how users interact with your website, earlier this year; we implemented Google Analytic goals. This is all in an effort to fully understand how users are engaging on your site, and how we can use this information to maximize our SEM efforts. So far, since implementation of these goals, we were able to complete 6,068 goal completions. Your SEM campaign was the third source of traffic with 666 of these goal completions. Organic being the first source and Direct traffic being the second source of all goal completions. The goal completions are as followed:

- Time on Site - 1,548
- Average Page Views per Session - 2,141
- Mini Grant Application Package Page - 44
- Cigarette Litter Page - 56
- Healthy Drinking Water Page - 72
- Recycling at Home Page - 692
- Scoop the Poop Page - 51
- Fats, Oils, and Grease Disposal Page - 669
- Storm-water Run-off Page - 87
- Let's Talk Green Blog Page - 202
- Recycle More Trash Less RTML Page - 476



Goals	Source / Medium	Goal Completions	% Goal Completions
Goal Completion Location			
Source / Medium			
	1. google / organic	1,809	27.50%
	2. (direct) / (none)	1,300	21.42%
	3. google / cpc	666	10.98%
	4. WTKR / Facebook	554	9.13%
	5. hrtlog.com / referral	381	5.95%
	6. facebook.com / referral	204	3.38%
	7. bing / organic	196	3.23%
	8. m.facebook.com / referral	181	2.98%
	9. yahoo / organic	116	1.90%
	10. WTKR / Targeting	75	1.24%

## Summary

In an effort to increase engagement and continue drive clicks to your website via paid & organic search, we focused on the following in so far in 2015/2016:

- Narrowed geographic targeting across all campaigns due to increased impression share lost due to budget.
- As a result of continued significant organic searches based around "electronics recycling and disposal" these keywords will remain a focus in 2016.
- To continue successful Google campaigns during the second half of 2016 and into 2017, we will continue to make keyword adjustments, change ads according to events and promotions on your site and implement SEM updates where applicable. We will keep an eye on your organic search queries as this information helps provide insight to improve your SEM campaigns. These adjustments will ensure your campaigns are positioned for success moving forward.

## Recommendations

Bing's searches grew by 2% in the USA, bringing it to 21.6% of the market share (Neowin, 2016). It is true that Google AdWords has the largest audience, however its is not just about the quantity of people you can reach, rather about taking advantage of the unique characteristics of the Bing audience. Who even uses Bing? Bing's strategy has been to put the search where people are. The Bing Ads audience is "A little older, more income, more educated and slightly more female" (White Shark Media, 2015). In addition to the unique audience you can capture, it is also possible to pay less for this investment. Don't underestimate the impact that adding Bing Ads campaign could have for your business. Be proactive and find in Bing another way to expand your PPC advertising efforts while increasing your ROI.

**Keep in mind that our overall SEM efforts are still limited to the current budget by 49%.** In order to gain the majority of the impression share available; we suggest an increase in media spend of \$500.00 per month. This would be billed at \$2,000.00 per month; \$1,500.00 in media spend, and \$500.00 for our management fee. This new budget would allow for an average of \$48.00 per day for an average of 20 clicks with an average of 620 clicks per month. Your current budget allows for \$34.00 per day and 15 clicks -- an average of 460 clicks per month. For more information, speak with Teresa Eure, your Marketing & Sales Executive today!

**As always, we thank you for your business!**

**Appendix C-2**

**Exhibits for Minimum Control Measure #2 –  
Public Participation**

## James City County Compliance Summary Statement

### MCM2 Public Involvement/Participation

In order to keep the public involved in the activities of local government, the County's updated program plan, MS4 annual reports, and Stormwater Ordinances are posted on the County's Stormwater website. Also on the website are volunteer opportunities, Water Quality Summaries, and meeting minutes, as well as an email address for citizen input and requests.

Highlights of James City County Public Participation Plan in PY3 are:

- Stormwater Program Advisory Committee – 7 meetings held
- Clean Water Heritage BMP Grants – 15 grants totaling \$11,745.00
- Volunteer water quality monitoring – 16 volunteers assisted in sampling 5 sites
- Garden Love program – 3 private rain gardens planned and designed
- Clean County Commission Annual Spring Cleanup – 23 neighborhoods collected 6,160 pounds of trash and 294 tires

MCM 2 Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
2.1	Provide Public Notice of Program Plan and Modifications	Promote the availability of the operator's MS4 Program Plan and any modifications for public review and comment in accordance with public law.	Public notice of modifications.	Stormwater Division	Annually and as necessary	Virginia Code reference, updated plan	See <a href="http://www.jamescitycountyva.gov/992/MS4-Permit">http://www.jamescitycountyva.gov/992/MS4-Permit</a>
2.2	Make Program Plan and other Stormwater Program Information Available to Public	Provide the program plan, stormwater annual reports, the stormwater permit, and the stormwater ordinances on the County's website.	Public notice of modifications.	Stormwater Division	Ongoing	Program Plan, Annual Reports, Stormwater Permit and Ordinances	See <a href="http://www.jamescitycountyva.gov/cleanwater/ms4-Permit-Information.html">http://www.jamescitycountyva.gov/cleanwater/ms4-Permit-Information.html</a>
2.3	Promote and /or sponsor local activities to increase public participation in activities that improve water quality					James City County Stormwater Public Participation Plan	Public Participation Plan was submitted in PY1
2.3a	<i>Support the Stormwater Program (citizen) Advisory Committee</i>	Continue to secure citizen advice and recommendations through regularly scheduled public meetings of the Committee	Number of meetings and agendas	Stormwater Division	Six times per year	SPAC minutes and publications	6 meetings of the full committee and 1 meeting for Capital Improvement Program plan development; see spreadsheet in Appendix C-2
2.3b	<i>Clean Water Heritage Implementation Projects</i>	Conduct Clean Water Heritage implementation projects that promote water quality improvement through mini grant program for stormwater management facility owners	Number of funded projects and accomplishments	Stormwater Program Advisory Committee	Annually	Project documentation	15 Projects Implemented totalling \$11,745.00. See detail in Appendix C-2
2.3c	<i>Volunteer Water Quality Monitoring</i>	Provide equipment and training to citizens interested in monitoring County water bodies for biological health, fecal coliform levels or both	Number of sites monitored by type of monitoring	Stormwater Division	as appropriate for protocol per site	Water Quality Summaries	Summaries updated with PY3 data. See <a href="http://www.jamescitycountyva.gov/985/Water-Quality-Reports">http://www.jamescitycountyva.gov/985/Water-Quality-Reports</a>

MCM 2 Public Involvement/Participation							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY2 Status
		Post volunteer opportunities on James City County website and the askHRgreen.org/calendar.	Number and types of events	Stormwater Division	Annually	James City County website, askHRgreen.org website	Volunteer opportunities posted on Stormwater website, the Parks and Recreation Department website, and at askhrgreen.org
2.3d	<i>Garden Love Program</i>	Provide infiltration testing, designs and installation rebates directly to property owners for the installation of residential-scale rain gardens	Number of rain gardens installed and number of acres treated	Turf Love Team and Master Gardeners (Virginia Cooperative Extension)	Annually	Project documentation	No rain gardens were installed in PY3, however 3 rain gardens were planned and designed.
2.3e	<i>Support the Clean County Commission Annual Clean up Activities</i>	Actively promote and encourage citizen involvement in the Clean County Commission annual neighborhood cleanup efforts	Number of participating neighborhoods, tons of trash collected	Clean County Commission	Annually	Project documentation	23 neighborhoods collected 6,160 lbs of trash and 294 tires. See detail in Appendix C-2
2.4	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report	Compliance with this measurable goal is met through the submission of this annual report.

**Stormwater Program Advisory  
Committee Meetings  
July 1, 2014 through June 30, 2016**

<b>DATE</b>	<b>Event</b>	<b>Announcement Posted Publically</b>	<b>Written Agenda</b>	<b>Minutes Approved</b>
7/21/2015	SPAC regular meeting	yes	yes	yes
9/15/2015	SPAC regular meeting	yes	yes	yes
11/5/2015	Special Meeting for CIP	No	No	No
11/17/2015	SPAC regular meeting	yes	yes	yes
1/19/2016	SPAC regular meeting	yes	yes	yes
3/15/2016	SPAC regular meeting and Tour of CIP Projects	yes	yes	yes
5/17/2016	SPAC regular meeting	yes	yes	yes

**James City County**  
**Clean Water Heritage Grants FY16**

Neighborhood	BMP ID	Project type	Project Summary	Estimated Project budget	Amount Requested	Latest BMP Inspection Date	Latest BMP Score	Check Amount
Skiffes Creek Terrace	SC001	Non-Routine Stormwater Maintenance	Fill/regrade slope- seed and stabilize to address erosion needs along sides of BMP	\$27,000.00	\$1,000.00	2/12/2015	1	\$1,000.00
Villages of Westminster	PC170	Stormwater Facility Inspection	Inspect BMP Structures in order to address potential issues	\$1,000.00	\$300.00	3/11/2014	2	\$300.00
Villages of Westminster	PC171	Non-Routine Stormwater Maintenance	Remove woody vegetation north bank and along downstream of dam	\$2,500.00	\$1,000.00	3/11/2014	2	\$472.50
Powhatan Secondary	PC206, PC075	Non-Routine Stormwater Maintenance	Clean out basin and outfall areas of BMPs	\$2,200.00	\$1,000.00	2/20/2014	2	\$592.50
Villas at Five Forks	PC305	Stormwater Management Improvements	Reestablish pond buffer with native plants to improve water quality	\$1,735.00	\$867.50	x	x	\$867.50
Berkeleys Green***	PC005	Non-Routine Stormwater Maintenance	Clear trees and repair eroding outlet structure	\$3,100.00	\$1,000.00	3/11/2014	2	TBD 5/16/2016
Berkeleys Green***	JR007	Non-Routine Stormwater Maintenance	Stabilize eroding receiving channel to BMP	\$3,425.00	\$1,000.00	3/11/2014	2	TBD 5/16/2016
Seasons Trace	PC115, PC116, PC117	Stormwater Facility Inspections	Inspect BMP Structures in order to address potential issues	\$3,500.00	\$900.00	3/21/2014	2	\$900.00
Governors Land ***	JR028	Stormwater Management Improvements	Redirect drainage toward BMP and add riser structure to maintain integrity of timber wall	\$5,720.00	\$2,000.00	2/24/2014	2	\$2,000.00

## James City County Clean Water Heritage Grants FY16

The Pointe at Jamestown	pc123	Non-Routine Stormwater Maintenance	Address many issues affecting the integrity of the BMPs	\$4-6000	\$1,000.00	12/1/2015	4	\$1,000.00
Stonehouse ***	WC075	Non-Routine Stormwater Maintenance	Have sections of pipe inspected and separated areas repaired	\$4,300.00	\$1,000.00	3/1/2015	1	\$800.00
Stonehouse ***	WC080	Non-Routine Stormwater Maintenance	Reset pipe section that has separated by outflow	\$750.00	\$375.00	2013	3	\$375.00
Stonehouse ***	WC043	Stormwater Management Improvements	Provide grate covering pipes at dam to prevent debris from clogging + add rip rap and stabilize wall	\$1,600.00	\$800.00	3/1/2015	1	\$800.00
Stonehouse ***	WC079	Stormwater Management Improvements	Provide additional riprap, matting and seed to stabilize area around piping	\$875.00	\$437.50	2010	3	\$437.50
Longhill Station	PC020	Non-Routine Stormwater Maintenance	Repair BMP- GO THROUGH ERP	\$3,000.00	\$1,000.00	12/22/2014	4	\$1,000.00
Longhill Station	PC022	Non-Routine Stormwater Maintenance	Repair BMP- GO THROUGH ERP	\$3,000.00	\$1,000.00		4	\$1,000.00
Fernbrook	JR005	Non-Routine Stormwater Maintenance	Pump down water to repair Principle Spillway	\$2,000.00	\$1,000.00		3	\$200.00

\$15,680.00

\$11,745.00

**FY16 James City County Clean County Commission Spring Cleanups**

#	Neighborhood/ Organization	# of Vehicles	# of Bags	Description of Load	# of Tires	Number of Volunteers
1	Chickahominy Community Improvement CCIO	26	27 orange, 28 black	household trash, yard debris, furniture, assorted yard trash	106	40
3	Cedar Point Lane	4	15 orange	yard trash, household furniture, roadside litter	23	8
4	Oak Tree Hunt Club & James City Ruritan Club	5	35 orange	roadside litter, illegal dump site	40	20
5	Season's Trace HOA	3	15 orange, 5 black	roadside trash, yard debris	2	15
6	Greensprings Plantation Community Association	1	3 orange	roadside litter	0	2
7	Wexford Hills HOA	1	7 orange	roadside litter	0	3
8	Odd Jobs	1	3 orange	roadside trash	2	2
9	Westray Downs HOA	4	2 orange	limbs, debris from common area, household furniture, etc.	0	8
10	Floyd Group	2	10 orange	brush, limbs, yard debris, trash, roadside litter	0	8
11	Centerville Neighborhood Association	16	10 orange, 2 black	combined roadside trash, playground, yard debris, furniture	25	30
12	Odd Jobs Clean-up Group	2	5 orange	yard trash	33	2
13	Ironbound Square	4	NA	yard trash, furniture, household trash	31	10
14	Brookhaven HOA	12	NA	household trash, yard debris	2	24
15	Grove Recreation and Community Organizations	3	NA	furniture, mattress, etc., yard debris, some roadside trash	3	6
16	The Adam Hunt Conservative League	2	12 orange	roadside litter, stream, yard debris, common bed area	1	4
17	VFW Post 8046	5	17 bags	roadside litter and debris	8	8
19	Lightfoot/ Mooretown Improvement League	4	2 orange	miscellaneous trash from vacant lot debris, roadside, household, yard trash	2	8
20	Sandy Hill Great Wood HOA	6	NA	miscellaneous yard trash, household, yard debris brush & limbs	3	6
21	Greater Chamber/ tourism	2	8 orange	roadside litter- ditch trash	1	6
22	Berkeleys Green	4	NA	all yard debris- from comon areas (3 dump trucks)	0	8
23	Old Mooretown GP	21	61 orange	roadside litter, backyard trash, furniture- common area	12	20
24	Bush Springs	2	13 orange	roadside litter- common area	0	5
25	Centerville Neighborhood Association	4	NA	trash from elderly neighbor yard debris, miscillaneous itmes, roadside trash and litter	0	6

280

294

249

## **Appendix C-3**

### **Exhibits for Minimum Control Measure #3 – Illicit Discharge Detection and Elimination**

## James City County Compliance Summary Statement

### MCM3 Illicit Discharge Detection and Elimination

The James City County IDDE Program is an ongoing effort to perform routine inspections, respond to citizen complaints, and investigate possible illegal discharges into surface waters.

Highlights of the County's IDDE program in PY3 include:

- Up to date storm sewer mapping
- 1 IDDE investigations
- 71 dry weather screenings
- Reporting 26 Hazmat incidences to VADEQ
- Reporting 9 SSORS overflows

A key part of the IDDE program in this permit cycle has been the development of the Pollution Prevention Team. This collaboration has allowed staff members in different departments who work with environmentally hazardous materials to enhance relationships and work together to develop protocols and reporting methods. This team effort is also an important aspect of MCM6 – Pollution Prevention and Good Housekeeping.

The James City Service Authority has been under a consent order that, as of permit year 2, is no longer in effect, in agreement with VADEQ and EPA. Although the consent order no longer applies, JCSA continues to upgrade lines and repair any defects in their system.

MCM 3 Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
3.1	Storm Sewer System Map	Maintain an accurate storm sewer system map and information table, including MS4 outfalls within the 2010 urbanized area	Updated information table	Stormwater Division	Annually	Updated information table	No updates to report. 71 systems have been mapped - this is the entire amount operated by James City County.
3.1a	<i>Mapping of 2010 Urbanized Area Outfalls</i>	Update the storm sewer system map and information table to include MS4 outfalls within the 2010 urbanized area	2010 urbanized area storm sewer system map	Stormwater Division	PY4	Updated information table	No updates to report at this time
3.1b	<i>Notification of Downstream MS4</i>	Notify the downstream MS4 of any newly identified points of discharge	2010 urbanized area storm sewer system map	Stormwater Division	PY4	Notification Letters, if any	No updates to report at this time
3.2	Illicit Discharge Detection & Elimination Ordinance	Continue implementing and enforcing the Illicit discharge/Stormwater Management Ordinance.	Number of investigations and actions taken	Stormwater Division	Ongoing	Stormwater Management Ordinance, Chapter 18A of County Code	1 IDDE investigations in PY3. See detail in Appendix C-3
3.3	Illicit Discharge Detection & Elimination Procedures						
3.3a	<i>Standard Operating Procedures</i>	Maintain updated IDDE SOPs for dry weather screening and complaint followup	Protocol for responding and investigating IDDE	Stormwater Division	Ongoing	SOPs Developed During PY1	No updates to report
3.3b	<i>Promote and publicize procedures for public reporting of illicit discharges</i>	Implement the Illicit Discharge Complaint Follow up standard operating procedures	Number of citizen complaints	Stormwater Division	Ongoing	Clean Water Heritage website	See <a href="http://www.jamescitycountyva.gov/FormCenter/General-Services-18/Service-Request-235">http://www.jamescitycountyva.gov/FormCenter/General-Services-18/Service-Request-235</a>
3.4	Continue implementing an illicit discharge detection and elimination program for the municipally-owned MS4 within the Urbanized Area.						
3.4a		Track illicit discharge detection and elimination activities.	Number of investigations and actions taken	Stormwater Division	Ongoing	PARS	1 IDDE investigations in PY3. See detail in Appendix C-3
3.4b		Perform dry weather screening of 50 (out of 70 total) MS4 outfalls on an annual basis.	Number of outfalls screened annually	Stormwater Division	Ongoing	Inspection Reports	71 dry weather screenings performed in PY3. This constitutes all known outfalls in this permit year.
3.4c		Yard inspections; Develop/enhance reporting relationship with Fire Department/Haz Mat Team; targeted education	Number of responses; number of inspections	Stormwater Division	Ongoing	Inspection Reports	Pollution Prevention Team developed. See meeting summaries in MCM 6 of this document.
3.5	Report all spills that reach state waters to the DEQ and DCR						

MCM 3 Illicit Discharge Detection and Elimination							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
3.5a	<i>Report non-sewer spills and releases from small MS4 regulated properties that reach state waters to the Virginia EOC, who in turn reports to the DEQ.</i>	Report spills to Virginia EOC and file internal reports. Virginia EOC reports to Department of Environmental Quality's Pollution Response Program (PREP).	Number of internal reports. If applicable, obtain PREP Incidence Response number.	Fire Department	Report in accordance to Section III. G.	Internal report	26 incidents and a total of 7 gallons of HazMat spilled in James City County .See report in C-3. NOTE: The incident on 2/16 at Pocahontas Trail was in York County. JCC responded to event as a courtesy.
3.5b	<i>Report Sanitary Sewer Overflows through SSORS database.</i>	Continue to utilize SSORS to report Sanitary Sewer Overflows	Number of overflows	James City Service Authority (JCSA)	As necessary		9 overflows reported to DEQ in FY16.
3.6	Continue Sanitary Sewer System improvements in coordination with SSO consent order	Meet requirements of the Consent Order	Compliance accomplishments	JCSA	In accordance with Consent Order	As required by Consent Order	JCSA is no longer under Consent Order.
3.8	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report	Compliance with this measurable goal is met through the submission of this annual report.

Date	Location	Initial Complaint	Action Taken	Description/Result	Photos Taken	Date Closed
9/10/2015	899 Tyler Dr	Large volume of paint cans, and evidence of dumping into creek	Site visit made, found evidence of dumping	Educated homeowner of proper disposal and provided him information in regards to household chemical collection dates	Yes	9/11/2015

## FY16 Dry Weather Screenings

OutfallID	Material	Size	CommName	Type	Shape1	Submerged	CommonNam	UA 2010	UA 2000	HUC	DateInsp_1	Inspector	DryWeath_1
PCTMS001	RCP	18"	School	Closed Pipe	Circular	No	Clara Byrd Baker ES	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PCTMS002	RCP	15"	School	Closed Pipe	Circular	No	Clara Byrd Baker ES	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PCTMS003	Closed Pipe	Unknown	School	Closed Pipe	N/A	No	Clara Byrd Baker ES	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PCTMS004	RCP	12"	School	Closed Pipe	Circular	No	Clara Byrd Baker ES	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PCTMS005	RCP	12"	School	Closed Pipe	Circular	No	Clara Byrd Baker ES	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC203001	RCP	12"	School	Closed Pipe	Circular	No	DJ Montague ES	Yes	Yes	JL31	6/21/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC203002	RCP	18"	School	Closed Pipe	Circular	No	DJ Montague ES	Yes	Yes	JL31	6/21/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
JR000001	RCP	12"	Institutional	Closed Pipe	Circular	Fully	Fire Station # 5 - 3201 Monticello Ave	Yes	No	JL30	4/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC206001	RCP	18'	Institutional	Closed Pipe	Circular	Partial	Human Services Building	Yes	Yes	JL31	4/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC207002	HDPE	12"	Institutional	Closed Pipe	Circular	Partial	JCC Recreation Center	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC207001	RCP	24"	Institutional	Closed Pipe	Circular	Partial	JCC Recreation Center	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC207003	PVC Pipe	12"	Institutional	Closed Pipe	Circular	Partial	JCC Recreation Center	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC207004	HDPE	12"	Institutional	Closed Pipe	Circular	No	JCC Recreation Center	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
YC104001	RCP	24"	School	Closed Pipe	Circular	Partial	Norge ES	Yes	No	JL28	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
YC104002	RCP	21"	School	Closed Pipe	Circular	Partial	Norge ES	Yes	No	JL28	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
YCTMS001	PVC Pipe	15"	Industrial	Closed Pipe	Circular	No	WJCC Schools Transportation Center	No	No	JL28	5/4/2016	Paul Cuomo	Submerged
MC000001	HDPE	18'	School	Closed Pipe	Circular	Partial	Rawls Byrd ES	Yes	Yes	JL33	5/12/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
MC000002	HDPE	18"	School	Closed Pipe	Circular	Fully	Rawls Byrd ES	Yes	Yes	JL33	5/12/2016	Paul Cuomo	Visual assessment completed - Clear - No action required

## FY16 Dry Weather Screenings

WC000002	RCP	24"	School	Closed Pipe	Circular	Partial	Stonehouse ES	No	No	YO62	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000003	RCP	15"	School	Closed Pipe	Circular	Partial	Stonehouse ES	No	No	YO62	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000004	RCP	18"	School	Closed Pipe	Circular	Partial	Stonehouse ES	No	No	YO62	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000006	RCP	24"	School	Closed Pipe	Circular	No	Stonehouse ES	No	No	YO62	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000005	RCP	15"	School	Closed Pipe	Circular	Partial	Stonehouse ES	No	No	YO62	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
DC000001	PVC Pipe	6"	Institutional	Closed Pipe	Circular	No	Upper County Park	No	No	JL27	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC208004			Tewning Rd				Operations Tewning Rd				6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
DC000002	PVC Pipe	6"	Institutional	Closed Pipe	Circular	Partial	Upper County Park	No	No	JL27	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
CC000001	RCP	36"	Institutional	Closed Pipe	Circular	No	Government Center	Yes	Yes	JL34	5/3/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
CC000002	RCP	30"	Institutional	Closed Pipe	Circular	No	Government Center	Yes	Yes	JL34	5/3/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC208001	STEEL	21"	Industrial	Closed Pipe	Circular	No	Tewning Road Complex	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
YC102001	RCP	30"	School	Closed Pipe	Circular	No	Toano MS	Yes	No	JL28	3/9/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
SC000001	RCP	42"		Closed Pipe	Circular	Partial	VDOT silo parcel ADJ to jail - 9340 Merrimac Trail	No	Yes	JL35	3/9/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000001	RCP	12"	Institutional	Closed Pipe	Circular	No	ADJ to Volunteer FS Forge/Richmond Rd	Yes	No	YO62	3/9/2016	Paul Cuomo	Under construction
PC201001	HDPE	42"	School	Closed Pipe	Circular	Partial	Jamestown HS	Yes	Yes	JL31	5/10/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC201002	RCP	30"	School	Closed Pipe	Circular	No	Jamestown HS	Yes	Yes	JL31	5/10/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC201003	HDPE	36"	School	Closed Pipe	Circular	Partial	Jamestown HS	Yes	Yes	JL31	5/10/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205001	RCP	54"	School	Closed Pipe	Circular	Partial	Warhill HS	Yes	No	JL31	5/10/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
JR000003	RCP	18"	Institutional	Closed Pipe	Circular	Partial	Fire Station # 2 - 8421 Pocahontas Trail	No	Yes	JL34	5/3/2016	Paul Cuomo	Visual assessment completed - Clear - No action required

## FY16 Dry Weather Screenings

JR000002	RCP	12"	Institutional	Closed Pipe	Circular	Partial	Fire Station # 5 - 3201 Monticello Ave	Yes	No	JL30	6/21/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
JR000004	STEEL	48"	School	Closed Pipe	Circular	No	James River ES	No	No	JL35	5/3/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC207005	PVC Pipe	12"	Institutional	Closed Pipe	Circular	Partial	Adjacent to JCC Rec Center - 5231 Longhill Rd	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000007	RCP	18"	School	Closed Pipe	Circular	No	Stonehouse ES	No	No	YO62	6/20/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205002	HDPE	18"	School	Closed Pipe	Circular	No	Lafayette HS	Yes	No	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205005	CMP	48"	School	Closed Pipe	Circular	No	Lafayette HS	Yes	No	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC208003	RCP	42"	Institutional	Closed Pipe	Circular	No	NewTown Common Area Courthouse/Monticello	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PCTMS006	RCP	24"	School	Closed Pipe	Circular	No	JCSA Desal Plant	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205003	HDPE	24"	Open Space	Closed Pipe	Circular	No	Warhill Sports Complex	Yes	No	JL31	5/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205004	HDPE	24"	Open Space	Closed Pipe	Circular	No	Warhill Sports Complex	Yes	No	JL31	5/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205006	HDPE	24"	Open Space	Closed Pipe	Circular	No	Warhill Sports Complex	Yes	No	JL31	5/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205007	HDPE	15"	Open Space	Closed Pipe	Circular	No	Warhill Sports Complex	Yes	No	JL31	5/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205008	RCP	72"	Open Space	Closed Pipe	Circular	No	Warhill Sports Complex	Yes	No	JL31	5/14/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
YCTMS002	PVC	Unknown	Industrial	Closed Pipe	Circular	No	WJCC Schools Transportation Center	No	No	JL28	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC208002	Steel	21"	Industrial	Closed Pipe	Circular	No	Tewning Road Complex	Yes	Yes	JL31	6/30/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
WC000008	RCP	15"	Institutional	Closed Pipe	Circular	No	ADJ to Volunteer FS Forge/Richmond Rd	Yes	No	YO62	6/20/2016	Paul Cuomo	Under construction
PC205009	Unknown	Unknown					Warhill Sports Complex	Yes	No	JL31	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required

## FY16 Dry Weather Screenings

PC205010	Unknown	Unknown					Warhill Sports Complex	Yes	No	JL31	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205011	Unknown	Unknown					Warhill Sports Complex	Yes	No	JL31	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205012	Unknown	Unknown					Warhill Sports Complex	Yes	No	JL31	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205013	Unknown	Unknown					Warhill Sports Complex	Yes	No	JL31	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205019	Unknown	Unknown					Warhill Sports Complex	Yes	No	JL31	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
GC101003	RCP	15"	School	Closed Pipe	Circular	FULLY	JB Blayton ES/Lois B. Hornsby MS Complex	No	No	JL29	5/5/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
GC101004	HDPE	24"	School	Closed Pipe	Circular	FULLY	JB Blayton ES/Lois B. Hornsby MS Complex	No	No	JL29	5/5/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
GC101002	RCP	30"	School	Closed Pipe	Circular	FULLY	JB Blayton ES/Lois B. Hornsby MS Complex	No	No	JL29	5/5/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
GC101001	RCP	24"	School	Closed Pipe	Circular	FULLY	JB Blayton ES/Lois B. Hornsby MS Complex	No	No	JL29	5/5/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC210006	Unknown	Unknown	Marina	Pipe			Marina	No	No	JL31	5/5/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC210007	Unknown	Unknown	Marina	Pipe			Marina	No	No	JL31	5/5/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205021	HDPE	6"	Police Building	Closed Pipe	Circular		Police Headquarters	Yes	No	JL31	3/23/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205022	HDPE	6"	Police Building	Closed Pipe	Circular		Police Headquarters	Yes	No	JL31	3/23/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC205023	HDPE	6"	Police Building	Closed Pipe	Circular		Police Headquarters	Yes	No	JL31	3/23/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
CC000003	RCP		Palmer Ln Complex		Circular		Palmer Lane Complex	Yes	Yes	JL34	5/4/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PC210001			Mid County Park		Circular		Mid County Park	Yes	Yes	JL31	6/27/2016	Paul Cuomo	Visual assessment completed - Clear - No action required
PCTMS007			School				Clara Byrd Baker ES	Yes	Yes	JL31	6/22/2016	Paul Cuomo	Visual assessment completed - Clear - No action required

Incident Date (FD1.3)	Incident Number (FD1.5)	Incident Street Number (FD1.10)	Incident Street Name (FD1.12)	Incident Street Type (FD1.13)	Fire Incident Type - Code	Fire Incident Type	Hazardous Materials Release	Hazmat Amount Released (FD14.8)	Hazmat Released Into
07/03/2015	1505052	2310	I 64		411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container		
07/12/2015	1505319	3897	CROMWELL	LN	411	Gasoline or other flammable liquid spill			
07/13/2015	1505359	4680	MONTICELLO	AVE	411	Gasoline or other flammable liquid spill			
07/13/2015	1505365	112	OVERLOOK	DR	411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container		
07/29/2015	1505830	105	MACAULAY	RD	411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container		
08/08/2015	1506132	3610	SPLITWOOD	RD	411	Gasoline or other flammable liquid spill			
08/18/2015	1506416	4521	JOHN TYLER	HWY	411	Gasoline or other flammable liquid spill			
10/14/2015	1508009	8185	CROAKER	RD	411	Gasoline or other flammable liquid spill		3	Confined, no environmental impact
10/19/2015	1508127	5302	LANE	PL	411	Gasoline or other flammable liquid spill			
10/28/2015	1508354	457	MCLAWS	CIR	411	Gasoline or other flammable liquid spill			
11/03/2015	1508538	6333	CENTERVILLE	RD	411	Gasoline or other flammable liquid spill			
11/27/2015	1509134	5999	HUMELSINE	PKWY	413	Oil or other combustible liquid spill	Motor oil - from engine or portable container		
12/01/2015	1509244	5500	WILLIAMSBURG LANDING	DR	411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container		
12/01/2015	1509246	153	JOHN BROWNING		411	Gasoline or other flammable liquid spill			
12/04/2015	1509327	12501	HUMELSINE	PKWY	411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container	2	Ground

Incident Date (FD1.3)	Incident Number (FD1.5)	Incident Street Number (FD1.10)	Incident Street Name (FD1.12)	Incident Street Type (FD1.13)	Fire Incident Type - Code	Fire Incident Type	Hazardous Materials Release	Hazmat Amount Released (FD14.8)	Hazmat Released Into
01/05/2016	1600124	4898	MONTICELLO	AVE	411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container	2	Ground
02/16/2016	1601249	1901	POCAHONTAS	TRL	411	Gasoline or other flammable liquid spill		70	Water and ground
02/22/2016	1601414	124	DUER	DR	411	Gasoline or other flammable liquid spill			
03/12/2016	1601955	5077	JOHN TYLER	HWY	411	Gasoline or other flammable liquid spill			
04/10/2016	1602805	225	TAZEWELLS	WAY	411	Gasoline or other flammable liquid spill			
04/29/2016	1603392	8300	SHELDON BRANCH	PL	411	Gasoline or other flammable liquid spill			
05/18/2016	1603993	437	FRANKLIN	ST	413	Oil or other combustible liquid spill	Diesel fuel/fuel oil - vehicle fuel tank/portable		
05/27/2016	1604298	7348	RICHMOND	RD	413	Oil or other combustible liquid spill			
06/05/2016	1604584	2207	COLONIAL	PKWY	411	Gasoline or other flammable liquid spill	Gasoline - vehicle fuel tank or portable container		
06/15/2016	1604870	2300	JOHN TYLER	HWY	411	Gasoline or other flammable liquid spill	Diesel fuel/fuel oil - vehicle fuel tank/portable		
06/19/2016	1604950	9193	BARHAMSVILLE	RD	411	Gasoline or other flammable liquid spill			
06/22/2016	1605031	4374	NEW TOWN	AVE	411	Gasoline or other flammable liquid spill		1	Ground

#### Report Filters

Incident Date (Fd1.3): is between '7/1/2015' and '6/30/2016'

#### Report Criteria

Fire Incident Type - Code: Is Equal To 411

Fire Incident Type - Code: Is Equal To 413

Fire Incident Type - Code: Is Equal To 422

## **Appendix C-4**

### **Exhibits for Minimum Control Measure #4 – Construction Site Stormwater Runoff Control**

# James City County Compliance Summary Statement

## MCM4 Construction Site Stormwater Runoff

The County has completed the second year of its role as a local VSMP authority, and continues to encourage and enforce responsible development practices.

The following is a list of Construction Site Runoff highlights for PY3:

1. Number of VESCP/VSMP compliance inspections. **3,554 total (1,411 for development projects; 2,143 for single family).**
2. Number of plan reviews broken down by development plans and single family plans. **508 total (168 for development projects; 340 for single family).**
3. Number of enforcement actions broken down by development plans and single family plans. **70 total notices-to-comply (21 for development projects; 49 for single family).**
4. Number of contacts from citizens regarding VESCP/VSMP programs and the number of contacts resulting in site visits. **29 citizen contacts resulting in 29 contacts/visits and six (6) reports of unauthorized activities (RUA's) investigated under E&SC, VSMP and Chesapeake Bay Preservation Area (CBPA) ordinances.**
5. Virginia DEQ certifications (ESC or SW) certifications obtained by staff – program administrators, inspectors, plan reviewers, or combined **Two (2) VESCP-ESC certification renewals were secured in FY16, both for ESC plan review by two compliance inspectors. Five (5) VSMP-SW certifications were received in FY16, three for SW inspection and two for SW combined administrator. From these certifications/recertifications, five (5) DUAL certificates were then secured in FY16 – three for inspection and two for combined administrator. In total, the division has twelve (12) total certifications as follows: three (3) DUAL combined administrators, one (1) DUAL program administrator (ESC/SW), four (4) ESC plan reviewers, three (3) DUAL inspectors, and one ESC inspector. Of these personnel, there are also two registered professional engineers, one engineer-in-training (EIT), and one certified landscape architect. Data on certifications was provided to the DEQ in the 2016 DEQ Locality Survey on August 1, 2016.**
6. Number of local land disturbing/stormwater construction (VESCP/VSMP authority) permits by HUC – see attached spreadsheet. **58 permits representing 135.18 acres of land disturbance activity for projects.**
7. NEW! Land disturbing associated with single family home construction – see attached packet. **340 single family reviews representing 82.5 acres of land disturbance activity.**

Other Items of Importance in FY16 (PY3):

- **NEW!** Due to the MS4 Permit Audit, the County needs to report land disturbance activity associated with single family construction. As outlined above, for the **340** single family reviews reported the associated land disturbing activity was **82.5** acres.
- Total land disturbing activity for FY16 is 217.68 acres with 135.18 acres for development projects and 82.50 acres for single family.
- County completed the second full year of its obligation as a local VSMP authority. The County's VSMP ordinance is Article II, Chapter 8 of the County Code.
- The County implemented another cycle of instituting the annual permit maintenance fees for the VSMP per Section 8-34 of County Code and 9VAC25-870-830.
- The County responded to the DEQ 2016 locality survey for James City County, Virginia. This survey was due August 1, 2016. Response included the required spreadsheet and an attachment with supplemental supporting information about our programs. The survey was required to meet the requirements of HB1250/SB673. Responses included operation and fee information as requested about our local VESCP/VSMP program and to administer certain portions of the state VPDES construction general permit (VAR10) program.
- Date of last finding of E&SC program consistency: September 2011; letter received from state on April 4, 2012
- Date of last finding of CBPA program consistency: June 2011; Letter received from state on June 27, 2011
- There were no civil charge settlements through the BOS for E&SC or CBP ordinance violations in FY16.
- A total of **31** stormwater management/BMP facilities were assigned County BMP ID code numbers and/or installed in FY16 (GIS and MSAccess database).
- Septic: **936** septic system pumpouts documented in FY16. Notice sent in FY16 was **822**.
- Number of single-family "Permit Agreement in Lieu of a Stormwater Management Plan for a Single Family Detached Residential Structure" is **340** for FY16. This would be for the MS4 Program Plan Update Program Update Requirement, Individual Residential Lot Special Criteria, Minimum Control Measure 5, Postconstruction Stormwater Management in New Development and Development on Prior Developed Lands.

MCM 4 Construction Site Stormwater Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
4.1	Legal Authorities						
4.1.a	<i>LD Activities &gt; 10,000 SF</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	PARS	<u>42</u> local land disturbing permits for <u>133.76</u> acres were issued in PY3
4.1.b	<i>CBPA LD Activities &gt;2,500 SF</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	PARS	<u>9</u> local land disturbing permits were issued for <u>1.19</u> acres in PY3
4.1.c	<i>E&amp;SC LD Activities</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	PARS	<u>7</u> local permits issued in FY16 resulting in <u>0.23</u> acres of disturbance
4.1.d	<i>Individual Lot or CPOD LD Activities &gt; 10,000 SF</i>	Continue to implement the James City County Erosion and Sediment Control Ordinance, Chapter 8 of the County Code	Number of regulated land-disturbing activities, number of acres disturbed, number of inspections	Engineering and Resource Protection Division	Ongoing	PARS	Number of single-family "Permit Agreement in Lieu of a Stormwater Management Plan for a Single Family Detached Residential Structure" is <u>340</u> for PY3
4.2	Plan Review Process	Continue to implement the site plan review, LID implementation where deemed appropriate, construction site BMP, and inspection provisions of the County's Erosion and Sediment Control Ordinance.	Number of plan reviews, Number of plan approvals	Engineering and Resource Protection Division	Ongoing	PARS	<u>508</u> total plan reviews ( <u>168</u> for development projects; <u>340</u> for single family)
4.3	Compliance and Enforcement						
4.3a	<i>Construction Site Inspection Program</i>	Implement construction site inspection program with sufficient frequency to ensure compliance with approved erosion and sediment control plan or agreement in lieu of plan in accordance with Chapter 8 of the County Code.	Number of inspection, inspection frequency	Engineering and Resource Protection Division	Ongoing	PARS	3,554 total (1,411 for development projects; 2,143 for single family).

MCM 4 Construction Site Stormwater Runoff Control							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
4.3b	<i>Citizen Complaint Process</i>	Continue to receive and respond to information from citizens relating to the County's erosion and sediment control program through personal visits, email, telephone, and the County's web page.	Number of calls/requests, number of site visits	Engineering and Resource Protection Division	Annually	PARS	29 citizen contacts resulting in 29 contacts/visits and 6 reports of unauthorized activities (RUA's) investigated under E&SC, VSMP, and Chesapeake Bay Preservation Area (CBPA) ordinances.
4.3c	<i>Enforcement</i>	Continue to implement progressive compliance and enforcement strategy where appropriate in accordance with Chapter 8 of the County Code.	Number and type of enforcement actions	Engineering and Resource Protection Division	Annually	PARS	70 total notices-to-comply (21 for development projects; 49 for single family)
4.4d	<i>Written Compliance and Enforcement Procedures</i>	Review and update written compliance and enforcement procedures to control erosion and sediment and prevent the discharge of nonstormwater to the MS4.	Protocol	Engineering and Resource Protection Division	PY2	Protocol	Compliance inspection summary reported in PY2
4.4	Regulatory Coordination	Implement inspection provisions of the local Stormwater Management Ordinance for VSMP authority permits including Pollution Prevention Plans contained within the SWPPP.	Number of permit applications, permits issued and inspections	Engineering and Resource Protection Division	Annually	Copies of permits and registration statements	23 Construction General Permits processed for the VSMP authority in PY3
4.5	Certifications	Ensure that plan reviewers, inspectors, and program administrators obtain the appropriate certifications as required under the Erosion and Sediment Control Law and the Stormwater Management Act.	Certifications obtained	Engineering and Resource Protection Division	Ongoing	Copies of certificates	2 VESCP-ESC certification renewals were secured, and 7 VSMP-SW certifications received
4.6	Tracking and Reporting	Continue to track and report through appropriate tracking systems.	the total number of permitted land disturbing activities, disturbed acreage, inspections conducted and number and type of enforcement actions taken	Engineering and Resource Protection Division	Annually	PARS and Enforcement Documentation	58 permits representing <u>217.68 total</u> acres of disturbance; <u>3,554 total</u> inspections; 70 total notices-to-comply
4.7	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Engineering and Resource Protection Division	Annually	Annual report	Compliance with this measurable goal is met through the submission of this annual report.

# James City County, Va.



## VESCP/VSMP – Quick Summary

For fiscal year FY16 - which is a one year period between July 1, 2015 and June 30, 2016 the Engineering and Resource Protection Division:

- Issued: 58 land-disturbing/stormwater construction permits;
- Processed: 20 VPDES construction general permits;
- Reviewed: 168 new drainage and SWPPP plans;
- Reviewed: 432 plans of development submittals;
- Reviewed: 340 single family ESC plans
- Performed: 1,411 project level compliance inspections;
- Performed: 2,143 single family compliance inspections;
- Presented: 39 Wetland and Chesapeake Bay Board cases;
- Processed: 121 administrative Chesapeake Bay Exceptions

*Division of Engineering  
and Resource Protection*

**Fiscal Year FY16: End-of-Year Report  
Engineering & Resource Protection Division - Director's Worksheet**

Measure	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16 1st Half	FY16 2nd Half	FY16 Total	
	Drainage & stormwater pollution prevention plans (SWPPPs) reviewed	171	185	195	209	216	261	189	167	195	170	147	191	157	86	82	168
Local land disturbing/stormwater construction permits issued	75	96	93	100	78	77	63	49	57	49	37	63	34	25	33	58	
VSMP/VPDES construction general permits processed	Not tracked													16	9	11	20
Development project compliance inspections (VЕСP/VSMP)	3,586	2,665	3,074	2,586	4,138	4,037	2,730	3,992	2,580	2,379	1,616	1,790	1,501	762	649	1,411	
Single family plans reviewed (VЕСP/VSMP)	801	889	889	727	577	254	195	273	307	292	354	361	356	182	158	340	
Single family compliance inspections (VЕСP/VSMP)	2,695	2,576	2,920	2,738	2,052	776	1,188	843	1,317	1,056	1,493	1,567	2,522	1,098	1,045	2,143	
Wetland board cases heard	13	14	9	10	9	7	13	8	7	6	12	7	9	3	4	7	
Wetland joint permit application (JPA) reviews - no cas	Not tracked				36	25	28	10	22	22	18	18	11	6	6	12	
Chesapeake Bay Board cases heard		0	13	27	44	39	21	26	29	27	25	33	25	23	9	32	
CBPA administrative cases processed (CBE's)	35	46	69	102	69	113	125	129	112	170	135	123	106	68	53	121	
Perennial flow determinations (PFDs)		47	133	84	138	123	98	104	66	189	220	135	114	58	50	108	
Septic system pumpouts documented	250	95	400	495	492	1,239	676	656	299	686	918	1,068	1,079	536	400	936	
Special stormwater criteria (SSC) applied	Not tracked						14	36	49	32	37	82	49	30	28	58	
Streetlight requests handled	Not tracked								7	5	7	11	6	6	1	7	
Percentage of drainage & stormwater pollution prevention plan (SWPPPs) reviewed within 30 days of receipt	97.0%	88%	83%	76%	82%	79.7%	96.3%	97.6%	97.5%	99.4%	98.7%	96.3%	98.1%	93.0%	96.3%	94.6%	
Percentage of drainage & stormwater pollution prevention plan (SWPPPs) reviewed within 21 days of receipt			60%	64%	71%	58.5%	82.5%	88.0%	92.9%	94.7%	89.8%	92.7%	91.7%	84.9%	84.2%	84.5%	
Total number of plans processed (all plans of development, not including single-family)	389	436	522	582	610	661	429	383	391	343	328	441	408	214	218	432	
Percentage of total plans approved within 3 submittals (all plans of development, not single-family)	Not tracked					90.7%	92.2%	91.1%	84.9%	87.1%	83.2%	88.7%	80.6%	85.8%	73.6%	79.3%	
Total land area serviced - plan of development review (acre)	Not tracked									150.1	150.7	249.2	114.3	--	--	163.7	

**Notes:**

1. VЕСP means state/local Virginia Erosion and Sediment Control Program. County is a designated VЕСP authority.
2. VSMP means state/local Virginia Stormwater Management Program. County is a designated VSMP authority.
3. VPDES means state Virginia Pollutant Discharge Elimination System. County administers certain provisions of the state VPDES construction general permit (CGP) program.
4. CBPA means state/local Chesapeake Bay Preservation Area program. County administers local program.
5. CBE means a Chesapeake Bay exception, waiver, exemption, permitted buffer modification, steep slope waiver, and enforcement cases processed under the CBPA program.
6. A SWPPP includes a site erosion and sediment control (E&SC) plan, a site stormwater management (SWM) plan, and/or a pollution prevention (P2) plan.
7. Drainage & SWPPP review above are for new project submittals, first reviews only (not resubmittals).
8. A local land disturbing/stormwater construction permit is defined as a local VЕСP/VSMP authority permit.
9. VSMP/VPDES construction general permits processed above include new registrations, transfers, modifications and notices of termination. New measure starting in FY15.
10. Local implementation of state VSMP/VPDES construction general permit program began on July 1, 2014 (FY15).
11. Total land area serviced is a compilation of area from project land disturbing activity (LDA), steep slope impact, CBE's, and disturbance for single-family plans.

## LD/SW CONSTRUCTION PERMIT REPORT

PERMIT NUMBER	WATRSBED		ISSUE			ACRES	COMMENTS
	CODE	HUC	DATE	PLAN #	NAME		
16-01	PC-113	JL31	7/6/2015	SP-083-14	NEW TOWN ASSISTED LIVING FACILITY (5525 DISCOVERY PARK BLVD)	4.25	\$600 E&S pd 9/25/14 Rack#96 \$1,950 pd 6/23/15 Rec #2676;
16-02	PC-099	JL31	7/13/2015	E&S-29-14	MEWS (THE) - STORMWATER MANAGEMENT FACILITY (BMP) REPAIR (5144 Longhill Road)	0.23	E&S Rec on 2693 ; RECORDS BOX 5832
16-03	JR-208	JL35	7/31/2015	SP-065-15	BUSCH GARDENS WOODS MAZE - 7851 POCAHONTAS TRAIL	0.31	E&S fee pd Rec 2721 Amend SP-088-15 RECORDS BOX 5824
16-04	PC-620	JL31	8/4/2015	E&S-07-15	WJCC - JAMESTOWN HIGH SCHOOL - TENNIS COURT REPLACEMENT	1.91	5/8/15 PLAN APPROV
16-05	MC-211	JL33	8/17/2015	SP-023-15	ST BEDE CATHOLIC CHURCH EDUCATION & ADMINISTRATIVE ADDITIONS (3588 IRONBOUND ROAD)	3.83	9/4/15 Am SP-028-01 approv RACK #120 7/6/15 SP approv
16-06	YC-184	JL28	8/17/2015	S-006-14	COLONIAL HERITAGE - PHASE VI - SECT 1 - (499 JOLLY ROAD) (111 LOTS) + Sect 1A Subdivision Plat	32.90	Rack #OS-5 12/4/15 E&S-29-15 Stockpile Plan 1/29/16 S-005-16 Utility Relo 5/17/15 Separate S-006-14 record for Ph 2(1B)Sub
16-07	WC-217	YO62	8/24/2015	SP-007-15	C & F BANK - TOANO OPERATIONS OFFICE - PARKING AMENDMENT (3600 LA GRANGE PARKWAY)	1.50	4/8/15 \$870 fee sufficient per SJT
16-08	DC-036	JL27	8/24/2015	E&S-16-15	8828 HICKS ISLAND ROAD - IMPOUNDMENT FOR WILDLIFE AREA	0.34	E&S Pd Rec 2736 ; RECORDS BOX 5832
16-09	JR-274	JL35	9/1/2015	SP-022-15	BUSCH GARDENS FLUME BASIN RENOVATION 7851 POCAHONTAS TRAIL	0.75	Plans in Rack #64; 5/6/16 SP-030-16 Am approv
16-10	YC-185	JL26	9/21/2015	SP-057-14	RIVERSIDE NORGE INTERNAL MEDICINE PARKING LOT ADDITON - (7364 RICHMOND ROAD)	0.48	RACK #101
16-11	PC-621	JL31	10/5/2015	SP-038-15	WILLIAMSBURG UNITARIAN UNIVERSALISTS CHURCH EXPANSION (3041 & 3051 IRONBOUND ROAD)	2.33	E&S 4/17/15 \$600 & 10/1/15 \$798 Rec #2769 SUP-17-14 PLANS IN RACK #80
16-12	DC-037	JL26	10/5/2015	E&S-17-15	CITY OF NEWPORT NEWS WATERWORKS - DIASCUND CREEK RESERVOIR - SHORELINE EROSION REPAIR	0.25	FEES WAIVED RECORDS BOX 5893
16-13	WC-218	YO62	10/7/2015	SP-074-14	WHITE HALL - SECTION 4 (3401 ROCHAMBEAU DRIVE) (TOWNHOMES & SFD)	19.13	Subd Plat S-043-14 RACK #18;
16-14	PC-622	JL31	10/7/2015	SP-076-15	GREENSPRINGS PLANTATION RESORT SIDEWALK & PARKING IMPROVEMENTS (201-216 Greensprings Plantation DR)	0.07	E&S paid Rec #2773
16-15	CR-008	JL28	10/20/2015	E&S-25-15	RIVERS BEND AT UNCLES NECK - LOT 22 (7588 Uncle's Neck) O'Brien	0.25	10/1/15 Paid Rec 2767
16-16	CR-009	JL28	10/20/2015	E&S-10-15	RIVER'S BEND ATUNCLES NECK - LOT 23 Fill in Driveway&Culvert - 7592 UNCLE'S NECK (Rauchwarg)	0.93	10/13/15 E&S pd rec 2778
16-17	CC-109	JL34	11/4/2015	E&S-22-15	KINGSMILL - POND SPILLWAY - RETROFIT & REPAIR (Resubmittal)	0.91	Resubmittal of E&S-30-12 fee pd on REC 2759;
16-18	JR-275	JL35	11/4/2015	SP-015-12	HRSD - WILLIAMSBURG INTERCEPTOR SEWER FORCE MAIN REPLACEMENT (Ron Springs)	6.50	7/14/15 E&S fee ok SJT SP Rack 60; SUP-04-12 Also see SP-20-12 for PH3 archaeological investigation;
16-19	CC-110	JL34	11/16/2015	SP-035-14	JCC/SW - JAMES TERRACE SUBDIVISION DRAINAGE IMPROVEMENTS (Phase 1)	0.13	COUNTY PROJECT IFB 16-8440 RACK #129 E&S-18-13
16-20	CC-111	JL34	11/16/2015	SP-035-14	JCC/SW - JAMES TERRACE SUBDIVISION DRAINAGE IMPROVEMENTS (Phases 2 & 3)	0.46	Phase 2&3 and Phase 4 use same SP# COUNTY PROJECT IFB 16-8441 RACK #129 E&S-18-13
16-21	PC-623	JL31	11/16/2015	SP-093-14	JCC/SW - ESSEX COURT STREAM RESTORATION (Scotts Pond NOS Easement)	0.68	Phase 1 and Phase 4 use same SP# County Project
16-22	PC-624	JL31	11/19/2015	SP-028-15	FORDS COLONY - SECTION 1 - KEMPE DRIVE DRAINAGE IMPROVEMENTS	0.38	
16-23	CC-112	JL34	11/20/2015	E&S-19-15	122 BURWELL COURT - RAMER	0.50	E&S FEE Rec #2606

## LD/SW CONSTRUCTION PERMIT REPORT

PERMIT NUMBER	WATRSHPED		ISSUE			ACRES	COMMENTS
	CODE	HUC	DATE	PLAN #	NAME		
16-24	WC-219	YO62	12/8/2015	SP-017-15	JACOBS INDUSTRIAL CENTER - PARCEL 1 (PHASE 1 ONLY) (200 INDUSTRIAL BLVD)	3.35	Fees waived - EZ RACK #67 Phase 2 on separate record E&S fees rec #2821
16-25	JR-276	JL35	12/8/2015	SP-074-15	BUSCH GARDENS ITALY RESTAURANT (RENOVATION & GAS SERVICE LINE) 7851 POCAHONTAS TRAIL	0.21	
16-26	YC-186	JL28	1/7/2016	E&S-29-15	COLONIAL HERITAGE - PHASE VI - SECTION 1 STOCKPILE (499 JOLLY POND ROAD)	1.19	12/4/15 See Parent Plan S-006-14 1/13/16 E&S fee Rec 2831
16-27	YC-187	JL28	1/19/2016	SP-093-15	LIGHTFOOT MARKETPLACE BUILDING FIVE/CHKD (6401 RICHMOND ROAD)	2.40	RACK #61
16-28	GC-032	JL29	2/10/2016	E&S-01-16	WARBURTON GARAGE at 2612 JOLLY POND ROAD	0.18	2/3/15 E&S Fee Rec #2844
16-29	JR-277	JL35	3/11/2016	SP-008-16	CARTERS GROVE PLANTATION - CARETAKERS COTTAGE (8797 Pocahontas)	2.61	2/8/16 pd 1,416 E&S ; PLANS IN RACK# 41 3/1/16 pd 150 E&S Rec 2854 5/12/16 Additional disturbed area and E&S 6/29/16 Plan approv-CONDITIONS 2/25/16
16-30	WC-220	YO62	3/16/2016	SP-069-15	JACOBS INDUSTRIAL CENTER - PARCEL 8A & 8B (263 Industrial Blvd)	4.65	ENTERPRISE ZONE; PLANS IN RACK #3 Amended on SP-028-16
16-31	MC-212	JL33	3/23/2016	SP-085-15	4037 IRONBOUND ROAD PARKING IMPROVEMENTS	0.96	10/14/15 pd \$480 3/21/16 pd \$93.60
16-32	JR-278	JL30	3/29/2016	SP-108-15	PATRIOTS COLONY MAINTENANCE BUILDING & DINING EXPANSION (3400 JOHN TYLER HWY)	1.83	11/24/15 pd \$600, 3/25/16 pd \$490 E&S RACK#21
16-33	YC-188	JL28	3/29/2016	SP-056-15	JCC/SW - YARMOUTH CREEK HEADWATERS STREAM RESTORATION (7049 & 7051 RICHMOND RD)	1.26	C-070-14, IFB 16-8712 RACK#6 1/20/16 plan approv
16-34	JR-279	JL35	4/11/2016	SP-007-16	BUSCH GARDENS - PROJECT 2017- NEW FRANCE (7851 Pocahontas Tr)	2.40	PLANS IN RACK #48; SWM-03-12/C-11-12
16-35	CC-113	JL34	4/20/2016	E&S-06-16	19 MILE COURSE - XIX RESIDENCE	0.84	3/28/16 demo app A16-0281 Pending E&S Rec #2883
16-36	YR-022	YO65	4/29/2016	SP-071-15	ST OLAFS CATHOLIC CHURCH ADDITION (104 Norge Lane)	0.79	E&S fees Rec #2884 Amendment to #SP-122-08
16-37	JR-280	JL35	5/25/2016	SP-092-14	JCC/SW - JAMES RIVER ELEMENTARY SCHOOL STREAM RESTORATION (8901 POCAHONTAS TRAIL)	1.79	IFB 16-8752 RACK #118
16-38	MC-213	JL33	5/25/2016	SP-045-15	JCC/SW - BROOK HAVEN DRAINAGE IMPROVEMENTS (RT 1430)	0.32	IFB 16-8452 RACK #106 5/27/16 Am SP-041-16 approv
16-39	SC-045	JL35	5/25/2016	SP-012-16	COLUMBIA GAS - NEWPORT NEWS #2 M&R STATION REBUILD (8955 Pocahontas Tr)	0.57	SUP-001-18; approv 5/3/16
16-40	MC-214	JL33	5/25/2016	SP-049-15	PROMENADE AT JOHN TYLER (5304 JDHN TYLER HWY)	22.77	Z-3-14/MP-3-14 Proffers RACK#15 4/16/15 Includes E&S-06-15 5/27/15 \$10,600 E&S pd Planning 5/23/16 \$6,351 adnl E&S pd#2902 5/24/16 fees pd Rec #2906
16-41	CC-114	JL34	5/31/2016	E&S-07-16	WILLIAMSBURG LANDING MANOR HOUSE 'A' DRAINAGE IMPROVEMENTS (5700 Williamsburg Landing Dr)	0.08	
16-42	YC-189	JL28	6/10/2016	E&S-03-16	JCC/SW - NORGE ELEMENTARY SCHOOL BMP REPLACEMENT (7311 Richmond Road)	0.82	CO PROJ IFB 16-8867
16-43	PC-626	JL31	6/10/2016	SP-119-15	WJCC - CLARA BYRD BAKER ELEMENTARY SCHOOL PARKING LOT IMPROVEMENTS (3131 IRONBOUND ROAD)	1.50	Local fees waived RACK #35 3/7/16 Plan aprvd SJT IFB 16-8729
16-44	PC-625	JL31	6/10/2016	SP-004-16	JCC/SW - CLARA BYRD BAKER ELEM SCHL STORMWATER FACILITY DESIGN (3131 Ironbound Rd)	3.40	Fees waived; 5/19/16 approv DPW RACK #2 IFB 16-8886
16-45	YC	JL28	6/23/2016	D-001-16	JCC-NDMGP-FY16 / 6 JONATHAN COURT DRAINAGE REPAIR - Scott Shannon owner	0.01	
16-46	MC	JL33	6/24/2016	D-002-16	JCC-NDMGP-FY16 / 117 BRADDOCK RD DRAINAGE REPAIR - John & Carol Bowler	0.02	
16-47	PC	JL31	6/24/2016	D-003-16	JCC-NDMGP-FY16 / FAIRWAY VILLAS DRAINAGE REPAIR	0.06	

## LD/SW CONSTRUCTION PERMIT REPORT

PERMIT NUMBER	WATRSHEd		ISSUE			ACRES		COMMENTS
	CODE	HUC	DATE	PLAN #	NAME	DISTURBED		
16-48	PC-627	JL31	6/29/2016	SP-006-16	WINDSOR HALL MEMORY CARE EXPANSION (3900 Windsor Hall Dr)	1.11		Amended SP-79-15/SP-04-04
16-49	PC	JL31	6/29/2016	D-005-16	JCC-NDMGP-FY16 / FIELDCREST DRAINAGE REPAIR	0.20		
16-50	PC	JL31	6/29/2016	D-006-16	JCC-NDMGP-FY16 / PAR DRIVE PIPE REPLACEMENT (near 200 Par Drive)	0.05		
16-51	PC	JL31	6/29/2016	D-007-16	JCC-NDMGP-FY16 / GREENSPRINGS DRAINAGE REPAIR (Near 3790 Phillip Ludwell)	0.03		
16-52	MC	JL33	6/30/2016	D-008-16	JCC-NDMGP-FY16 / JAMES SQUARE DRAINAGE REPAIR (1334 Jamestown Rd)	0.03		
16-53	PC	JL31	6/30/2016	D-009-16	JCC-NDMG-FY16 / JAMESTOWN 1607 DRAINAGE REPAIR (Common Area S-A,B,C 101-906 London Company Way)	0.15		
16-54	PC	JL31	6/30/2016	D-010-16	JCC-NDMG-FY16 / POWHATAN VILLAGE HOA DRAINAGE REPAIR (4405 Silver Fox Lane)	0.02		
16-55	SC	JL35	6/30/2016	D-011-16	JCC-NDMG-FY16 / SKIFFES CREEK TERRACE DRAINAGE REPAIR (CA P-5 Skiffes Creek 1735 Skiffes Creek Circle)	0.13		
16-56	JR	JL30	6/30/2016	D-004-16	JCC-NDMG-FY16 / FERNBROOK NEIGHBORHOOD DRAINAGE REPAIR (3717 Governor Yearlly - 2732 General Gookin)	0.12		
16-57	PC	JL31	6/30/2016	D-012-16	JCC-NDMG-FY16 / VILLAGES of WESTMINSTER DRAINAGE REPAIR	0.30		
16-58	WC	YO65	6/30/2016	D-013-16	JCC-NDMG-FY16 / WARE CREEK MANOR - MASSENA SWALE REPAIR	0.04		

Total acres disturbed:	135.1768
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Total Projects Listed:	58
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FY16

**VESCP/VSMP Authority - James City County, Virginia**  
**Local Land Disturbing / Stormwater Construction Permit Data (VESCP/VSMP Authority Permits)**

**Plans Approved / Permits Issued**

			HUC Codes														
			<u>JL26</u>	<u>JL27</u>	<u>JL28</u>	<u>JL29</u>	<u>JL30</u>	<u>JL31</u>	<u>JL33</u>	<u>JL34</u>	<u>JL35</u>	<u>YO62</u>	<u>YO63</u>	<u>YO65</u>	<u>YO67</u>	<u>YO68</u>	<u>Total</u>
July	2015	FY 16	0	0	0	0	0	2	0	0	1	0	0	0	0	0	3
August	2015	FY 16	0	1	1	0	0	1	1	0	0	1	0	0	0	0	5
September	2015	FY 16	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2
October	2015	FY 16	1	0	2	0	0	2	0	0	1	0	0	0	0	0	6
November	2015	FY 16	0	0	0	0	0	2	0	4	1	0	0	0	0	0	7
December	2015	FY 16	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2
January	2016	FY 16	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2
February	2016	FY 16	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
March	2016	FY 16	0	0	1	0	1	0	1	0	1	1	0	0	0	0	5
April	2016	FY 16	0	0	0	0	0	0	0	1	1	0	0	1	0	0	3
May	2016	FY 16	0	0	0	0	0	0	2	1	2	0	0	0	0	0	5
June	2016	FY 16	<u>0</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>10</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>0</u>	<u>17</u>
			1	1	9	1	2	17	6	6	9	4	0	2	0	0	
																<b>58</b>	Permits

**Disturbed Acreage (Land Disturbing Activity) in acres**

			HUC Codes														
			<u>JL26</u>	<u>JL27</u>	<u>JL28</u>	<u>JL29</u>	<u>JL30</u>	<u>JL31</u>	<u>JL33</u>	<u>JL34</u>	<u>JL35</u>	<u>YO62</u>	<u>YO63</u>	<u>YO65</u>	<u>YO67</u>	<u>YO68</u>	<u>Total</u>
July	2015	FY 16	0.00	0.00	0.00	0.00	0.00	4.48	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	4.79
August	2015	FY 16	0.00	0.34	32.90	0.00	0.00	1.91	3.83	0.00	0.00	1.50	0.00	0.00	0.00	0.00	40.48
September	2015	FY 16	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	1.21
October	2015	FY 16	0.25	0.00	1.18	0.00	0.00	2.40	0.00	0.00	0.00	19.13	0.00	0.00	0.00	0.00	22.96
November	2015	FY 16	0.00	0.00	0.00	0.00	0.00	1.06	0.00	2.00	6.50	0.00	0.00	0.00	0.00	0.00	9.56
December	2015	FY 16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	3.35	0.00	0.00	0.00	0.00	3.56
January	2016	FY 16	0.00	0.00	3.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.59
February	2016	FY 16	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
March	2016	FY 16	0.00	0.00	1.26	0.00	1.83	0.00	0.96	0.00	2.61	4.65	0.00	0.00	0.00	0.00	11.31
April	2016	FY 16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.84	2.40	0.00	0.00	0.79	0.00	0.00	4.03
May	2016	FY 16	0.00	0.00	0.00	0.00	0.00	0.00	23.09	0.08	2.36	0.00	0.00	0.00	0.00	0.00	25.53
June	2016	FY 16	<u>0.00</u>	<u>0.00</u>	<u>0.83</u>	<u>0.00</u>	<u>0.12</u>	<u>6.82</u>	<u>0.05</u>	<u>0.00</u>	<u>0.13</u>	<u>0.00</u>	<u>0.00</u>	<u>0.04</u>	<u>0.00</u>	<u>0.00</u>	<u>7.99</u>
			0.25	0.34	40.22	0.18	1.95	16.67	27.93	2.92	15.27	28.63	0.00	0.83	0.00	0.00	
																<b>135.19</b>	Acres

*This data is for development projects, not single family.*



**FY16/PY3 ANNUAL MS4 PERMIT REPORT - VESCP/VSMP  
LAND DISTURBANCE ACTIVITY FOR SINGLE FAMILY DETACHED RESIDENTIAL STRUCTURES**

**Single Family Detached Residential Structures  
Land Disturbing Activity**

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# SINGLE FAMILY DETACHED RESIDENTIAL STRUCTURES LAND DISTURBANCE ACTIVITY (FY16 ONLY)

## DIRECTOR'S PERFORMANCE MEASURE REPORTING FORM

Period from July 1, 2015 to June 30, 2016  
 Fiscal Year: FY16     1<sup>st</sup> Half     2<sup>nd</sup> Half     Total     Interim, \_\_\_\_\_

*Note: For end-of-year FY16, total disturbance is a summary of total building permits (BP) issued and information provided in agreement-in-lieu of forms. If information was not available or provided, it was estimated based on impervious area, parcel area, or by other methods. Starting in FY17 (July 2016) reporting associated with single-family home construction will be changed from number of building permits issued (BP) to number of clearing permits-placards issued (CP) by our division. This is to accurately reflect land disturbing activity associated with single family home construction.*

*The data will be reported to the DEQ Regional Office on a monthly basis. Reporting of this metric is required to be performed in response to the MS4 Permit Audit performed by the MS4 Compliance Coordinator for the Virginia DEQ on July 14, 2016 and report issued by the DEQ on July 26, 2016. For Minimum Control Measure (MCM) #4, construction site stormwater runoff control program, a corrective action requirement was to include all regulated land disturbing activities including single-family home projects when reporting the total acreage of land disturbance in the locality annual MS4 report.*

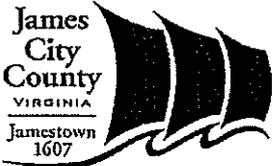
Summary of Data

Month	Number of Building Permits Issued	Disturbance (square feet)	Disturbance (acres)
July	31	290,546	6.67
August	36	348,882	8.00
September	26	267,021	6.13
October	36	346,592	7.96
November	30	303,935	6.98
December	23	231,366	5.31
January	17	143,061	3.28
February	16	125,201	2.87
March	27	453,317	10.40
April	30	329,900	7.57
May	31	348,316	7.99
June	37	405,999	9.32

**340**

Total 82.48 AC.

Total Single-Family Detached Residential Structures  
 Land Disturbance 82.5 (acres)



JAMES CITY COUNTY, VIRGINIA

ATTACHMENT 1

Engineering and Resource  
Protection Division  
101-A Mounts Bay Road  
Williamsburg, VA 23187-8784  
757-253-6670

LAND DISTURBING ACTIVITY ASSOCIATED WITH SINGLE FAMILY HOME CONSTRUCTION

*August 16, 2016*

MS4 PERMIT REFERENCE

General Permit for Discharges of Stormwater from Small Municipal Separate Stormwater Systems  
General Permit No. VAR040037, James City County, Virginia, Section II, Part B(4), Minimum Control Measure #4,  
Construction site stormwater runoff control.

MS4 PERMIT AUDIT

On July 14, 2016 the MS4 Compliance Coordinator for the DEQ (J. Mason Harper) performed a visit to the County and performed a routine audit of our local MS4 program plan. On July 26, 2016 an MS4 Program Audit summary report was issued by the DEQ and provided to the County. The summary report outlined needed corrective actions and recommendations to improve our local MS4 program. For review of Minimum Control Measure (MCM) #4, which is the construction site stormwater runoff control program, the summary report noted that total number of acres disturbed as reported by the County for annual MS4 reporting purposes did not include single-family homes with agreements-in-lieu of plans. The summary report included a corrective action for MCM #4 to include all regulated land disturbing activities including single-family home projects when reporting the total acreage of land disturbance in the annual (MS4) report.

COUNTY RESPONSE

To address this corrective action, the County will respond "as part of the local VSMP, during fiscal year 2016, the Engineering and Resource Protection Division (local VESCP/VSMP authority) began tracking acreage associated with land disturbing activity for single-family home construction covered under *Agreements in Lieu of a Stormwater Management Plan*. These agreements are required, per Section 8-23(C)(4) and 8-24(B) of the County local VSMP ordinance for new single family detached residential structures, as submitted through the County's building permit application process. Acreage for new single family detached residential structures will be included in the total acreage of land disturbance reported in the 2016 (MS4) Annual Report due October 1, 2016. This modification will be documented in the County's Program Plan for Fiscal Years 2017 and 2018. The County will also work to include land disturbing activity (disturbance) associated with new single family detached residential structures as reported monthly to the DEQ Tidewater Regional Office which we do in order to meet the requirements of 9VAC25-840-65.

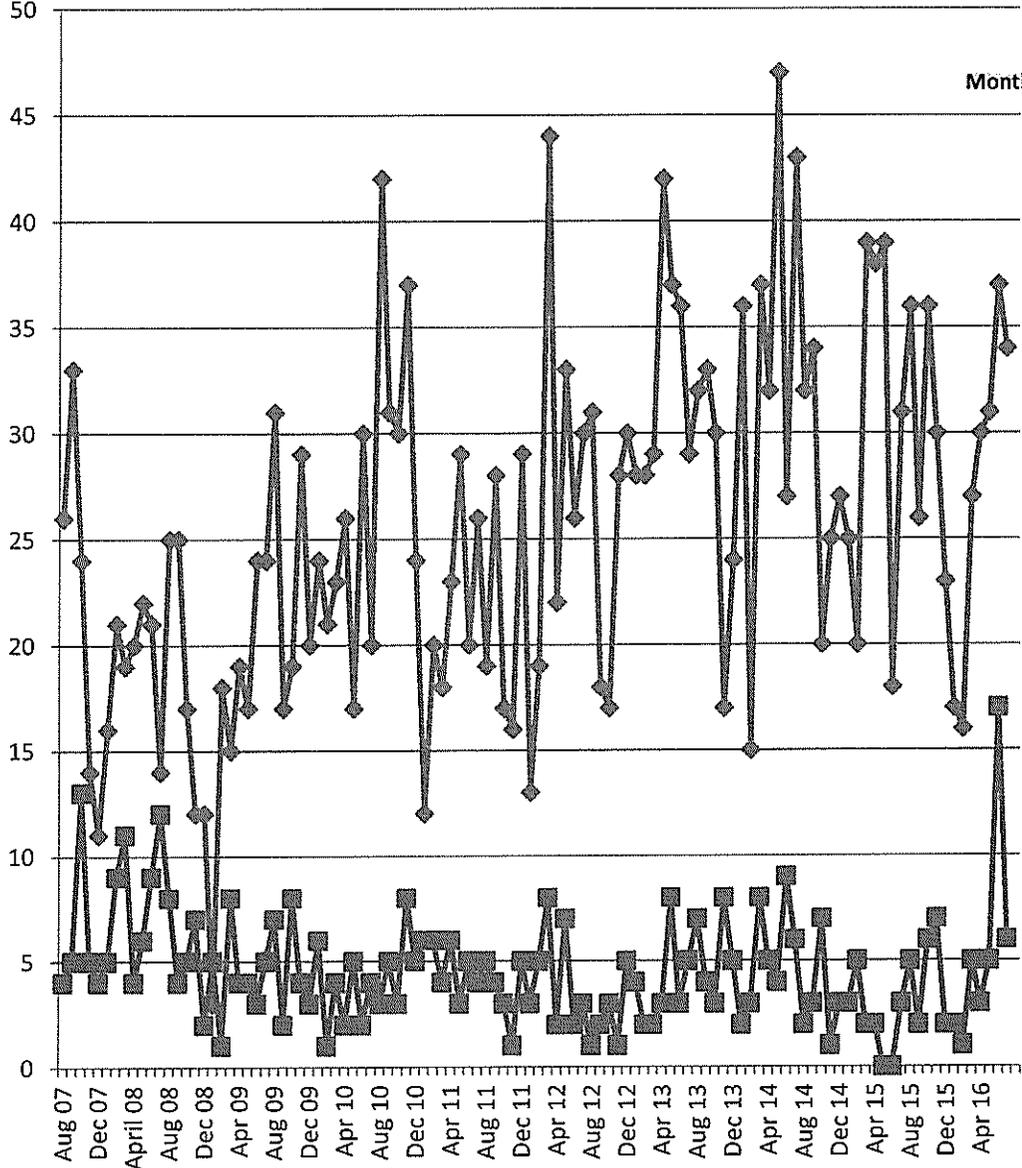
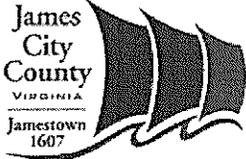
MONTHLY REPORTING

Beginning with the July 2016 monthly report, which corresponds to County fiscal year FY17, the local VESCP/VSMP authority will begin reporting land disturbing activity (disturbance) associated with new single family detached residential structures to the DEQ Tidewater Regional Office.

  
\_\_\_\_\_  
Scott J. Thomas, Director  
James City County Department of Community Development  
Engineering and Resource Protection Division  
(Local VESCP/VSMP Authority)

Date: 08-16-16

James City County, Virginia  
 Division of Engineering & Resource Protection  
 Monthly Land-Disturbing Tracking Report for the Virginia DEQ  
 (Local VESCP Program Activity)



◆ CP - SF Clearing Permits  
 ■ LDP - Land-Disturbing Permits

*Note: Starting in FY17 (July 2016) reporting associated with single-family home construction was changed from number of building permits issued (BP) to number of clearing permits-placards issued (CP). This was to accurately reflect land disturbing activity associated with single family home construction.*

**FY16 ACREAGE DISTURBED  
SF-D LDA**

FY 2016 SF BUILDING PERMITS (7/1/15 - 6/30/16)					
cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-151457	01-Jul-15	111 HOYLAKE	COASTAL CONSTRUCTION & DEVELOPMENT LLC	7,000	**
B-151468	02-Jul-15	4215 BERRY SQUARE	RYAN HOMES	4,697	**
B-151469	02-Jul-15	8008 FAIRMONT DRIVE	RYAN HOMES	14,002	**
B-151470	02-Jul-15	8060 FAIRMONT DRIVE	RYAN HOMES	14,002	**
B-151471	02-Jul-15	2620 BROWNSTONE CIRCLE	RYAN HOMES	10,062	**
B-151472	02-Jul-15	5552 BRIXTON ROAD	WESTMORELAND CORP	5,120	**
B-151479	06-Jul-15	3090 FRIENDSHIP DRIVE	WHITE PAUL A	13,972	**
B-151480	06-Jul-15	3084 FRIENDSHIP DRIVE	WHITE PAUL A	13,972	**
B-151486	07-Jul-15	205 PANMURE	CASON CUSTOM HOMES LLC	10,000	**
B-151492	07-Jul-15	3719 JEREMIAH WALLACE DRIVE	RYAN HOMES	8,390	**
B-151536	10-Jul-15	3094 FRIENDSHIP DRIVE	WHITE PAUL A	13,972	**
B-151543	13-Jul-15	9200 MORNING DEW COURT	HARBIN WAYNE	5,700	
B-151563	15-Jul-15	6412 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151564	15-Jul-15	6404 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151565	15-Jul-15	6475 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151578	16-Jul-15	6463 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151579	16-Jul-15	3955 POLLY COURT	U S HOME CORPORATION LENNAR	3,500	**
B-151582	16-Jul-15	227 WOBURN	CASON CUSTOM HOMES LLC	15,035	
B-151614	20-Jul-15	2644 BROWNSTONE CIRCLE	RYAN HOMES	10,964	
B-151640	23-Jul-15	120 EDWARD WYATT DR	HALLMARK BUILDERS LLC	14,000	
B-151646	23-Jul-15	6454 ISABELLA DR	U S HOME CORPORATION LENNAR	3,686	**
B-151656	24-Jul-15	4184 JOHN RICHARDSON LN	RYAN HOMES	14,340	
B-151665	24-Jul-15	3088 FRIENDSHIP DRIVE	WHITE PAUL A	21,780	
B-151671	27-Jul-15	109 FORMBY	GETTING CONSTRUCTION	12,000	
B-151681	28-Jul-15	9813 CROSS BRANCH DRIVE	DAVID JOHNSON BUILDER LLC	10,400	
B-151684	28-Jul-15	5206 ROLLISON DRIVE	ATLANTIC HOMES LLC	4,067	**
B-151686	28-Jul-15	4890 LUCRETIA WAY	ATLANTIC HOMES LLC	2,600	
B-151695	29-Jul-15	3204 LEIGHTON BLVD	H H HUNT HOMES HAMPTON ROADS LLC	6,763	
B-151696	29-Jul-15	8443 SHELDON BRANCH PLACE	H H HUNT HOMES HAMPTON ROADS LLC	5,776	
B-151698	29-Jul-15	3135 WINDY BRANCH DRIVE	LOUKE TOMMY INC	16,000	
B-151711	30-Jul-15	8012 FAIRMONT DRIVE	RYAN HOMES	14,002	**

SF-LDA  
FY16 1/11

cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-151724	03-Aug-15	137 WESTERN GAILES	WALK WRIGHT CONSTRUCTION LLC	3,450	3450
B-151725	03-Aug-15	3829 SOUTH ORCHARD	RYAN HOMES	5,005	
B-151728	03-Aug-15	160 NINA LANE	RANDY BOZZELL CUSTOM HOMES	5,000	
B-151748	04-Aug-15	9215 RICHMOND ROAD	WHITE PAUL A	36,455	
B-151752	05-Aug-15	135 SOUTH TURNBERRY	BLACKROCK BUILDERS	10,200	
B-151769	06-Aug-15	8480 LANTANA COURT	H H HUNT HOMES HAMPTON ROADS LLC	4,702	
B-151770	06-Aug-15	3200 LEIGHTON BLVD	H H HUNT HOMES HAMPTON ROADS LLC	6,692	**
B-151781	07-Aug-15	4907 ERCIL WAY	ATLANTIC HOMES LLC	2,200	
B-151783	07-Aug-15	4915 ERCIL WAY	ATLANTIC HOMES LLC	3,500	
B-151787	07-Aug-15	2402 RESERVE DRIVE	OLSEN FINE HOME BUILDING LLC	35,200	
B-151789	07-Aug-15	5507 VAUGHAN LN	HARBIN WAYNE	4,218	
B-151792	10-Aug-15	4103 POWHATAN SECONDARY	RYAN HOMES	12,500	**
B-151793	10-Aug-15	4229 BERRY SQUARE	RYAN HOMES	4,770	
B-151802	11-Aug-15	3447 WESTPORT	THE STONEHILL COMPANY LLC	25,000	
B-151815	12-Aug-15	519 COLLINGTON COURT	CENTEX HOMES	10,687	
B-151829	13-Aug-15	9200 DIASCUND ROAD	GOODING CONSTRUCTION	15,000	
B-151858	18-Aug-15	3835 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	**
B-151859	18-Aug-15	6415 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151860	18-Aug-15	3827 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	**
B-151871	19-Aug-15	215 OAKMERE PARK	COASTAL CONSTRUCTION & DEVELOPMENT LLC	11,487	
B-151880	20-Aug-15	149 WESTERN GAILES	SNOW CUSTOM BUILDERS INC	8,500	
B-151892	21-Aug-15	2660 BROWNSTONE CIR	RYAN HOMES	10,910	
B-151899	24-Aug-15	119 ROYAL MELBOURNE	HALLMARK BUILDERS LLC	13,500	
B-151902	24-Aug-15	120 ROYAL MELBOURNE	COASTAL CONSTRUCTION & DEVELOPMENT LLC	10,259	
B-151905	24-Aug-15	8542 DIASCUND ROAD	COOPER AND SALYER CONTRACTING	3,500	**
B-151908	24-Aug-15	709 MADISON ROAD	SMART MOVE INVESTMENTS	8,500	**
B-151910	25-Aug-15	8475 SHELDON BRANCH PLACE	H H HUNT HOMES HAMPTON ROADS LLC	5,644	
B-151914	25-Aug-15	6455 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151915	25-Aug-15	3839 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	**
B-151918	25-Aug-15	6459 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-151921	26-Aug-15	8036 FAIRMONT DR	RYAN HOMES	13,990	
B-151927	26-Aug-15	3185 N RIVERSIDE DR	HOMEOWNER	25,000	**

SF-LDA  
FY16 2/11

cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-151940	28-Aug-15	247 WILLIAM SPENCER	CARTWRIGHT CONSTRUCTION LLC	20,000	
B-151950	28-Aug-15	2234 FORGE ROAD	BUILD RE BUILD LLC	2,563	2563
B-151951	28-Aug-15	4233 BERRY SQUARE	RYAN HOMES	5,723	
B-151952	28-Aug-15	4231 BERRY SQUARE	RYAN HOMES	4,864	
B-151972	01-Sep-15	5439 BURLINGTON CT	RYAN HOMES	10,645	
B-151982	02-Sep-15	7500 UNCLES NECK	FISHER J H CONSTRUCTION	30,575	
B-151985	02-Sep-15	8439 SHELDON BRANCH PLACE	H H HUNT HOMES HAMPTON ROADS LLC	4,614	
B-151994	02-Sep-15	2937 FORGE ROAD	JEFFREY N CLARK CUSTOM BUILDER LLC	4,000	
B-152009	04-Sep-15	109 KINGDOM OF FIFE	MLC VENTURES LLC	8,561	
B-152014	04-Sep-15	4705 ESKERHILLS	CREATIVE CABINET WORKS LLC	25,000	**
B-152016	04-Sep-15	6056 JOHN JACKSON DR	RYAN HOMES	14,102	
B-152052	11-Sep-15	132 LAKESIDE CIRCLE	HOMEOWNER	3,614	3614
B-152054	11-Sep-15	8088 FAIRMONT DR	RYAN HOMES	18,365	
B-152059	11-Sep-15	4217 BERRY SQUARE	RYAN HOMES	2,943	
B-152060	11-Sep-15	8120 FAIRMONT DR	RYAN HOMES	14,623	
B-152083	16-Sep-15	8220 BRIDLINGTON WAY	RYAN HOMES	13,278	
B-152084	16-Sep-15	5985 JOHN JACKSON DR	RYAN HOMES	20,050	
B-152098	17-Sep-15	6028 JOHN JACKSON DRIVE	RYAN HOMES	8,324	
B-152104	18-Sep-15	3486 NEWS ROAD	HERTZLER BROTHERS INC	2,548	
B-152115	21-Sep-15	6428 ZACHARIAH DRIVE	U S HOME CORPORATION LENNAR	3,500	**
B-152116	21-Sep-15	6447 ISABELLA DR	U S HOME CORPORATION LENNAR	3,686	**
B-152129	22-Sep-15	153 INDIGO DAM ROAD	CHILHAM CONSTRUCTION	5,000	
B-152136	23-Sep-15	6315 CORDELIA ROAD	U S HOME CORPORATION LENNAR	4,717	**
B-152146	24-Sep-15	124 ENSIGN JOHN UTIE	HARBIN WAYNE	12,186	
B-152163	25-Sep-15	205 DANESBURY PARK	PROMARK CUSTOM HOMES INC	5,500	
B-152170	25-Sep-15	3092 FRIENDSHIP DRIVE	WHITE PAUL A	10,000	
B-152172	25-Sep-15	3727 JEREMIAH WALLACE DRIVE	RYAN HOMES	8,353	
B-152179	28-Sep-15	4159 LONGVIEW LANDING	HARBIN WAYNE	11,981	
B-152189	28-Sep-15	3369 N RIVERSIDE DR	B AND W CONTRACTORS	15,985	
B-152204	29-Sep-15	3833 SOUTH ORCHARD	RYAN HOMES	5,051	
B-152210	01-Oct-15	506 COLLINGTON CT	CENTEX HOMES	9,519	**
B-152211	01-Oct-15	511 COLLINGTON COURT	CENTEX HOMES	13,426	

SF-LDA  
FY16 3/11

cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-152212	01-Oct-15	2629 BROWNSTONE CIRCLE	RYAN HOMES	12,287	
B-152213	01-Oct-15	5335 ARBOR PLACE	RYAN HOMES	52,641	
B-152221	01-Oct-15	8108 FAIRMONT DR	RYAN HOMES	11,161	
B-152241	06-Oct-15	6432 ZACHARIAH DRIVE	U S HOME CORPORATION LENNAR	3,500	**
B-152249	07-Oct-15	6479 CORDELIA ROAD	U S HOME CORPORATION LENNAR	4,717	**
B-152250	07-Oct-15	6471 CORDELIA RD	U S HOME CORPORATION LENNAR	4,717	**
B-152273	09-Oct-15	121 WATFORD LN	TRICO SERVICE CORP	1,307	
B-152282	09-Oct-15	8212 BRIDLINGTON WAY	RYAN HOMES	12,964	
B-152288	12-Oct-15	8526 ASHINGTON WAY	RYAN HOMES	14,100	
B-152289	12-Oct-15	8530 ASHINGTON WAY	RYAN HOMES	13,044	
B-152297	13-Oct-15	6423 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-152298	13-Oct-15	6439 ZACHARIAH DRIVE	U S HOME CORPORATION LENNAR	3,500	**
B-152301	13-Oct-15	9104 SERENITY LANE	HOMEOWNER	25,000	**
B-152304	14-Oct-15	3848 SOUTH ORCHARD	RYAN HOMES	5,050	
B-152309	14-Oct-15	5986 JOHN JACKSON DRIVE	RYAN HOMES	9,379	
B-152310	14-Oct-15	2668 BROWNSTONE CIRCLE	RYAN HOMES	7,586	
B-152313	15-Oct-15	3208 LEIGHTON BLVD	H H HUNT HOMES HAMPTON ROADS LLC	6,621	
B-152333	16-Oct-15	159 RED BERKSHIRE	CASON CUSTOM HOMES LLC	3,670	3670
B-152346	19-Oct-15	2628 BROWNSTONE CIRCLE	RYAN HOMES	8,128	
B-152349	20-Oct-15	3837 SOUTH ORCHARD	RYAN HOMES	5,658	
B-152359	21-Oct-15	2607 LITTLE CREEK DAM RD	WHITE PAUL A	13,350	13350
B-152372	21-Oct-15	4910 LUCRETIA WAY	ATLANTIC HOMES LLC	2,800	
B-152374	21-Oct-15	4887 ERCIL WAY	ATLANTIC HOMES LLC	2,800	
B-152378	22-Oct-15	3819 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	2935
B-152385	23-Oct-15	3845 SOUTH ORCHARD	RYAN HOMES	5,032	
B-152386	23-Oct-15	4207 BERRY SQUARE	RYAN HOMES	4,490	
B-152387	23-Oct-15	2624 BROWNSTONE CIRCLE	RYAN HOMES	10,083	
B-152396	26-Oct-15	3467 WESTPORT	CHARLES W ROSS BUILDER INC	18,000	
B-152399	26-Oct-15	8536 ASHINGTON WAY	RYAN HOMES	9,896	
B-152400	26-Oct-15	4053 PENZANCE PLACE	RYAN HOMES	9,816	
B-152416	29-Oct-15	8523 ASHINGTON WAY	RYAN HOMES	10,449	
B-152417	29-Oct-15	4193 JOHN RICHARDSON LN	RYAN HOMES	11,633	

SF-LDA  
FY16 4/11

cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-152418	29-Oct-15	8518 ASHINGTON WAY	RYAN HOMES	12,145	
B-152429	30-Oct-15	163 WESTERN GAILES	WILLIAMSBURG HOME IMPROVEMENT	1,502	1502
B-152434	02-Nov-15	8223 NATURES WAY	STEPHENS BUILDER	40,000	
B-152448	03-Nov-15	3628 LAVENDER LANE	H H HUNT HOMES HAMPTON ROADS LLC	4,607	
B-152449	03-Nov-15	8412 SHELDON BRANCH PL	H H HUNT HOMES HAMPTON ROADS LLC	9,265	
B-152452	03-Nov-15	6311 CORDELIA ROAD	U S HOME CORPORATION LENNAR	4,717	**
B-152453	03-Nov-15	3951 POLLY COURT	U S HOME CORPORATION LENNAR	3,500	**
B-152460	03-Nov-15	108 HURLSTON	CASON CUSTOM HOMES LLC	23,600	
B-152482	06-Nov-15	510 COLLINGTON COURT	CENTEX HOMES	9,118	
B-152488	06-Nov-15	8068 FAIRMONT DRIVE	RYAN HOMES	14,002	**
B-152493	06-Nov-15	3428 BRICK BAT ROAD	WHITE PAUL A	30,000	
B-152522	10-Nov-15	127 ROYAL SYDNEY	DAVID JOHNSON BUILDER LLC	10,200	
B-152525	10-Nov-15	8605 POCAHONTAS TR	WHITE PAUL A	8,410	
B-152530	12-Nov-15	7485 MELISSA LANE	BARRY L WILLIAMS BLDR INC	3,000	
B-152531	12-Nov-15	6451 ISABELLA DR	U S HOME CORPORATION LENNAR	3,686	**
B-152532	12-Nov-15	6443 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-152541	12-Nov-15	4886 LUCRETIA WAY	ATLANTIC HOMES LLC	3,036	**
B-152545	13-Nov-15	5540 BRIXTON ROAD	WESTMORELAND CORP	5,412	
B-152550	13-Nov-15	332 MILL STREAM WAY	WALK WRIGHT CONSTRUCTION LLC	16,895	
B-152556	13-Nov-15	2626 CHICKAHOMINY RD	HARBIN WAYNE	17,810	
B-152557	13-Nov-15	4205 BERRY SQUARE	RYAN HOMES	4,654	
B-152558	13-Nov-15	8540 ASHINGTON WAY	RYAN HOMES	11,690	
B-152571	17-Nov-15	3815 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	**
B-152572	17-Nov-15	3801 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	**
B-152588	18-Nov-15	3841 SOUTH ORCHARD	RYAN HOMES	5,018	
B-152611	20-Nov-15	5210 ROLLISON DRIVE	J LLOYD BUILDER INC	6,300	**
B-152614	20-Nov-15	8522 ASHINGTON WAY	RYAN HOMES	10,685	
B-152615	20-Nov-15	4051 PENZANCE PLACE	RYAN HOMES	11,434	
B-152644	24-Nov-15	3831 SOUTH ORCHARD	RYAN HOMES	5,023	
B-152652	25-Nov-15	4219 BERRY SQUARE	RYAN HOMES	5,020	
B-152653	25-Nov-15	6020 JOHN JACKSON DRIVE	RYAN HOMES	13,840	
B-152658	30-Nov-15	8534 ASHINGTON WAY	RYAN HOMES	13,457	**

SF-LDA  
FY16 5/11

cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-152674	01-Dec-15	6443 ZACHARIAH DR	U S HOME CORPORATION LENNAR	3,500	**
B-152675	01-Dec-15	9804 HIDDEN NEST	BOYER HOMES INC	20,250	
B-152683	02-Dec-15	103 ST ANNES	HARBIN WAYNE	11,569	
B-152684	02-Dec-15	4388 LANDFALL DRIVE	CHARLES W ROSS BUILDER INC	5,700	
B-152720	07-Dec-15	2625 BROWNSTONE CIRCLE	RYAN HOMES	11,377	
B-152722	08-Dec-15	102 BIRDIE	WALK WRIGHT CONSTRUCTION LLC	6,480	
B-152770	10-Dec-15	179 NOTTINGHAMSHIRE	COASTAL CONSTRUCTION & DEVELOPMENT LLC	9,000	**
B-152776	11-Dec-15	7456 WICKS ROAD	RYAN HOMES	6,321	
B-152781	11-Dec-15	103 WATFORD LN	TRICO SERVICE CORP	1,766	
B-152791	14-Dec-15	121 HENRY TYLER DR	KAR SAN DEVELOPMENT LTD	15,152	
B-152802	14-Dec-15	4221 BERRY SQUARE	RYAN HOMES	4,721	
B-152835	17-Dec-15	629 DOCK LANDING	CLECKLEY AND SMITH INC	7,800	
B-152836	18-Dec-15	2692 BROWNSTONE CIR	RYAN HOMES	8,066	
B-152840	18-Dec-15	3839 SOUTH ORCHARD	RYAN HOMES	5,052	
B-152841	18-Dec-15	3819 SOUTH ORCHARD	RYAN HOMES	5,013	
B-152844	18-Dec-15	7588 UNCLES NECK	FISHER J H CONSTRUCTION	17,464	
B-152855	22-Dec-15	168 HERITAGE POINTE	J LLOYD BUILDER INC	14,250	
B-152862	23-Dec-15	3004 SOUTH COURT	SKY BLUE HOMES LLC	6,000	
B-152864	23-Dec-15	8527 ASHINGTON WAY	RYAN HOMES	20,559	
B-152865	23-Dec-15	3608 MALLORY PLACE	RYAN HOMES	30,920	
B-152867	23-Dec-15	8821 RICHMOND ROAD	CEDAR CREEK HOMES INC	6,971	
B-152873	28-Dec-15	167 SOUTH TURNBERRY	WALK WRIGHT CONSTRUCTION LLC	3,402	3402
B-152879	28-Dec-15	3708 JEREMIAH WALLACE DRIVE	RYAN HOMES	10,033	
B-160044	11-Jan-16	316 OXFORD ROAD	CENTEX HOMES	8,157	
B-160045	11-Jan-16	315 OXFORD ROAD	CENTEX HOMES	7,715	
B-160046	11-Jan-16	4227 BERRY SQUARE	RYAN HOMES	4,724	
B-160049	11-Jan-16	100 SOUTHERN HILLS	KAR SAN DEVELOPMENT LTD	3,000	
B-160070	14-Jan-16	320 OXFORD ROAD	CENTEX HOMES	8,646	
B-160071	14-Jan-16	515 COLLINGTON COURT	CENTEX HOMES	11,794	
B-160082	14-Jan-16	3096 FRIENDSHIP DR	WHITE PAUL A	12,637	
B-160087	15-Jan-16	2641 BROWNSTONE CIRCLE	RYAN HOMES	10,577	
B-160088	15-Jan-16	3843 SOUTH ORCHARD	RYAN HOMES	5,150	

SF-LDA  
FY 16 6/11

cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-160127	22-Jan-16	3003 MEADOW CREST TRAIL	RYAN HOMES	12,671	
B-160128	22-Jan-16	4225 BERRY SQUARE	RYAN HOMES	4,720	
B-160129	22-Jan-16	5993 JOHN JACKSON DRIVE	RYAN HOMES	10,410	
B-160130	22-Jan-16	8216 BRIDLINGTON WAY	RYAN HOMES	16,772	
B-160132	25-Jan-16	8476 LANTANA COURT	H H HUNT HOMES HAMPTON ROADS LLC	4,702	
B-160133	25-Jan-16	3624 LAVENDER LANE	H H HUNT HOMES HAMPTON ROADS LLC	4,838	
B-160154	28-Jan-16	4408 OLIVE DRIVE	ATLANTIC HOMES LLC	6,600	
B-160166	29-Jan-16	2632 BROWNSTONE CIRCLE	RYAN HOMES	9,948	
B-160185	01-Feb-16	612 DOCK LANDING	CLECKLEY AND SMITH INC	8,034	
B-160186	01-Feb-16	629 DOCK LANDING	CLECKLEY AND SMITH INC	7,800	
B-160194	02-Feb-16	130 MAXTON LANE	WHITE PAUL A	12,800	
B-160206	04-Feb-16	3540 SPLITWOOD ROAD	MCEWEN CONSTRUCTION COMPANY	900	
B-160207	04-Feb-16	123 WEST LINKS	PROMARK CUSTOM HOMES INC	3,800	3800
B-160216	05-Feb-16	8461 LANTANA COURT	H H HUNT HOMES HAMPTON ROADS LLC	4,343	
B-160220	08-Feb-16	116 GROVE HEIGHTS AVE	SKY BLUE HOMES LLC	8,500	
B-160242	10-Feb-16	119 BLACKHEATH	SOUTHERN TRADITIONS LLC	4,900	4900
B-160264	12-Feb-16	8072 FAIRMONT DRIVE	RYAN HOMES	10,788	
B-160288	16-Feb-16	2712 BROWNSTONE CIRCLE	RYAN HOMES	10,256	
B-160299	17-Feb-16	204 BULWELL FOREST	DAVID JOHNSON BUILDER LLC	10,200	
B-160366	26-Feb-16	3509 SAUNDERS BRIDGE	MARQUEE HOMES INC	4,680	
B-160385	26-Feb-16	140 HIGHLAND	HARBIN WAYNE	4,606	
B-160388	29-Feb-16	2640 BROWNSTONE CIRCLE	RYAN HOMES	10,681	
B-160389	29-Feb-16	2604 BROWNSTONE CIRCLE	RYAN HOMES	9,013	
B-160392	29-Feb-16	7556 UNCLES NECK	HALLMARK BUILDERS LLC	13,900	
B-160396	01-Mar-16	141 BLACKHEATH	COASTAL CONSTRUCTION & DEVELOPMENT LLC	12,139	
B-160399	01-Mar-16	191 NOTTINGHAMSHIRE	COASTAL CONSTRUCTION & DEVELOPMENT LLC	9,771	
B-160405	02-Mar-16	3842 SOUTH ORCHARD	RYAN HOMES	5,141	**
B-160406	02-Mar-16	3844 SOUTH ORCHARD	RYAN HOMES	5,141	**
B-160420	04-Mar-16	117 STOWE	COASTAL CONSTRUCTION & DEVELOPMENT LLC	12,198	
B-160428	07-Mar-16	121 POWHATAN DRIVE	KAR SAN DEVELOPMENT LTD	13,068	
B-160455	09-Mar-16	127 KINGDOM OF FIFE	HARBIN WAYNE	10,200	
B-160479	10-Mar-16	112 HOLLINWELL	CASON CUSTOM HOMES LLC	3,640	3640

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cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-160511	15-Mar-16	109 RICH NECK ROAD	FRED A NICE CONSTRUCTION CO	5,000	
B-160513	15-Mar-16	2636 BROWNSTONE CIRCLE	RYAN HOMES	10,062	**
B-160520	16-Mar-16	6074 JOHN JACKSON	RYAN HOMES	14,405	
B-160528	17-Mar-16	280 CAMP ROAD	ENVISION HOMES OF VIRGINIA INC	2,187	
B-160541	17-Mar-16	3716 JEREMIAH WALLACE DR	RYAN HOMES	9,541	
B-160556	21-Mar-16	6458 ISABELLA DR	U S HOME CORPORATION LENNAR	6,098	
B-160557	21-Mar-16	6400 ISABELLA DR	U S HOME CORPORATION LENNAR	1,939	
B-160563	22-Mar-16	7564 UNCLES NECK	HARBIN WAYNE	87,757	
B-160564	22-Mar-16	324 OXFORD RD	CENTEX HOMES	9,982	
B-160566	22-Mar-16	4064 DUNBARTON CIRCLE	MARQUEE HOMES INC	3,264	
B-160570	22-Mar-16	5443 BURLINGTON CT	RYAN HOMES	10,212	
B-160571	22-Mar-16	514 COLLINGTON COURT	CENTEX HOMES	8,451	
B-160574	22-Mar-16	4700 FENTON MILL RD	NICE DAVID A BUILDER	130,680	
B-160637	29-Mar-16	100 ROYAL SYDNEY	STEPHEN ALEXANDER HOMES LLC	8,712	
B-160641	29-Mar-16	1923 NORTH FOWLERS CLOSE	J LLOYD BUILDER INC	36,000	
B-160647	30-Mar-16	229 WEST KILBRIDE	WALK WRIGHT CONSTRUCTION LLC	5,000	**
B-160651	30-Mar-16	107 MOLESEY HURST	PROMARK CUSTOM HOMES INC	5,728	5728
B-160664	31-Mar-16	2615 BROWNSTONE CIRCLE	RYAN HOMES	14,856	
B-160665	31-Mar-16	8519 ASHINGTON WAY	RYAN HOMES	12,145	
B-160667	01-Apr-16	3086 FRIENDSHIP DRIVE	WHITE PAUL A	7,500	
B-160683	04-Apr-16	3838 SOUTH ORCHARD	RYAN HOMES	5,868	
B-160684	04-Apr-16	3702 SOUTH SQUARE	RYAN HOMES	4,670	
B-160685	04-Apr-16	8544 ASHINGTON WAY	RYAN HOMES	14,685	
B-160697	06-Apr-16	5428 BURLINGTON CT	RYAN HOMES	12,467	
B-160714	07-Apr-16	2608 BROWNSTONE CIRCLE	RYAN HOMES	8,326	
B-160723	08-Apr-16	309 OXFORD ROAD	CENTEX HOMES	9,508	
B-160726	11-Apr-16	3844 ISAAC CIRCLE	U S HOME CORPORATION LENNAR	2,935	**
B-160727	11-Apr-16	6439 ISABELLA DRIVE	U S HOME CORPORATION LENNAR	3,686	**
B-160740	12-Apr-16	5222 ROLLISON DRIVE	ATLANTIC HOMES LLC	4,067	
B-160756	13-Apr-16	101 BIRMINGHAM	HARBIN WAYNE	18,501	
B-160766	14-Apr-16	108 COVE ROAD	HOMEOWNER	9,387	
B-160767	14-Apr-16	4902 LUCRETIA WAY	ATLANTIC HOMES LLC	3,090	

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cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-160771	14-Apr-16	5339 ARBOR PLACE	RYAN HOMES	52,800	
B-160772	14-Apr-16	3817 SOUTH ORCHARD	RYAN HOMES	5,557	
B-160782	15-Apr-16	4101 POGGIO FIELD	MARQUEE HOMES INC	3,300	
B-160793	18-Apr-16	4029 S RIVERSIDE DR	MOORE AND SONS BUILDER LLC	11,445	
B-160811	19-Apr-16	205 ROYAL COUNTY DOWN	HALLMARK BUILDERS LLC	17,082	
B-160813	19-Apr-16	6374 CORDELIA ROAD	U S HOME CORPORATION LENNAR	4,717	4717
B-160825	20-Apr-16	523 COLLINGTON COURT	CENTEX HOMES	9,562	
B-160844	21-Apr-16	617 DOCK LANDING	CLECKLEY AND SMITH INC	8,600	
B-160857	25-Apr-16	4370 IRONBOUND ROAD	HARBIN WAYNE	5,123	
B-160859	25-Apr-16	8464 LANTANA CT	H H HUNT HOMES HAMPTON ROADS LLC	4,216	
B-160861	25-Apr-16	8468 LANTANA COURT	H H HUNT HOMES HAMPTON ROADS LLC	4,718	
B-160862	25-Apr-16	2408 FAWN PLACE	HIPPLE MICHAEL J BUILDER	39,369	
B-160918	28-Apr-16	115 HURLSTON	BLACKROCK BUILDERS	21,000	
B-160920	28-Apr-16	8064 FAIRMONT DR	RYAN HOMES	19,450	
B-160927	29-Apr-16	6435 ISABELLA DR	U S HOME CORPORATION LENNAR	3,021	3021
B-160936	29-Apr-16	4223 BERRY SQUARE	RYAN HOMES	4,960	
B-160937	29-Apr-16	5994 JOHN JACKSON DRIVE	RYAN HOMES	10,290	
B-160955	02-May-16	100 LINCOLNSHIRE	HARBIN WAYNE	17,440	
B-160964	03-May-16	3662 LAVENDER LANE	H H HUNT HOMES HAMPTON ROADS LLC	4,662	
B-160968	04-May-16	104 ROYAL WEST NORFOLK	COASTAL CONSTRUCTION & DEVELOPMENT LLC	7,000	**
B-160979	05-May-16	105 GREENS WAY	CLECKLEY AND SMITH INC	16,200	
B-160992	06-May-16	3011 MEADOW CREST TRAIL	RYAN HOMES	8,865	
B-160994	06-May-16	8545 ASHINGTON WAY	RYAN HOMES	15,679	
B-160995	06-May-16	3840 SOUTH ORCHARD	RYAN HOMES	5,026	
B-161003	09-May-16	100 CASTEL PINES	CASON CUSTOM HOMES LLC	2,568	2568
B-161016	10-May-16	105 QUAKER RIDGE	WALK WRIGHT CONSTRUCTION LLC	2,201	2201
B-161041	12-May-16	3825 SOUTH ORCHARD	RYAN HOMES	4,778	
B-161052	13-May-16	3509 SAUNDERS BRIDGE	MARQUEE HOMES INC	4,680	
B-161056	13-May-16	135 BLACKHEATH	KAR SAN DEVELOPMENT LTD	12,500	**
B-161057	13-May-16	108 LEVEN LINKS	KAR SAN DEVELOPMENT LTD	10,533	
B-161058	13-May-16	103 ARGALL TOWN LN	MITCHELL HOMES INC	4,500	
B-161096	19-May-16	2704 BROWNSTONE CIRCLE	RYAN HOMES	8,400	

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cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-161101	20-May-16	4600 EDENDERRY	BLACKROCK BUILDERS	28,750	
B-161113	23-May-16	522 COLLINGTON COURT	CENTEX HOMES	9,838	
B-161114	23-May-16	329 OXFORD ROAD	CENTEX HOMES	10,033	
B-161125	23-May-16	2616 BROWNSTONE CIRCLE	RYAN HOMES	10,656	
B-161130	23-May-16	3620 MALLORY PLACE	RYAN HOMES	65,113	
B-161144	24-May-16	333 OXFORD ROAD	CENTEX HOMES	9,908	
B-161146	24-May-16	304 OXFORD ROAD	CENTEX HOMES	8,652	
B-161158	25-May-16	1300 MOSES LANE	FINAL PHASE INSTALLATIONS INC	8,000	
B-161159	25-May-16	1302 MOSES LANE	FINAL PHASE INSTALLATIONS INC	8,000	
B-161160	25-May-16	1304 MOSES LANE	FINAL PHASE INSTALLATIONS INC	8,000	
B-161161	25-May-16	1306 MOSES LANE	FINAL PHASE INSTALLATIONS INC	7,900	
B-161163	25-May-16	1308 MOSES LANE	FINAL PHASE INSTALLATIONS INC	7,800	
B-161171	27-May-16	7532 UNCLES NECK	HALLMARK BUILDERS LLC	27,750	
B-161180	27-May-16	3712 JEREMIAH WALLACE DR	RYAN HOMES	3,207	3207
B-161181	27-May-16	4228 BERRY SQUARE	RYAN HOMES	4,937	
B-161182	27-May-16	3827 SOUTH ORCHARD	RYAN HOMES	4,740	
B-161196	01-Jun-16	9817 CROSS BRANCH DRIVE	DAVID JOHNSON BUILDER LLC	12,750	
B-161212	02-Jun-16	5506 VAUGHAN LN	TRICO SERVICE CORP	2,938	
B-161215	03-Jun-16	5536 BRIXTON ROAD	WESTMORELAND CORP	5,350	
B-161225	03-Jun-16	121 WESTCHESTER	OLSEN FINE HOME BUILDING LLC	30,000	
B-161227	06-Jun-16	2703 BROWNSTONE CIRCLE	RYAN HOMES	8,904	
B-161235	06-Jun-16	8541 ASHINGTON WAY	RYAN HOMES	16,451	
B-161236	06-Jun-16	8515 ASHINGTON WAY	RYAN HOMES	10,402	
B-161240	07-Jun-16	165 RAILROAD STREET	JONATHAN BEAMER BUILDER INC	9,150	
B-161248	08-Jun-16	3117 RIDGE DRIVE	MLC VENTURES LLC	5,000	
B-161255	08-Jun-16	3615 LAVENDER LANE	H H HUNT HOMES HAMPTON ROADS LLC	4,168	
B-161256	08-Jun-16	3674 LAVENDER LANE	H H HUNT HOMES HAMPTON ROADS LLC	4,559	
B-161289	10-Jun-16	10075 OLD STAGE ROAD	WHITE PAUL A	34,412	
B-161296	13-Jun-16	4894 LUCRETIA WAY	ATLANTIC HOMES LLC	3,128	
B-161297	13-Jun-16	4906 LUCRETIA WAY	ATLANTIC HOMES LLC	3,128	
B-161321	14-Jun-16	5604 BRIXTON ROAD	WESTMORELAND CORP	4,600	
B-161331	15-Jun-16	107 TADWORTH	CASON CUSTOM HOMES LLC	1,700	1700

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cc_permit_no	cc_permit_date	cc_permit_addr_full	cc_contr_name	Disturbed SF	Imp
B-161341	17-Jun-16	7663 CYPRESS DRIVE	HOMEOWNER	2,200	
B-161343	17-Jun-16	119 GLASGOW	WALK WRIGHT CONSTRUCTION LLC	8,500	
B-161348	17-Jun-16	3004 MEADOW CREST TRAIL	RYAN HOMES	25,180	
B-161349	17-Jun-16	4226 BERRY SQUARE	RYAN HOMES	4,860	
B-161350	17-Jun-16	5990 JOHN JACKSON DR	RYAN HOMES	10,077	
B-161351	17-Jun-16	3704 JEREMIAH WALLACE DR	RYAN HOMES	10,817	
B-161355	20-Jun-16	6394 CORDELIA ROAD	U S HOME CORPORATION LENNAR	4,717	**
B-161356	20-Jun-16	6420 ZACHARIA DRIVE	U S HOME CORPORATION LENNAR	3,500	**
B-161361	20-Jun-16	8309 SHELDON BRANCH PL	H H HUNT HOMES HAMPTON ROADS LLC	6,291	
B-161362	20-Jun-16	8484 LANTANA COURT	H H HUNT HOMES HAMPTON ROADS LLC	4,955	
B-161373	21-Jun-16	120 PORTLAND	PROMARK CUSTOM HOMES INC	9,939	
B-161377	21-Jun-16	325 OXFORD ROAD	CENTEX HOMES	10,525	
B-161378	21-Jun-16	328 OXFORD ROAD	CENTEX HOMES	16,008	
B-161379	21-Jun-16	526 COLLINGTON COURT	CENTEX HOMES	10,335	
B-161394	22-Jun-16	219 OAKMERE PARK	HARBIN WAYNE	11,364	
B-161398	22-Jun-16	7448 WICKS RD	RYAN HOMES	7,519	
B-161412	23-Jun-16	628 DOCK LANDING	CLECKLEY AND SMITH INC	4,600	
B-161428	27-Jun-16	3647 MALLORY PLACE	RYAN HOMES	48,016	**
B-161439	29-Jun-16	4950 FENTON MILL RD	HOMEOWNER	18,227	
B-161441	29-Jun-16	235 THOMPSON LANE	HOMEOWNER	26,620	
B-161443	29-Jun-16	212 WILLIAM SPENCER	CARTWRIGHT CONSTRUCTION LLC	5,109	5109
<b>Total Permits</b>	<b>340</b>		<b>Total Sqft</b>	<b>3,594,316</b>	
		84 ** Estimated Disturbed Area	<b>Acres</b>	<b>82.51</b>	

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## **Appendix C-5**

### **Exhibits for Minimum Control Measure #5 – Post-Construction Stormwater Management in New Development and Re- development**

## James City County Compliance Summary Statement

### MCM5 Post-Construction Stormwater Management

James City County continues its tradition of proactive post-construction stormwater management through its permitting processes, inspection procedures, and maintenance agreements.

The following are highlights of the County's stormwater management program for PY3:

- Number of VSMP/VPDES construction general permit registrations performed by the local VSMP authority (per Chapter 8 of County Code). **20 registrations were processed by the local VSMP Authority and input into the state's Stormwater Construction General Permit System (SWCGPS) for state VPDES construction general permit (VAR10) coverage for the 58 local land disturbing/stormwater construction (VESCP/VSMP authority) permits issued.**
- Number of I/M agreements executed this year. **31 Declaration of Covenants/Inspection-Maintenance Agreements (DOC-I/M's) secured for the 58 local land disturbing/stormwater construction (VESCP/VSMP authority) permits issued. The 27 cases that did not secure agreements were because they were not needed because of one of the following reasons: 1) no storm systems or stormwater management/BMPs were proposed on the project site; 2) the project was an erosion and sediment control (E&SC) only project; 3) plan amendments (it already had a parent agreement); or 4) County/JCSA/WJCC school projects.**
- 184 private SWMF inspections. Notices of non-compliance were issued to owners of BMPs needing some kind of attention. Written standard operating procedures for inspection and enforcement were developed in PY2 and approved by the County Attorney's office.
- Number of single-family "Permit Agreement in Lieu of a Stormwater Management Plan for a Single Family Detached Residential Structure" is **340** for FY16. This would be for the MS4 Program Plan Update Program Update Requirement, Individual Residential Lot Special Criteria, Minimum Control Measure 5, Postconstruction Stormwater Management in New Development and Development on Prior Developed Lands.
- Number of inspections of County SWMFs in PY3 was 86, which is the total number of County-owned/maintained facilities. Annual maintenance activities are reported on a monthly basis.
- A total of **31** stormwater management/BMP facilities were assigned County BMP ID code numbers and/or installed in FY16 (GIS and MSAccess database).

MCM 5 Post-Construction Stormwater Management in New Development and Development of Prior Developed Lands							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
5.1	Oversight Requirements	Continue to implement the stormwater criteria of the Chesapeake Bay Preservation, and Erosion and Sediment Control Ordinances for new development and redevelopment, and update ordinances to comply with Section II.5.a of the General Permit.	Updated Ordinance, Chapter 8, County Code	Engineering and Resource Protection Division	Ongoing	Chapter 8, Article II of the County Code - The Virginia Stormwater Management Program	There are no updates to the ordinance in PY2.
5.2	VSMP Permits	Continue to require construction site owners and operators to secure authorization to discharge stormwater from construction activities under a VSMP permit for construction activities that result in a land disturbance of greater than or equal to 2500 square feet in all areas of the County as the entire County is designated as a Chesapeake Bay Preservation Area.	Number of permit registration statements and permits obtained.	Engineering and Resource Protection Division	Ongoing	File copies of permits and registration statements	20 registrations were processed and input into the state's (SWCGPS) for state VPDES construction general permit (VAR10) coverage for the 58 local land disturbing/ stormwater construction permits issued. A summary was provided in Appendix C-4.
5.3	Inspection and O&M Verification for Privately-owned BMPs						
5.3a	<i>BMP Maintenance Agreements</i>	Continue to require BMP maintenance agreements as required by the Chesapeake Bay Preservation Ordinance.	Number of agreements	Engineering and Resource Protection Division	Ongoing	Maintenance Agreements	31 Declaration of Covenants/Inspection-Maintenance Agreements secured.
5.3b	<i>Inspection Activities</i>	Continue to implement inspections of private stormwater management facilities	Number of inspections	Stormwater Division	Ongoing	Inspection Database	184 SWMF inspections. Notices of non-compliance issued to owners of BMPs needing some kind of attention. Copy of non-compliance letter submitted in PY2.
5.3c	<i>Enforcement Program</i>	Develop and implement a progressive compliance and enforcement strategy	Enforcement Protocol	Stormwater Division	PY2	Written procedures	Written procedures were developed and approved by the Legal Division, and submitted in PY2.

MCM 5 Post-Construction Stormwater Management in New Development and Development of Prior Developed Lands							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
5.3d	<i>Individual Residential Lot Program</i>	Implement the residential BMP protocol developed in PY1	Residential BMP Protocol	Stormwater Division/Engineering and Resource Protection Division	Ongoing	Inspection Database	340 single family plans reviewed (VESCP/VSMP) for PY3. Details provided in Appendix C-4.
5.3e	<i>Publically Owned BMP Program</i>	Inspect all publically owned BMPs annually and implement appropriate maintenance as needed.	Number of inspections, annual maintenance activities	Stormwater Division	PY2 onward	County BMP O&M Manual, Inspection Database, Work Order database	Number of inspections -86 which is the total number of County-owned/maintained facilities. Annual maintenance activities are reported on a monthly basis.
5.4	BMP Tracking	Maintain a database of all known permanent stormwater management facilities that discharge to the regulated small MS4 including: (a) Type of structural stormwater management facility; (b) Geographic location; (c) Number of acres treated; (d) date facility was brought on line; (e) hydrologic unit code; (f) the impaired surface water that the stormwater management facility is discharging into; (g) ownership; whether or not a maintenance agreement exists; and (h) date of last inspection.	Stormwater Database	Stormwater Division	Ongoing	Stormwater Database	31 BMPs added in PY3. See spreadsheet with detailed information on BMPs added in Appendix C-5.
5.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report	Compliance with this measurable goal is met through the submission of this annual report.

**VSM/VPDES Construction General Permits Processed FY16**

Project	Site Plan No	LD Permit No	Acres Dist	LD Issue Date	Insp Code	HUC	VAR No	CGP Date	CGP Fee Local	CGP Fee State
WJCC - JAMESTOWN HIGH SCHOOL - TENNIS COURT REPLACEMENT	E&S-07-15	16-04	1.91	8/4/2015	PC-620	JL31	VAR10H183	29-Jul-15	\$0.00	\$756.00
C & F BANK - TOANO OPERATIONS OFFICE - PARKING AMENDMENT (3600 LA GRANGE PARKWAY)	SP-007-15	16-07	1.5	8/24/2015	WC-217	YO62	VAR10H269	12-Aug-15	\$1,944.00	\$756.00
ST BEDE CATHOLIC CHURCH EDUCATION & ADMINISTRATIVE ADDITIONS (3686 IRONBOUND ROAD)	SP-023-15	16-05	3.83	8/17/2015	MC-211	JL33	VAR10H248	14-Aug-15	\$1,944.00	\$756.00
ABE'S MINI STORAGE	SP-150-04	08-15	2.9	10/4/2007	PC-507	JL31	VAR10H268	19-Aug-15	\$1,944.00	\$756.00
LIBERTY CROSSING - NOLAND RESIDENTIAL	SP-149-05	06-96	4	6/23/2006	YC-148	JL28	VAR10H359	11-Sep-15	\$1,944.00	\$756.00
WILLIAMSBURG UNITARIAN UNIVERSALISTS CHURCH EXPANSION (3041 & 3051 IRONBOUND ROAD)	SP-038-15	16-11	2.33	10/5/2015	PC-621	JL31	VAR10H423	01-Oct-15	\$1,944.00	\$756.00
COLONIES AT WILLIAMSBURG (THE) - TIMESHARES (5380 Olde Town Rd)	SP-031-07	09-09	24.3	7/1/2008	PC-421	JL31	VAR10H445	05-Oct-15	\$3,240.00	\$1,260.00
HRSD - WILLIAMSBURG INTERCEPTOR SEWER FORCE MAIN REPLACEMENT (Ron Springs)	SP-015-12	16-18	6.5	11/4/2015	JR-275	JL35	VAR10H527	03-Nov-15	\$0.00	\$952.00
JACOBS INDUSTRIAL CENTER - PARCEL 1 (PHASE 1 ONLY) (200 INDUSTRIAL BLVD)	SP-017-15	16-24	3.35	12/8/2015	WC-219	YO62	VAR10H632	04-Dec-15	\$0.00	\$952.00
JACOBS INDUSTRIAL CENTER - PARCEL 8A & 8B (263 Industrial Blvd)	SP-089-15	16-30	4.651	3/16/2016	WC-220	YO62	VAR10H914	13-Jan-16	\$0.00	\$756.00
LIGHTFOOT MARKETPLACE BUILDING FIVE/CHKD (6401 RICHMOND ROAD)	SP-093-15	16-27	2.4	1/19/2016	YC-187	JL28	VAR10H730	15-Jan-16	\$1,944.00	\$756.00
AMERICAN HERITAGE RV PARK - PHASE 2 (146 Maxton Ln)	SP-117-10	12-27	5.3	2/1/2012	YR-021	YO65	VAR10H848	19-Feb-16	\$1,944.00	\$756.00
CARTERS GROVE PLANTATION - CARETAKERS COTTAGE (8797 Pocahontas)	SP-008-16	16-29	2.61	3/11/2016	JR-277	JL35	VAR10H889	02-Mar-16	\$6,912.00	\$2,688.00
JCC/SW - YARMOUTH CREEK HEADWATERS STREAM RESTORATION (7049 & 7051 RICHMOND RD)	SP-056-15	16-33	1.26	3/29/2016	YC-188	JL28	VAR10I005	25-Mar-16	\$0.00	\$756.00
PATRIOTS COLONY MAINTENANCE BUILDING & DINING EXPANSION (3400 JOHN TYLER HWY)	SP-108-15	16-32	1.83	3/29/2016	JR-278	JL30	VAR10I006	25-Mar-16	\$1,944.00	\$756.00
JCC/SW - JAMES RIVER ELEMENTARY SCHOOL STREAM RESTORATION (8901 POCAHONTAS TRAIL)	SP-092-14	16-37	1.79	5/25/2016	JR-280	JL35	VAR10I255	23-May-16	\$0.00	\$756.00
WJCC - CLARA BYRD BAKER ELEMENTARY SCHOOL PARKING LOT IMPROVEMENTS (3131 IRONBOUND ROAD)	SP-119-15	16-43	1.5	6/10/2016	PC-626	JL31	VAR10I314	06-Jun-16	\$0.00	\$756.00
JCC/SW - CLARA BYRD BAKER ELEM SCHL STORMWATER FACILITY DESIGN (3131 Ironbound Rd)	SP-004-16	16-44	3.4	6/10/2016	PC-625	JL31	VAR10I315	06-Jun-16	\$0.00	\$756.00
WINDSOR HALL MEMORY CARE EXPANSION (3900 Windsor Hall Dr)	SP-006-16	16-48	1.11	6/29/2016	PC-627	JL31	VAR10I376	14-Jun-16	\$1,944.00	\$756.00
WILLIAMSBURG LANDING - WOODHAVEN EXPANSION (5560 Williamsburg Landing Dr)	SP-104-15		9.13		CC-115	JL34	VAR10I405	24-Jun-16	\$2,448.00	\$952.00
			<b>85.601</b>				<b>20</b>		<b>\$30,096.00</b>	<b>\$18,144.00</b>
									<b>TOTAL</b>	<b>\$48,240.00</b>

**BMPs Installed in FY16 (PY3)**

<u>No.</u>	<u>ID Code</u>	<u>Plan No.</u>	<u>HUC</u>	<u>Project Name/Applicant</u>	<u>BMP Type</u>	<u>Drain. Area</u>	<u>DOC - I/M Agree</u>	<u>Dev Type</u>
1	WC 128	SP-056-07	YO62	White Hall Clubhouse (Taverns Lane)	Bioretention Filter	0.34	Yes	New
2	JR 072	SP-062-13	JL30	JCC - Jamestown Beach Campground - Jamestown Beach Site Improvements	Bioretention	0.37	No	New
3	CC 049	E&S-015-13	JL34	JCC - Southpoint Outfall Repair	Regenerative stormwater conveyance	2.89	No	CBTMDL
4	PC 318	SP-066-13	JL31	New Town Section 3 & 6 - Block 20 Parcel B - Discovery Park Place	Manufactured treatment device	0.12	Yes	New
5	PC 319	SP-085-06	JL31	New Town Section 9 - Phase 2 - Walmart Grocery # 5754	Bioretention	0.38	Yes	New
6	PC 320	SP-085-06	JL31	New Town Section 9 - Phase 2 - Walmart Grocery # 5754 - Filterras	Manufactured treatment device	1.17	Yes	New
7	PC 321	S-025-11	JL31	New Town Section 7 - Phase 10 - Olive Drive behind Lot 63 - Basin # 2	Bioretention	0.89	Yes	New
8	PC 322	S-025-11	JL31	New Town Section 7 - Phase 10 - End of Rollison Drive - Basin # 1	Bioretention	0.38	Yes	New
9	PC 323	S-025-11	JL31	New Town Section 7 - Phase 10 - Common Area C-8 - Basin # 3	Bioretention	1.26	Yes	New
10	YC 073	SP-059-04	JL28	Norge Neighborhood - End of Rustads Circle - Basin # 2	Bioretention	1.09	Yes	New
11	YC 074	SP-059-04	JL28	Norge Neighborhood - Detention Area below YC073 Overflow Area	Dry pond	33.60	Yes	New
12	YR 022	SP-114-08	YO65	David A. Nice Builders - Contractors Office - Fenton Mill Road	Wet ED Pond	2.00	Yes	New
13	SC 035	SP-011-08	JL35	Chestnut Grove Townhouses	Infiltration basin	5.40	Yes	New
14	PC 324	S-031-13	JL31	Cottages at Stonehaven - BMP # 1	Wet ED Pond	26.53	Yes	New
15	MC 073	S-059-05	JL33	Peleg's Point Section 6 - Pond B	Wet ED Pond	47.88	Yes	New
16	GC 023 *	C-054-15	JL29	Pine Woods Pond - Private Lake - 3703 Brick Bat Road *	Wet pond (private) *	174.85	No	Private
17	GC 024	S-117-05	JL29	Liberty Ridge Subdivision - Mallory Place Lots 104/105 - Timber Wall BMP # B1	Dry pond	4.22	Yes	New
18	GC 025	S-117-05	JL29	Liberty Ridge Subdivision - Mallory Place - Timber Wall BMP # B2	Dry pond	17.01	Yes	New
19	GC 026	S-117-05	JL29	Liberty Ridge Subdivision - Arbor Place - Timber Wall BMP # B4	Dry pond	23.53	Yes	New
20	GC 027	S-037-07	JL29	Ford's Colony Section 35 - Westport - Timber Wall BMP # 6	Dry pond	11.79	Yes	New
21	GC 028	S-037-07	JL29	Ford's Colony Section 35 - Westport - Timber Wall BMP # 7	Dry pond	16.36	Yes	New
22	GC 029	S-037-07	JL29	Ford's Colony Section 35 - Westport - Timber Wall BMP # 9	Dry pond	5.62	Yes	New
23	GC 030	S-037-07	JL29	Ford's Colony Section 35 - Westport - Timber Wall BMP # 10	Dry pond	4.31	Yes	New
24	CC 050	SP-035-14	JL34	JCC - James Terrace Drainage Improvements Phase 1	Bioretention	0.33	No	JCC **
25	CC 051	SP-035-14	JL34	JCC - James Terrace Drainage Improvements Phase 2	Regenerative stormwater conveyance	15.45	No	JCC **
26	CC 052	SP-035-14	JL34	JCC - James Terrace Drainage Improvements Phase 3	Regenerative stormwater conveyance	10.07	No	JCC **
27	YC 075	SP-078-07	JL28	WJCC - Norge Elementary School Parking Improvements	Bioretention	0.50	No	New
28	YC 076	SP-149-05	JL28	Liberty Crossing (Noland) Phase 2C - Revolutionary Way & Campaign Streets - # 1	Bioretention	0.43	Yes	New
29	YC 077	SP-149-05	JL28	Liberty Crossing (Noland) Phase 2C - Revolutionary Way & Noland Blvd. - # 2	Bioretention	0.43	Yes	New
30	YC 078	SP-149-05	JL28	Liberty Crossing (Noland) Phase 2E - Revolutionary Way & Continental St. - # 3	Bioretention	1.41	Yes	New
31	PC 325	SP-090-14	JL31	Advanced Vision Institute (AVI) - Building Expansion	Bioretention	0.02	Yes	New
<b>31 total new BMPs in FY16 (PY3).</b>						<b>Total (acres)</b>	<b>235.78 *</b>	

\* Private pond not included in drainage area total.

\*\*JCC project listed in MS4/CBTMDL Action Plan as "Funded Project in Development for Next Permit Cycle."

## **Appendix C-6**

### **Exhibits for Minimum Control Measure #6 – Pollution Prevention/Good Housekeeping for Municipal Operations**

## James City County Compliance Summary Statement

### MCM 6 Pollution Prevention and Good Housekeeping for Municipal Operations

County-wide participation and training in pollution prevention continues to be a prime focus of employees in this permit year.

As described in MCM3, the Pollution Prevention Team has been established for education and collaboration between departments. This team has accomplished the following:

- Continued a meeting schedule of at least two meetings per year
- Began implementation of SWPPPs for county facilities
- Supported a county-wide pollution prevention training program
- Provided valuable departmental information to the team in order to move forward with collaborative prevention efforts

At this time all 6 SWPPPs for county facilities, including the James City Service Authority Complex, the Law Enforcement Center, the Convenience Centers (2), Fleet Maintenance Center, and the Williamsburg-James City County Schools Operations Center have been completed. Implementation of SWPPPs has begun and continues to be on-going. A description of the implementation activities will be submitted with the Permit Year 4 report, as mandated in the permit language.

For the Turf and Landscape Management program, the county has developed and implemented 2 new certified nutrient management plans (NMPs) for MS4 owned properties, covering 30.8 acres in PY3. This brings the identified acres under NMPs to more than 40% of the total.

County-wide good housekeeping trainings have been implemented throughout PY3 using the Raincheck Program and quiz materials developed by the Pollution Prevention Team. Departmental training will take place biennially. In addition to this training, all current pesticide applicators, hazmat operators, ESC, and stormwater certifications are up to date.

MCM 6 Pollution Prevention/Good Housekeeping for Municipal Operations							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
6.1	Operations & Maintenance Program						
6.1a	Support the County-wide Pollution Prevention Team	Continue to secure advice and recommendations on pollution prevention efforts from County departments and agencies through regularly scheduled public meetings of the Team and implement the Pollution Prevent Program contained in the James City County Administrative Regulation # 28, Pollution Prevention Program	Number of meetings and agendas	Stormwater Division	Twice per year	Meeting minutes and publications, AR# 28	Meetings held 8/11/2015 and 1/7/2016. See minutes in Appendix C-6.
6.1b	Implement Current Standard Operating Procedures (SOPs) for General Services and Parks & Recreation Facilities	Continue to implement SOPs for General Services facilities to include activities, schedules, and inspection procedures that include provisions and controls to reduce pollutant discharges into the regulated small MS4 and receiving surface waters.	SOPs	Stormwater Division/ General Services	Ongoing	SOPs	Current SOPs were submitted in PY1
		Continue to implement SOPs for Parks and Recreation facilities to include activities, schedules, and inspection procedures that include provisions and controls to reduce pollutant discharges into the regulated small MS4 and receiving surface waters.	SOPs	Stormwater Division/ Parks and Recreation	Ongoing	SOPs	Current SOPs were submitted in PY1
6.1c	Spill Prevention & Control Plans	Continue to implement and update plans describing spill prevention and control procedures for municipal facilities developed during past permit cycle.	Standard Operating Procedure (SOP) Implementation	Stormwater Division	Ongoing	SPCC Plans	Current SOPs were submitted in last permit cycle
6.1d	Update and/or Develop Written Procedures	Ensure that actions included in written procedures and SOPs (a) prevent illegal discharges; (b) ensure proper disposal of waste materials; (c) prevent discharge of vehicle wash water w/o a separate VPDES permit; (d) prevent the discharge of wastewater; (e) require BMPs when discharging pumped water from maintenance activities; (f) minimize pollutants from stockpiles; (g) prevent pollutants from municipal vehicles; and (h) ensure that chemicals are used or applied in accordance with product labels.	Updated Written Procedures	Pollution Prevention Team and Stormwater Division	PY2	Updated Written Procedures	All SWPPPs complete. Current SWPPPs submitted in PY2
6.2	Stormwater Pollution Prevention Plans (SWPPPs)	Finalize draft SWPPPs for Fire Department Fuel Sites (4), the James City Service Authority Fuel Site (1), the Law Enforcement Center Fuel Site, the Convenience Centers (3) and the Williamsburg-James City County Schools Operations Center Fuel Site.	10 SWPPPs	Pollution Prevention Team and Stormwater Division	PY2	10 SWPPPs	All SWPPPs complete. Current SWPPPs submitted in PY2
6.2a	SWPPP Implementation	Begin implementation of final SWPPPs, including installing needed site upgrades	Site Improvements	Pollution Prevention Team and Stormwater Division	PY3	Site Improvements	Implementation has occurred in PY3. Documentation will be available with the PY4 report as mandated by the permit.

MCM 6 Pollution Prevention/Good Housekeeping for Municipal Operations							
BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
6.3	Turf and Landscape Management	Continue developing and implementing certified nutrient management plans (NMPs) on at least 5.790 acres or 15% of the identified acreage meeting the requirement threshold	Completed NMPs	Turf Love and General Services Grounds Maintenance Division	PY2	GIS Layer and information table	6 plans written covering 12.0827 acres in PY2 bringing 31% of identified acres under NMPs. These plans are still being implemented in PY3.
		Continue developing and implementing certified nutrient management plans (NMPs) on at least 15.439 or 40% of the identified acreage meeting the requirement threshold	Completed NMPs	Turf Love and General Services Grounds Maintenance Division	PY3	GIS Layer and information table	2 plans written in PY3. At this time more than 40% of identified acres are under NMPs.
6.4	Employee Education & Training	Implement employee training in accordance with AR#28 and the biennial Pollution Prevention Training Plan developed in PY1.	Number of training events and topics	Pollution Prevention Team and Stormwater Division	Ongoing	Number of training events and topics	Trainings for employees were conducted using Raincheck Program. See details in Appendix C-6
6.4a	<i>Regional Training Program</i>	Distribute pollution prevention educational materials developed through the HRPDC/askHRgreen to James City County employees engaging in operations with a high risk of discharging pollutants into the MS4.	Number of items distributed	HRPDC and Phase II Localities	Ongoing	training materials	Trainings for employees were conducted using Raincheck Program. See details in Appendix C-6
6.4b	<i>Regulated Certifications</i>	Ensure that employees hold the appropriate required State or federal regulated certifications	Pesticide applicators, Hazmat certifications, ESC certifications, Stormwater certifications	Pollution Prevention Team and Stormwater Division	Ongoing	Types of Certifications and Certificate Number	All 17 pesticide applicators certified, 117 trained Hazmat operators in the county, ESC and Stormwater up to date.
6.5	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual Report	Compliance with this measurable goal is met through the submission of this annual report.

## James City County FY16 Turf Love/Garden Love Program

<b>No. of Nutrient Management Plans Issued:</b>	<b>94</b>
Residential	28
Commercial*	64
(Warhill Sports Complex/JCC Rec center)	2

<b>Acres Covered by Nutrient Management Plans:</b>	<b>51.48</b>
Residential	6.26
Commercial	14.42
(James City County/School Properties = 2)	30.8

**Risk Assessments (Acres):**

High (residential and commercial)	<b>15.55</b>
Low (residential and commercial)	<b>35.83</b>
(James City County/School Properties = low risk)	30.8

**No. of Property Owners Contacted (Turf Love Program)**

(excludes Garden Love Program contacts; see below)

Residential	unknown
Commercial	2
(James City County/School Properties = 0)	
<b>General Contacts (may not be property owners):</b>	<b>300</b>

**Rain Gardens:**

Completed	0
Planned	3
Area Treated (square feet)	<b>0</b>
Amount Rebated	0

\* ' Commercial' = non-residential property, plus reports to developers (as client) for residential properties, school properties, businesses, golf courses, etc.

FY 16 - PY 3 NMP Update Schedule for VAR040037

Mang_Turf	ACRES	Contiguous	In 2010_UA	UA Acres from GIS	PlanDate	EXPDate	Progress	Plan Priority by FY	Notes
TOANO MIDDLE SCHOOL	2.3812	YES	YES	2.3812	3/10/2015	3/9/2018	complete	2015	Plan acres do not match GIS acres = 6.0 acres
TOANO MIDDLE SCHOOL	1.2396	YES	YES	1.2396	3/10/2015	3/9/2018	complete	2015	
TOANO MIDDLE SCHOOL	1.9916	YES	YES	1.9916	3/10/2015	3/9/2018	complete	2015	
WARHILL HIGH SCHOOL	2.0016	YES	YES	2.0016	2/2/2015	2/2/2018	complete	2015	Plan acres do not match GIS acres = 4.0 acres
WARHILL HIGH SCHOOL	1.9750	YES	YES	1.9750	2/2/2015	2/2/2018	complete	2015	
WARHILL HIGH SCHOOL	2.4937	YES	YES	2.4937	2/2/2015	2/2/2018	complete	2015	
<b>FY15 TOTAL</b>				<b>12.0827</b>					<b>10.0000</b>
JCC RECRATION CENTER	1.3881	YES	YES	1.3881	3/14/2012	3/14/2015		2016	
JCC RECREATION CENTER	1.4516	YES		1.4516	3/14/2012	3/14/2015		2016	
JCC RECREATION CENTER	1.6473	YES	YES	1.6473	3/14/2012	3/14/2015		2016	
JCC RECREATION CENTER	1.5988	YES	YES	1.5988	3/14/2012	3/14/2015		2016	
WARHILL TRACT SPORTS FIELD	1.6260	YES	YES	1.6260	2011	2014		2016	
WARHILL TRACT SPORTS FIELD	3.0081	YES	YES	3.0081	2011	2014		2016	
WARHILL TRACT SPORTS FIELD	2.2531	YES	YES	2.2531	2011	2014		2016	
				30.8000					
DJ MONTAGUE ELEMENTARY SCHOOL	1.4666	YES	YES	1.4666				2017	
JAMESTOWN HIGH SCHOOL	2.3120	YES	YES	2.3120				2017	
JAMESTOWN HIGH SCHOOL	1.0475	YES	YES	1.0475				2017	
JAMESTOWN HIGH SCHOOL	2.0985	YES	YES	2.0985				2017	
JAMESTOWN HIGH SCHOOL	2.2883	YES	YES	2.2883				2017	
LAFAYETTE HIGH SCHOOL	2.0259	YES	YES	2.0259				2017	
LAFAYETTE HIGH SCHOOL	2.3032	YES	YES	2.3032				2017	
				13.5420					
BLAYTON ES/HORNSBY MS COMPLEX	2.2871	YES			8/1/2010	8/1/2013		2018	
BLAYTON ES/HORNSBY MS COMPLEX	1.6191	YES			8/1/2010	8/1/2013		2018	
BLAYTON ES/HORNSBY MS COMPLEX	2.2749	YES			8/1/2010	8/1/2013		2018	
BLAYTON ES/HORNSBY MS COMPLEX	2.3052	YES			8/1/2010	8/1/2013		2018	
BLAYTON ES/HORNSBY MS COMPLEX	2.4319	YES			8/1/2010	8/1/2013		2018	
BLAYTON ES/HORNSBY MS COMPLEX	1.9054	YES			8/1/2010	8/1/2013		2018	
JAMES RIVER ES	1.6400	YES						2018	
JAMES RIVER ES	2.1810	YES						2018	
MATOAKA ES	1.4539	YES					soil test	2018	
MATOAKA ES	1.6727	YES					soil test	2018	
MATOAKA ES	1.5684	YES					soil test	2018	
STONEHOUSE ES	1.9218	YES						2018	
STONEHOUSE ES	1.8877	YES						2018	
STONEHOUSE ES	1.6652	YES						2018	
STONEHOUSE ES	3.0193	YES						2018	
JCSA	0.1150	NO	YES	0.1150	2/20/2015	2/19/2018	complete		NMP in FY 15 - not contiguous
<b>TOTAL MANAGED TURF</b>	<b>68.5463</b>			<b>56.4247</b>					<b>% completed based on GIS AC.</b>

**Pollution Prevention Training  
for James City County Employees**

<b>Date</b>	<b>Training Materials</b>	<b>Training Topic</b>	<b># Attended</b>	<b>Personnel Attended</b>
6/1/2016	Raincheck Video and Quiz	Pollution Prevention	39	James City Service Authority
6/21/2016	Raincheck Video and Quiz	Spill Prevention and Control	52	James City Service Authority



# Pollution Prevention Team

## January 2016 Update

### PP Team updates:

1. SWPPPs have been finalized and submitted to the VA Dept. of Environmental Quality
2. Quarterly inspections need to be kept up to date and entered on the inspection sheet located in SWPPP binders (Q1: July-Sept, Q2: Nov-Dec, Q3: Jan-Mar, Q4: Apr-June)
3. Staff will continue to visit sites and make recommendations
4. Hydrocarbon filters will be installed at the impound lot located at the LEC

### Concerns and Needs:

If there is any need for pollution prevention materials such as spill kits, hydrocarbon filters, etc. please contact Paul, SWPPP Coordinator, at 757-259-1445.



### Training Updates:

1. Staff is putting together a SWPPP power point training for Tier 4 staff (ref. AR28, staff at sites that require a SWPPP) and will distribute for training by July 1 2016.
2. Submit all training records to stormwater staff as well as inserting a copy into SWPPP
3. Please let staff know if you have any questions regarding training or pollution prevention



**Reminder: Don't underestimate the value of a clean, litter free site with everything in its place**

# Summary

## Pollution Prevention Team

Meeting #4 – Update Meeting  
 08/11/2015 9:00 – 11:00  
 Gen. Serv. Admin Conference Room

Committee Members Present:	Matt Austin, Grace Boone, Paul Cuomo, Nancy Ellis, Billy Estes, Fran Geissler, Jeff Hicklin, Buddy Stewart
Committee Members Absent:	George Adams
Other Attendees:	Jim Obrian, Meridian Environmental

### Meeting Summary

Item	Description	Discussion Highlights	Decisions
Administrative Items	Review of meeting minutes from February 12, 2015		Minutes Approved
SWPPP & SPCC distribution	Stormwater staff discussed status of SWPPP and SPCC	SWPPPs will be distributed to divisions within a few weeks to allow final comments	
Training Discussion	Training PPT, Department training updates	Jim Obrian, Meridian Envir. presented SWPPP training ppt that will be used as a training tool for depts.; all departments have been fully trained and have submitted documentation	Continue to train and staff will finalize SWPPP specific training for use during FY16.
Other Issues and Concerns	Final edit requests for SWPPP, Quarterly inspections	Fleet requested a new aerial view; Staff will complete signature page and make clear that a “significant spill” is 25 gal or greater; Staff will train dept on quarterly inspections	Next meeting will take place January, 2015.

**Appendix D**  
**TMDL Action Plan Development**

## James City County Compliance Summary Statement

### TMDL Special Conditions: Permit Year 3 - FY16

#### **Chesapeake Bay TMDL Action Plan Updates:**

The James City County Chesapeake Bay TMDL Action Plan was approved by VADEQ on February 22, 2016 and exceeded the permit cycle requirements for pollutant reductions. A copy of the letter received from DEQ is included in this report. At this time the County is continuing implementation of new and upgraded stormwater management facilities and will document the improvements in the next iteration of the Action Plan due April 1, 2018.

#### **Skiffes Creek (Warwick River) Bacterial TMDL (JL35), and Mill Creek (JL33) and Powhatan Creek (JL31) Bacterial TMDL:**

A TMDL Action plan has been created which includes all three of these waterbodies, and covers both TMDLs. The Action Plan is being submitted this permit year as is required in Table 1: The Schedule of Program Plan Updates Required in the current permit.

A draft of this action plan was provided on the county website for public comment in PY3 whereby one comment was received and is included in this report.

BMP	BMP Description	Measurable Goals	Metric	Responsible Party	Timeline	Associated Documents	PY3 Status
SC-1	TMDL WLA Implementation						
	<i>Skiffes Creek (Warwick River) Bacterial TMDL (JL35)</i>	Develop a TMDL Action Plan consistent with the waste load allocation contained in the TMDL completed in 2008 and approved by the State Water Control Board on April 28, 2009	Action Plan	Stormwater Division	PY3	TMDL Program Plan	Completed.
	<i>Mill Creek (JL33) and Powhatan Creek (JL31) Bacterial TMDL</i>	Develop a TMDL Action Plan consistent with the waste load allocation contained in the TMDL completed in 2009 and approved by the State Water Control Board on July 27, 2009	Action Plan	Stormwater Division	PY3	TMDL Program Plan	Completed.
SC-1a	Develop Chesapeake Bay TMDL Action Plan	Develop a TMDL Action Plan consistent with the Virginia Ph I and II WIPs to meet the Level 2 (L2) reductions of pollutants of concern (POC) in accordance with DEQ Guidance Memo # 14-2012	TMDL Action Plan	Stormwater Division	PY2	TMDL Action Plan	Completed. Submitted in PY2. See letter from DEQ for current status.
SC-2	Evaluation and Assessment	Evaluate and assess progress towards meeting measurable goals.	In accordance with VAR040037, Section II E	Stormwater Division	Annually	Annual report	Compliance with this measurable goal is met through the submission of this annual report.



# COMMONWEALTH of VIRGINIA

## DEPARTMENT OF ENVIRONMENTAL QUALITY

Street address: 629 East Main Street, Richmond, Virginia 23219

Mailing address: P.O. Box 1105, Richmond, Virginia 23218

[www.deq.virginia.gov](http://www.deq.virginia.gov)

Molly Joseph Ward  
Secretary of Natural Resources

David K. Paylor  
Director

(804) 698-4000  
1-800-592-5482

February 22, 2015

Bryan J. Hill  
County Administrator  
James City County  
101 Mounts Bay Rd  
Williamsburg, Virginia 23187

Transmitted electronically: [bryan.hill@jamescitycountyva.gov](mailto:bryan.hill@jamescitycountyva.gov)

RE: Virginia Pollutant Discharge Elimination System (VPDES) MS4 Permit  
VAR040037, James City County, Chesapeake Bay TMDL Action Plan Approval

Dear Mr. Hill:

The Department of Environmental Quality (DEQ) has reviewed the Chesapeake Bay TMDL Action Plan received on September 30, 2015 in accordance with Section I.C of the General VPDES Permit for Discharges of Stormwater from Small Municipal Separate Storm Sewer Systems (MS4). Additional information was received December 9, 2015, December 22, 2015, January 12, 2016, and January 14, 2016.

As submitted, the action plan will result in the following annual reduction of pollutants of concern in the James River Basin:

<b>Pollutant of Concern</b>	<b>Annual Load Reduction (lb/yr)</b>	<b>Percentage of L2 Reduction Achieved After Implementation</b>
Total Nitrogen	863.75	155.13%
Total Phosphorus	315.73	282.41%
Total Suspended Solids	102,944.15	215.97%

As submitted, the action plan will result in the following annual reduction of pollutants of concern in the York River Basin:

Pollutant of Concern	Annual Load Reduction (lb/yr)	Percentage of L2 Reduction Achieved After Implementation
Total Nitrogen	142.11	302.36%
Total Phosphorus	37.5	520.83%
Total Suspended Solids	12,701.32	591.53%

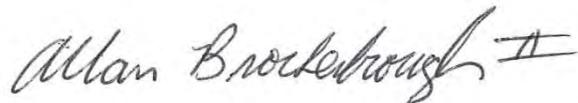
***The Chesapeake Bay TMDL Action Plan is hereby approved and is an enforceable part of the MS4 Program Plan.*** The approved action plan is based on the 2010 Urbanized Area as designated by the U.S. Census Bureau; and reductions were calculated based on land use data from 2010.

Please note any modifications to the Chesapeake Bay TMDL Action Plan shall be made in accordance with the Program Plan Modification Section of the MS4 General Permit (Section II.F).

As provided by Rule 2A:2 of the Supreme Court of Virginia, you have thirty (30) days from the date you received this decision within which to appeal this decision by filing a notice of appeal in accordance with the Rules of the Supreme Court of Virginia with the Director, Virginia Department of Environmental Quality.

Please contact Kelsey Brooks at (804) 698-4321 or at [kelsey.brooks@deq.virginia.gov](mailto:kelsey.brooks@deq.virginia.gov) if you have any questions.

Sincerely,



Allan Brockenbrough II, P.E.  
Manager, Office of VPDES Permits

Copies: File

Fran Geissler ([Fran.Geissler@jamescitycountyva.gov](mailto:Fran.Geissler@jamescitycountyva.gov))

## Bacteria TMDL Action Plan for Powhatan, Mill, and Skiffes Creek- Program Summary

BMP	BMP Description	Measurable Goal	Metric	Responsible Party	Timeline	Associated Document	Status
SC-1	Bacteria TMDL Action Plan for Powhatan, Mill, and Skiffes Creek	Develop TMDL Action Plan for Powhatan, Mill, and Skiffes Creek	Action Plan Developed	Stormwater Division	PY 3	Bacteria TMDL Action Plan for Skiffes, Powhatan and Mill Creeks	Included in this annual report
SC-1.1	Develop and maintain a list of its legal authorities such as ordinances, state and other permits, orders, specific contract language, and inter-jurisdictional agreements applicable to reducing the pollutant identified in each applicable WLA	Conduct annual review of policies	Complete policy review and update list submitted in annual plan	Stormwater Division	annually	County Ordinance "The Virginia Stormwater management program Ordinance"	on-going
SC-1.2	Develop and maintain an updated list of all additional management practices, control techniques and system design and engineering practices beyond those in Section II B that have been implemented as part of the MS4 program that are applicable to reducing "Bacteria"	Compile a list of accomplishments and submit in annual reports	Submittal of list in annual Report	Stormwater Division			on-going
SC-1.2.1	Pet Waste Program	Continue installing pet waste stations at park and open spaces within the watersheds	Number in Service	Stormwater Division	annually	GIS Layer	on-Going
SC-1.2.2	Pet Waste Program	Continue offering pet waste stations free of charge to neighborhoods within the watersheds	Number in Service	Stormwater Division	annually	GIS Layer	on-Going
SC-1.2.3	Coliscan monitoring	Continue ColiScan monitoring of selected sites within the watersheds	Number of sites monitored	Stormwater Division	annually	Complete Annual Report with results	on-Going
SC-1.2.4	Coliscan monitoring	Coordinate and support volunteer monitors to enhance coverage of Coliscan monitoring	Number of sites monitored	Stormwater Division	PY4	Complete Annual Report with results	on-going
SC-1.2.5	BMP retrofit program	Feasibility study of retrofitting County BMPs for bacteria reduction	Complete inventory	Stormwater Division	PY5	Table of retrofits, cost estimates and implementation schedule	PY 5
SC-1.2.6	Chesapeake Bay TMDL Action Plan projects	Implement projects listed in plan	Projects constructed	Stormwater Division	PY4	Chesapeake Bay TMDL Action Plan	on-going
SC-1.3	Enhanced public outreach program and employee training programs to also promote methods to eliminate and reduce discharges of "Bacteria"	Compile list of activities and submit in Annual Report	List submitted in annual report	Stormwater Division			on-going
SC-1.3.1	Enhanced employee training program	Add specific information on bacteria contamination and elimination to SWPPs and employee training	update training plan	Stormwater Division	PY4	County SWPPs and training program literature	PY 5
SC-1.3.2	Enhanced public outreach on pet waste	Continue Participation in askHRGreen.com media program	Number of spots and media buys	Stormwater Division	PY4	Annual askHRGreen.com report	on-going
SC-1.3.3	Enhanced public outreach at access sites	Additional signage, fliers, postings at marina and marine related facilities about bacteria pollution and reductions	Document number of fliers posted, announcements made on annual report	Stormwater Division	PY4		on-going
SC-1.4	Assessment of all significant sources of bacteria from County facilities	Complete assesement of County facilities in regulated areas to identify all municipal facilities that may be considered a significant source of bacteria	Completed survey included in annual report	Stormwater Division	PY 4		Complete in PY 4
SC-1.4.1	Assessment of Private Facilities within Regulated Areas	Complete assesement of private facilities in regulated areas to identify all sources, particularly septic systems, that may be considered a significant source of bacteria	Complete Survey	TBD	PY4	Report	

- Bacteria Total Maximum Daily Loads
- Chesapeake Bay Total Maximum Daily Load
- MS4 Permit
- Volunteer Programs
- Water Quality Reports
- Watershed Management

[Home](#) , [Government](#) , [Departments](#) , [General Services](#) , [Stormwater](#) , [Local Water Quality](#) , [MS4 Permit](#)

## MS4 Permit

The County is required to have a Virginia Stormwater Management Program (VSMP) permit to discharge stormwater into local waterways. The specific permit is referred to as the Municipal Separate Storm Sewer System (MS4) permit and is issued by the state Department of Environmental Quality. The state program was established in response to federal requirements under the Clean Water Act and administered by the Environmental Protection Agency.

### Control Measures

The permit requires the County to develop a stormwater management program that addresses 6 specified minimum control measures:

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

In addition to the 6 minimum control measures, the County must also develop and implement action plans to improve waterways that do not meet state water quality standards. These action plans are referred to as Total Maximum Daily Loads (TMDL) Action Plans since they implement the pollution reductions identified in the TMDLs. Efforts are under way for the [Chesapeake Bay TMDL Action Plan](#).

Each minimum control measure has multiple requirements that James City County must accomplish as a part of its stormwater management program. To meet these requirements, the County has proposed structural and non-structural best management practices to help reduce the amount of stormwater pollution entering local creeks and streams. The identified best management practices and action items for achieving the requirements of each of the 6 minimum control measures are described in the County's permit document and contained in the Program Plan.

## Contact Us

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Williamsburg, VA 23185

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Hours  
Monday - Friday  
7 a.m. - 4:30 p.m.



### Request for Public Input

Between July 22 and August 19, 2016, the County is soliciting input on the [Draft Program Plan](#) (PDF) for Fiscal Years 17-18. Comments may be submitted via [email](#) or mailed to us at the address below:

Stormwater Division  
107 Tewning Road  
Williamsburg, VA 23188

### Permit Cycles

The County is in its second 5-year permit cycle, which spans July 1, 2013 through June 30, 2018. When implemented over the next several years, the best management practices described in the permit program plan are expected to result in reductions of stormwater pollutant discharges into James City County's waterways.

### Annual Reports

- [Annual Report - July 2014 to June 2015 \(PDF\)](#)
- [Annual Report - July 2013 to June 2014 \(PDF\)](#)
- [Annual Report - July 2012 to June 2013 \(PDF\)](#)



#### PROPERTY INFORMATION

*View Current Documents*



#### TAX PAYMENTS

*View Payment Options*



#### PARKS & RECREATION

*View Activities & Facilities*

**From:** [Frank Polster](#)  
**To:** [Stormwater](#)  
**Subject:** Public Comments -Bactreia TMDL Powhatan, Mill, and Skiffes Creek Plan  
**Date:** Friday, June 24, 2016 1:38:49 PM  
**Attachments:** [TMDL Powhatan, Mill, and Skiffes Creek Polster 19 June 2016.docx](#)

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Public Comment - Bacteria TMDL Powhatan, Mill, and Skiffes Creek Plan Frank Polster 420 Hempstead Rd

The Stormwater Division is to be congratulated on its persistent commitment to improving the county's water quality through its stormwater management programs and implementation of stormwater projects. The Bacteria TMDL Powhatan, Mill, and Skiffes Creek is another example of that commitment along with the recently approved TMDL Action Plan approved by the state's regulatory agency DEQ. The stormwater division's Volunteer Water Quality Monitoring program is an essential element to monitoring our progress on improving water quality. County staff recruit, train, equip and certify County residents to monitor county streams in order to determine the overall health of the waterways, which is currently fair to good except for the lower reaches of the James River of these three watersheds.

The Board of Supervisors is also to be congratulated for recognizing the stormwater resource shortfall by approving the 1.71 penny tax increase for Stormwater MS4 issues, outreach funds to assist HOAs and to resource the Bacteria TMDL Powhatan, Mill, and Skiffes Creek program actions.

The county's regulatory mission is narrowly defined in terms of the county's MS4 permit's regulated area which is less than 5% of the county's acreage. County residents have the responsibility for the environmental stewardship for the remaining 95%. This principle responsibility falls on the shoulders of Homeowners Association's (HOAs) which maintain about 800 BMPs.

The significance of only managing 5% is that the TMDL Plan will not significantly reduce the bacteria in Powhatan, Mill, and Skiffes Creek watersheds alone when the plan states -

"It should be noted that the measures implemented solely by the MS4 Action Plan are not likely to significantly reduce bacteria in the targeted watersheds, and not likely to result in attainment of the bacteria standard for primary contact recreation in the three impaired segments. The MS4 regulates a very small portion of the watersheds and the MS4 regulated areas do not discharge directly to any of the impaired waters in the Mill Creek, Powhatan Creek or Skiffes Creeks. Improvements in the regulated areas in these watersheds will result in very minor if any improvements to water quality in the targeted segments"

The Bacteria TMDL Powhatan, Mill, and Skiffes Creek addresses problems on the ground through the most urbanized and populated area of the county. Efforts like "Scoop the Poop " and others will help us meet the phase one requirements of the TMDL but it is not enough.

Mitigating wildlife bacteria in the subsequent two phases is a longer term problem. It requires a long-term county and community commitment to improving county water quality, reducing health risks and maintaining HOAs BMPs.

This is about protecting our community's character through meeting those environmental responsibilities and the Stormwater Division is to be applauded for its continued commitment to the environment through this Bacteria TMDL for Powhatan, Mill, and Skiffes Creek.

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## **Appendix E**

### **Regional Cooperation in Stormwater Management Fiscal Year 2015 – 2016, A Status Report Hampton Roads Planning District Commission**

**REGIONAL COOPERATION IN STORMWATER MANAGEMENT**

**FISCAL YEAR 2015-2016**

**A STATUS REPORT**

**This report was included in the HRPDC Work Program for FY 2015-2016, approved by the Commission at its Executive Committee Meeting on June 18, 2015**

**Prepared by the staff of the  
Hampton Roads Planning District Commission  
in cooperation with the  
Regional Stormwater Workgroup**

**September 2016**

## REPORT DOCUMENTATION

**TITLE:**  
**Regional Cooperation in Stormwater  
Management Fiscal Year 2015-2016:  
A Status Report**

**REPORT DATE**  
**September 2016**

**GRANT/SPONSORING AGENCY**  
LOCAL FUNDS

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### ABSTRACT

This document describes cooperative activities related to stormwater management undertaken by Hampton Roads local governments during Fiscal Year 2015-2016. Activities described include the regional information exchange process, public information and education, legislative and regulatory issues, cooperative regional studies and related programs. This document is used by the region's eleven localities with stormwater permits to assist them in meeting their permit requirements.

### ACKNOWLEDGMENTS

The Hampton Roads Planning District Commission, in cooperation with the regional Stormwater Workgroup, prepared this report.

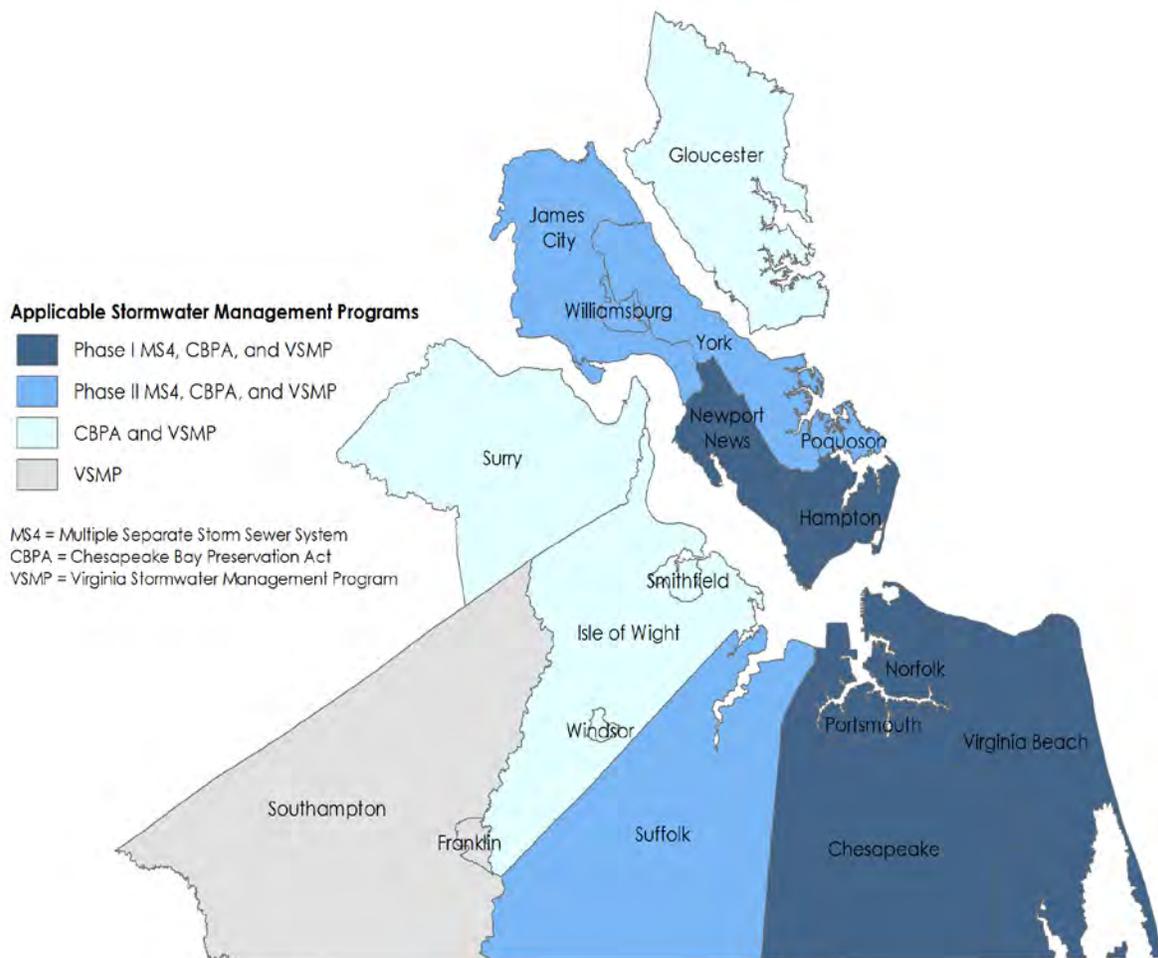
Preparation of this report was included in the HRPDC Unified Planning Work Program for FY 2015-2016, approved by the Commission at its Executive Committee Meeting of June 18, 2015.

The seventeen member local governments through the HRPDC Regional Stormwater Management Program provided funding.

## INTRODUCTION

Working through the Hampton Roads Planning District Commission (HRPDC), the region's seventeen member cities and counties and town (Figure 1) cooperated on a variety of stormwater management activities during Fiscal Year 2015-2016. This cooperative effort has been underway as a formal adjunct to the Virginia Pollutant Discharge Elimination System Permits (VPDES) for Municipal Separate Storm Sewer Systems (MS4) held by the Cities of Chesapeake, Hampton, Newport News, Norfolk, Portsmouth and Virginia Beach since Fiscal Year 1995-1996. The Cities of Suffolk, Poquoson, Williamsburg, and James City County, Isle of Wight County, and York County joined in 2002 to coordinate Phase II MS4 permit applications. Cooperative activities documented in this report represent a continuation of an ongoing effort, which has involved concerted activity since 1992.

As of April 19, 2016, the Phase II MS4 permit for Isle of Wight County was terminated by the Department of Environmental Quality (DEQ). It was determined that the County does not own or operate a MS4 within the Census Urbanized Area.



## REGIONAL STORMWATER MANAGEMENT PROGRAM GOALS

The HRPDC and local stormwater staffs undertook a comprehensive effort in FY 1998-1999, called the Regional Loading Study. The project included developing a set of regional stormwater management goals to guide the regional program. The goals were presented to and adopted by the HRPDC at its Executive Committee Meeting in September 1999. They were reaffirmed in the January 2003 approval of the “Memorandum of Agreement (MOA) Establishing the Hampton Roads Regional Stormwater Management Program” and the renewal of the MOA in 2008 and 2013. The adopted Regional Stormwater Management Program Goals, which guide the regional program, are:

- Manage stormwater quantity and quality to the maximum extent practicable (MEP).
  - Implement best management practices (BMPs) and retrofit flood control projects to provide water quality benefits.
  - Support site planning and plan review activities.
  - Manage pesticide, herbicide and fertilizer applications.
- Implement public information activities to increase citizen awareness and support for the program.
- Meet the following needs of citizens:
  - Address flooding and drainage problems.
  - Maintain the stormwater infrastructure.
  - Protect waterways.
  - Provide the appropriate funding for the program.
- Implement cost-effective and flexible program components.
- Satisfy VPDES stormwater permit requirements.
  - Enhance erosion and sedimentation control.
  - Manage illicit discharges, spill response, and remediation.

## THE REGIONAL PROGRAM

The Regional Stormwater Management Program initially focused on activities that supported the permit compliance efforts of the six communities with Phase I VPDES Stormwater System Permits, technical assistance to the region’s non-permitted communities and regional education and training to support all of the communities. The program has expanded to include the needs of the five communities with Phase II VPDES MS4 permits and the development of locally administered Stormwater Programs which were required starting July 1, 2014.

### ***Phase I Localities***

The efforts of the Phase I Localities this year were focused on negotiating their new Phase I MS4 permits with the DEQ. The Phase I Localities have met multiple times, sought legal counsel, and submitted regional and individual comment letters to the DEQ. The timeline for permit negotiations was as follows:

- January 26, 2015 – Received first draft of the permits from DEQ
- March 25, 2015 – Phase I Localities submitted a regional comment letter to DEQ
- April 13, 2015 – DEQ and Phase I Localities met at HRPDC
- April 24, 2015 – Phase I Localities submitted a letter to DEQ summarizing the April 13, 2015 meeting
- August 6, 2015 – DEQ submitted a letter to the Phase I Localities
- October 9, 2015 – Phase I localities submitted a regional comment letter to DEQ
- November 24, 2015 – Received the second draft of the permits from DEQ
- January 29, 2016 – Phase I Localities met with DEQ at the Central Office
- February 5, 2016 – Phase I Localities submitted a regional letter to DEQ
- February 18, 2016 – DEQ sent a table with proposed permit language to the Phase I Localities
- March 7, 2016 – Received third draft of the permits from DEQ
- March 9, 2016 – April 8, 2016 – Public comment period was open on draft permits
- June 2, 2016 – Final Phase I permits were issued with an effective date of July 1, 2016

### ***Phase II Localities***

The Phase II General Permit was reissued on July 1, 2013. FY 2015-2016 represents the third year in the permit cycle. The permittees began implementing their first Chesapeake Bay Action Plans, which were submitted in FY 2014-2015. The Phase II Localities also focused on implementing their local Stormwater Programs, training staff on stormwater issues, and meeting education and outreach requirements. HRPDC staff organized two regional training events and hosted various webcasts to assist with these efforts. More detailed descriptions are available in the *Training* section of this report. askHRgreen.org conducted regional media campaigns for pet waste reduction, proper lawn maintenance, and reduction of fats, oils, and grease. These campaigns will serve to meet Phase II permit requirements for education and outreach for the remainder of this permit cycle.

## **INFORMATION EXCHANGE**

The cornerstone of the Regional Stormwater Management Committee's activities continues to be the exchange of information. This is accomplished through regular monthly meetings to address topics of regional importance, as well as crosscutting issues that affect local stormwater, planning, public works and public utilities staff. In addition, various agencies and organizations utilize this regional forum to engage and inform local governments, as well as to gather feedback.

### ***Monthly Meetings***

The seventeen communities participate in the HRPDC Regional Stormwater Program and their staffs meet twice a month. The Stormwater Workgroup meetings provide an opportunity for local stormwater managers to exchange information about successful program activities, utility structures and policies, and technical challenges. The HRPDC Regional Environmental Committee meetings include local stormwater and planning staff plus cooperating agencies such as the Department of Conservation and Recreation (DCR), the DEQ, the Virginia Department of Transportation, the Hampton Roads Sanitation District (HRSD), and the US Navy.

### ***State and Federal Agency Program Briefings***

Representatives of state and federal agencies frequently brief the Committee on developing issues, regulatory guidance and technical programs. During the year, the Committee was briefed by representatives of the Department of Game and Inland Fisheries on the final Wildlife Action Plan, the Virginia Fish and Wildlife Information Service on the northern long-eared bat, the US Army Corps of Engineers on the Multi-Hazards Tournament, NAVFAC on the Mid-Atlantic's Chesapeake Bay TMDL Action Plan, the Virginia Marine Resources Commission on living shoreline permitting, and the Virginia Department of Transportation on their Bay TMDL Action Plan.

### ***Regional Water Quality Technical Workgroup***

In FY 2015, the HRPDC established the Regional Technical Environmental Workgroup in order to provide a forum for local government staff from various departments and consultants to discuss technical details of the implementation of the Chesapeake Bay TMDL as well as local TMDLs. In FY 2016, the name of the Workgroup was changed to the Regional Water Quality Technical Workgroup to more accurately reflect the topics of discussion.

The objectives of the Workgroup are to discuss technical aspects of restoration projects and research, discuss research and development of alternative BMPs, help set regional priorities for approval of BMPs for the Bay TMDL, and develop research priorities for filling data gaps. Meetings are open to the public and are held quarterly. The Workgroup serves an advisory role to the Regional Environmental Committee. In FY 2016, meetings were held in October 2015, December 2015, March 2016, and June 2016. The Workgroup was briefed by representatives from the HRSD, the DEQ, the U.S. Geological Survey (USGS), and the Virginia Institute of Marine Science (VIMS).

## **PUBLIC EDUCATION**

### ***askHRgreen.org***

To support development and operation of the stormwater education program, the HR STORM committee consisting of local stormwater education/public information staff was established in 1997. Beginning in FY 2011, the HRPDC environmental education programs were combined into a single public awareness program and central resource for environmental education in

Hampton Roads known as askHRgreen.org. In June 2011, the askHRgreen.org website launched. The website contains information on earth-friendly landscaping ideas and pointers for keeping local waterways clean, recycling tips, and simple steps to make local living easy on the environment. It also includes a blog written by a team of local experts who work in the region’s municipal utility and environmental divisions.

The stormwater education subcommittee of askHRgreen.org continues to meet on a monthly basis to discuss education priorities for stormwater. In FY 2016, the subcommittee focused on ensuring that the regional education campaign fulfills the outreach requirements of the current Phase II General Permit issued July 1, 2013. The subcommittee also continued the program to distribute pet waste stations to interested community members throughout Hampton Roads. The activities conducted through the askHRgreen.org campaign for the year are summarized in the askHRgreen.org Annual Report.

## TRAINING

Since 2004, HRPDC staff has worked with the MS4 permittees to develop and conduct training programs for local government staff. The table below provides a summary of the FY 2016 programs. This year HRPDC staff organized two regional training events addressing erosion and sediment control (ESC) and illicit discharge detection and elimination (IDDE).

<b>Training Topic</b>	<b>Date</b>
SMART Tool Workshop	Dec 2015
ESC and Stormwater Management for Contractors	Feb 2016
Surviving a MS4 Compliance Audit (webcast)	Mar 2016
Center for Watershed Protection - National Stormwater Conference (webcast)	Apr 2016
Education Program to Enhance Pollutant Removal (webcast)	May 2016
Tidewater Stormwater Forum	June 2016
IDDE Workshop	June 2016

The City of Norfolk and the Alliance for the Chesapeake Bay partnered to offer a local Workshop on the SMART tool, which is an application (app) that can be used by residential BMP owners to report their BMPs to the their locality. The Workshop was held in December 2015 at the HRPDC and staff advertised the event and tracked registrations. It was attended by nearly 20 local government and non-governmental organization staff.

ESC and Stormwater Management Training for Contractors was held at the HRPDC on February 10, 2016. Local government and DEQ representatives gave presentations covering common ESC violations and remedies, an overview of the laws and regulations, stormwater pollution prevention plans, and DEQ inspections. Nearly 90 participants attended the training, including 20 local government staff and 68 contractors.

The Chesapeake Stormwater Network (CSN) led the Tidewater Stormwater Forum on June 9, 2016, which was focused on the challenges of meeting stormwater requirements in the coastal plain. Local government representatives, CSN staff, academic researchers, consultants, and representatives from the Chesapeake Bay Program Office gave presentations covering new BMPs, BMP maintenance concerns, recent research, and the Bay TMDL. The Forum was held at the HRPDC and was attended by nearly 100 local stakeholders.

The IDDE Workshop was held on June 13, 2016 at the HRPDC. The Workshop was led by Mr. Dave Hirschman and Ms. Laurel Williamson from the Center for Watershed Protection (CWP) along with Ms. Lori Lilly of Environmental Solutions. The Workshop was funded through a National Fish and Wildlife Federation (NFWF) grant. It was geared towards program management and environmental field staff. It was attended by 55 local government staff, state representatives, and consultants from across the region. The providers are also working on two short training videos and a field manual as part of the grant.

The Stormwater Regional Workgroup also purchased a series of webcasts from the CWP to view throughout calendar year 2016. HRPDC hosted the webcasts so that one subscription could be shared.

## **LEGISLATIVE & REGULATORY MONITORING**

This element of the program involves monitoring state and federal legislative and regulatory activities that may impact local stormwater management programs. Based on this monitoring, HRPDC staff develops briefing materials for use by the localities. As appropriate, HRPDC staff in cooperation with the Committee develops consensus positions for consideration by the Commission and local governments. The level of effort devoted to this element has increased significantly over the past six years. During 2015-2016, the regional emphasis was on streamlining the stormwater legislation and regulations, developing guidelines for the use of proprietary BMPs for stormwater regulation compliance, the federal National Pollutant Discharge Elimination System (NPDES) MS4 General Permit Remand Rule, the state nutrient trading regulations, and development of Virginia's Phase III Watershed Implementation Plan for the Chesapeake Bay TMDL. For each issue, HRPDC staff provided updates to the Regional Stormwater Workgroup or the Regional Environmental Committee, collected input, and submitted comments on behalf of the Region. If a stakeholder group was assembled for a particular issue, then the Region elected a representative to serve on behalf of the localities.

### ***Streamlining Virginia Stormwater Laws***

In FY 2015 and FY 2016, HRPDC served on the Stormwater Stakeholders Advisory Group (SAG). The SAG was charged with streamlining the Virginia stormwater laws (Stormwater Management Act, Erosion and Sediment Control Law, Chesapeake Bay Preservation Act, and the State Water Control Law). The new streamlining law, referred to as SB 673/HB 1250, passed the 2016 General Assembly session will go into effect on July 1, 2017.

### ***Proprietary BMPs for Stormwater Compliance***

The new post-construction water quality requirements require approval from DEQ for use of proprietary BMPs in Virginia. The Stormwater BMP Clearinghouse Committee was established in order to provide guidance to the DEQ on BMP listing criteria, Clearinghouse website content, and database design. Regional input was focused on defining the proposed role of the Clearinghouse in approving non-proprietary BMP pollutant removal efficiencies.

At the end of FY 2014, the DEQ issued interim guidance that describes a process for approving these proprietary BMPs and assigning pollutant removal credits: “Interim Use of Stormwater Manufactured Treatment Devices (MTDs) to Meet the New Virginia Stormwater Management Program (VSMP) Technical Criteria, Part IIB Water Quality Design Requirements.” In FY 2015, the Clearinghouse Committee focused on the approval process for MTDs and discussed how and when the guidance should be updated or replaced with regulations. HRPDC staff has been involved with a cooperative effort to request that DEQ add sizing criteria to the Guidance. In FY 2016, DEQ began the process of revising the guidance and updating the BMP Clearinghouse to include sizing for MTDs.

### ***NPDES MS4 Permit Remand Rule***

The EPA proposed changes to the regulations governing Phase II MS4 permits in response to a remand from the U.S. Court of Appeals that was published on January 6, 2016. The remand identified two deficiencies in the regulations: 1) the need for the permitting authority to establish what constitutes MEP and other enforceable requirements; and 2) the need for the public to have the opportunity to review and comment on MEP requirements. The EPA proposed three options: Option 1 is the “traditional permit approach” where all requirements are in the permit; Option 2 is the “procedural option” where permittees are required to submit an Notice of Intent that includes specific BMPs, which would be open for a second round of public comment; and Option 3 is the “State choice” which would enable each permitting authority to determine which approach is best suited for them.

The Hampton Roads Phase II Localities support Option 1, which most closely aligns with the way Virginia has issued MS4 general permits. Option 1 ensures that the Phase II MS4 permits across the state are consistent and flexible so that permittees can use new BMPs as they are approved by the Chesapeake Bay Program or added to the BMP Clearinghouse tool box.

### ***Virginia Nutrient Trading Regulations***

In 2012, the Virginia General Assembly passed legislation requiring the State Water Control Board to adopt regulations for the certification of nonpoint source nutrient credits. Nonpoint

credits include credits generated from agricultural and urban stormwater BMPs, management of animal feeding operations, land use conversion, stream or wetlands restoration, shellfish aquaculture, and other established or innovative methods of nutrient control or removal. Virginia's current trading program involves exchanges between point sources. This regulation is another step towards a successful trading program because it will make additional nonpoint source nutrient credits available for point source or nonpoint source trades. This expanded trading program is part of the overall goal of meeting the reductions assigned by the Chesapeake Bay Watershed Implementation Plan and the Chesapeake Bay TMDL.

The regulation will establish the process for the certification of nonpoint source nitrogen and phosphorus nutrient credits and assure the generation of the credits. The regulation includes application procedures, baseline requirements, credit calculation procedures, release and registration of credits, compliance and reporting requirements for nutrient credit-generating entities, enforcement requirements, application fees, and financial assurance requirements. Nonpoint source nutrient credits must be certified by the DEQ prior to release, placement on the registry and exchange.

From FY 2013 to FY 2016, HRPDC staff has served on the Regulatory Advisory Panel established to assist the DEQ in developing the certification regulations. The DEQ proposed the Regulations for public comment in the Virginia Registrar on December 29, 2014. The HRPDC submitted comments to the DEQ in March 2015 that: supported the definition of management area; requested that a public hearing be held for nutrient certification requests; asked for clarification of credits purchased within MS4s by private parties; and suggested revisions to ensure that the regulations are protective of local water quality.

In FY 2016, the DEQ reconvened the Regulatory Advisory Panel to discuss "Innovative Practices, Perpetual Nutrient Credits/Permanence, Stream Restoration/Mitigation Banking, and Term Nutrient Credits" based on the number of comments received during the public comment period. HRPDC staff continues to serve on the Regulatory Advisory Panel.

### ***Virginia's Phase III Watershed Implementation Plan for the Chesapeake Bay TMDL***

The EPA established the Chesapeake Bay TMDL on December 29, 2010 that included a Phase I Watershed Implementation Plan (WIP) developed by Virginia that outlined the statewide strategies that would be implemented by each source sector. In March 2012, Virginia submitted its final Phase II WIP to EPA that outlined the management actions that will be implemented by local governments. The HRPDC participated in both efforts on behalf of the local governments and submitted regional input for the Phase II WIP entitled, *Hampton Roads Regional Planning Framework, Scenario, and Strategies*.

Virginia will be required to develop a Phase III Watershed Implementation Plan by 2018 that will describe how Virginia will achieve the required nutrient and sediment reductions from 2017 through 2025. In FY 2015, Virginia began the development of this plan with the establishment of the Chesapeake Bay Stakeholder Advisory Group. HRPDC staff continues to participate in the Stakeholder Advisory Group and attended the meetings in September 2015 and May 2016. Meetings included reviewing the schedule for the Bay model and Phase III WIP,

assessments of progress toward Phase II milestones, availability of funding, and evolving data inputs like historic BMPs and land cover.

## **REGIONAL STUDIES**

### ***Water Quality Monitoring Study***

In FY 2014, the HRPDC and the Phase I localities partnered with the USGS and the HRSD to create the Hampton Roads Regional Water Quality Monitoring Program (HRRWQMP). The purpose of the study is to characterize the sediment and nutrient loadings from the major urban land-uses in the Hampton Roads region. The data collected during the first three to five years will serve as a baseline for nutrient and sediment loads from the MS4s prior to implementation of BMPs to comply with the Chesapeake Bay TMDL. In addition these measured sediment and nutrient loads will be compared to the loading rates in the Chesapeake Bay Watershed Model and used to improve the accuracy of the model in the Coastal Plain. In FY 2015, the locations of the 12 stations (2 per Phase I locality) were selected. Seven stations were installed. In FY 2016, three additional stations were installed. A total of ten stations are currently collecting storm event samples, which are analyzed for nutrients and sediments. The active stations are also continuously monitoring for flow, turbidity, and conductivity. Additional information on the project objectives, site locations, and data collected can be viewed here: <http://va.water.usgs.gov/HRstormwater/index.html>.

The HRRWQMP was incorporated into the new Phase I MS4 permits. The list of monitoring stations, a summary of available data, and an interpretation of the data will be submitted with the Annual Reports beginning in 2017.

### ***Stormwater Program Matrix***

A comprehensive stormwater program matrix, including Phase I and Phase II communities, was developed in FY 2000 to address both utility and programmatic issues. HRPDC staff coordinates with local government stormwater program staff to update the information in the matrix annually.

### ***Local TMDL and Implementation Plan Development***

The state has developed a substantial number of TMDL Studies and TMDL Implementation Plans. This work follows the classification of the waters by the state as meeting or failing to meet water quality standards. Water bodies that fail to meet water quality standards are classified as “impaired,” triggering the requirement to prepare the TMDL study. HRPDC staff has coordinated regional involvement in the “impaired waters” listing and TMDL development process. This has entailed providing opportunities through the Regional Environmental Committee for education of local government staff on the TMDL process, response to the development of TMDLs themselves, and participation in the development of implementation plans.

To assist the region’s localities in addressing this requirement and ensuring that Implementation Plans are feasible, HRPDC staff is working with the DEQ through a cooperative

regional partnership to coordinate the TMDL study process with the localities and to develop the required Implementation Plans. In FY 2014, the HRPDC partnered with the DEQ, Hampton Roads localities, and the HRSD to develop a study plan to collect stormwater samples from the Elizabeth River watershed and analyze them for polychlorinated biphenyl (PCB) concentration in order to support the development of the Lower James and Elizabeth River PCB TMDL. Stations in Chesapeake, Norfolk, Portsmouth, and Virginia Beach were selected because they met the criteria for representative land uses and watersheds where PCBs could be monitored. In FY 2015, water samples were collected at these stations by the HRSD and sent to the DEQ selected laboratory for PCB analysis. The MS4 localities in Hampton Roads funded the data collection and the DEQ paid for the analysis. The PCB TMDL for the Lower James and Elizabeth River was expected to be developed in FY 2016; however, the DEQ experienced a number of staffing changes and other delays. It is expected sometime during FY 2017.

### **TECHNICAL ASSISTANCE**

The HRPDC continues to serve as a clearinghouse for technical assistance to the localities, as well as a point of contact in arranging short-term assistance from one locality to another. The HRPDC Committee structure also provides a forum for state and federal regulatory agency staff to meet with the region's localities to discuss evolving stormwater management regulations and other emerging regulatory issues. In addition, HRPDC staff provides technical information and advice to all of the participating localities on a wide variety of issues upon request. In FY16, technical assistance to localities was focused on disseminating information related to implementation of and compliance with the Chesapeake Bay TMDL, providing training resources for locality stormwater staff, and evaluating the real world challenges of interpreting and implementing the local stormwater programs.

### **MEMORANDUM OF AGREEMENT**

The Regional Stormwater Management Program was established in 1996 as a formal program of the Hampton Roads Planning District Commission with support and participation from the sixteen member local governments. An MOA was created that outlines the basic regulatory and programmatic premises for the cooperative program, incorporating the Regional Program Goals, described earlier in this report. The MOA establishes a division of program responsibilities among the HRPDC and the participating localities, addresses questions of legal liability for program implementation, and includes other general provisions. The MOA is reauthorized by the signatories every five years and was renewed in 2013.

### **PERMIT ADMINISTRATION AND REPORTING SYSTEM (PARS)**

In an effort to streamline reporting and capture data more effectively for local governments, the permitted localities pooled resources to develop the Permit Administration and Reporting System, or PARS. The region contracted with URS Corporation to develop a web-based data tracking and reporting system. The system is being utilized by local governments to catalog development sites and their associated BMPs. The system also enables localities to capture

inspection information, catalog stormwater outfalls, document illicit discharge investigations and record public education information. Users can query a variety of reports to satisfy the reporting requirements of their stormwater permits. In FY 2016, the Regional Stormwater Workgroup agreed to retire PARS on June 30, 2016 for all users except Chesapeake, James City County, Norfolk, Suffolk, and Williamsburg as it no longer meets today's reporting and tracking needs. These five localities agreed to continue to support PARS through December 2016. Norfolk and Chesapeake are considering supporting the database through June 30, 2017 while alternative systems are under development in those localities.

## **RELATED PROGRAMS AND PROJECTS**

In various combinations, the eleven MS4 communities, as well as their non-permitted counterpart communities, participate in a wide variety of related programs. These programs are noted here because of their relationship with stormwater management.

### ***Chesapeake Bay Program Participation***

The Chesapeake Bay Program (CBP) is a regional partnership that has led and directed the restoration of the Chesapeake Bay since 1983. CBP partners include federal and state agencies, local governments, non-profit organizations and academic institutions. Partners work together through the CBP's goal teams, workgroups and committees to collaborate, share information, and set goals. Since the development of the Chesapeake Bay TMDL in December 2010, the Hampton Roads Region has devoted considerable attention to the ongoing CBP. HRPDC and locality staff have participated in the deliberations of many CBP committees and work groups dealing with urban stormwater, land development, watershed planning, land use development, modeling and local government's role in the Bay Program. HRPDC staff has continued to follow the activities of the CBP primarily through participation in the Urban Stormwater Workgroup, the Land Use Workgroup, and the Water Quality Goal Implementation Team. In FY 2016, local government stormwater staff served on the street and storm drain cleaning, impervious disconnection, and shoreline management BMP panels that develop Bay Program efficiencies for new stormwater BMPs. HRPDC staff serves on the Climate Resiliency Workgroup, which was established to evaluate the impacts of climate change on the CBP's goals and activities. HRPDC staff also participates in the Local Area Targets Task Force, which was charged to make recommendations whether the Phase III WIPs should include local area targets and if so, options for how these targets could be expressed in different jurisdictions.

### ***Chesapeake Bay Preservation Act Program***

Fifteen of the seventeen member localities continue to implement programs in response to the Virginia Chesapeake Bay Preservation Act (CBPA). Stormwater management is one component of those programs. Although the CBPA is not formally part of the multi-state CBP, described above, it serves as one element of local government implementation actions to comply with their MS4 Permits and to meet the goals of the CBP.

### ***Development of Statewide Land Cover Data***

During the 2014 General Assembly, HRPDC staff worked to allocate funds from the Water Quality Improvement Fund (WQIF) for the development of statewide high-resolution land use/land cover data. In FY 2015, HRPDC staff coordinated with the DEQ, the VGIN, and the CBP to define the scope of work for this project, identify the necessary land cover types, and issue an RFP through VGIN to select a contractor. WorldView Solutions was selected as the service provider at the end of FY 2015. The entire Bay Area land cover data was released in FY 2016, and the rest of the state should be completed by the end of 2016. HRPDC staff has processed the data and developed land use reports by locality.

This data will be utilized by the CBP to improve the representation of land use in the Bay Watershed Model. This effort was initiated because localities identified the need for better land cover data as a high priority after reviewing Virginia's Chesapeake Bay Phase II WIP.

### ***Historic BMP Data***

In 2015, the DEQ requested historic BMP data for practices installed since 1985 and offered grant assistance to support the effort. Eleven Hampton Roads localities applied and received state funds to collect and submit the data. Some localities also submitted data without grant assistance. The DEQ collected the data, performed quality assurance, and submitted it to the EPA for inclusion in the Phase 6 Bay model.

In FY 2016, HRPDC staff requested a spreadsheet from the DEQ to determine which of the BMPs submitted by the localities were submitted to the EPA. There were significant discrepancies. HRPDC staff met with Mr. James Davis-Martin and Mr. Bill Keeling of the DEQ to better understand the process for evaluating the BMPs and the reasons why so many were omitted. Mr. Keeling listed several reasons why BMPs were not submitted: data quality errors, such as inspection dates that predate installation dates; improperly formatted latitude/longitude coordinates; impervious acres that were greater than the total acres; wet ponds with drainage areas greater than 100 acres that were suspected to be reservoirs; and manufactured treatment devices that were submitted with their brand name.

After the meeting, Mr. Keeling agreed to provide each locality a color-coded spreadsheet to indicate which BMPs were not submitted to the EPA so that the locality could make corrections or provide additional explanation on those entries. As a result of this coordination, the difference in what the Hampton Roads localities submitted and what the DEQ submits to the EPA should be minimized.

## **CONCLUSION**

Through the Hampton Roads Planning District Commission, the seventeen localities of Hampton Roads have established a comprehensive Regional Stormwater Management Program. This program provides technical assistance, coordination, comprehensive technical studies and policy analyses and stormwater education. The Regional Stormwater Management Program enables the region's localities to participate actively and effectively in state and

federal regulatory matters. It has enhanced the ability of the eleven localities with VPDES Permits for their Municipal Separate Storm Sewer Systems to comply with permit requirements.

The Regional Stormwater Management Program provides a mechanism through which the strengths of the seventeen local stormwater programs can be mutually supportive. It allows for cost-effective compliance with permit requirements, resolution of citizen concerns with stormwater drainage and water quality matters, promotes regional consistency, and achievement of improved environmental quality throughout the Hampton Roads Region.