



MS4 Storm Water Compliance & Assistance Program Update

September 2008

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Update! QLP Stakeholder Committee Kickoff Meeting

The U.S. Environmental Protection Agency authorizes states to develop a process where Qualified Local Programs (QLP) for storm water discharges associated with construction activity can be formally approved by the states chief environmental agency. Gaining approval from the state as a qualified erosion prevention and sediment control program enables a local government, municipality or county to administer construction activities, including collecting fees, inspecting construction sites and taking enforcement action against sites which are polluting the waters of the state within their jurisdiction.

Although the QLP opportunity has been available to states for several years, it has yet to become established across the nation. In October 2007, Environment and Conservation received an EPA Innovation Grant to research this voluntary



program and develop a stakeholder committee that would evaluate the potential incentives and benefits for becoming a QLP. The grant has supported outreach to Municipal Separate Storm Sewer Systems (MS4) across Tennessee and establishment of the Tennessee Qualified Local Program Advisory Committee.

The kick-off meeting for this group was facilitated by the Division of Water Pollution Control on August 15 and a diverse group of stakeholders participated. Local government and utility officials from 17 different MS4s were joined by representatives from the Tennessee Storm Water Association, Home Builders Association, Roadbuilders Association, Tennessee Chamber of Commerce, Association of General Contractors, Cumberland River Compact, TDOT and the Tennessee Society of Professional Engineers. Robert Karesh, the department's Statewide Storm Water Coordinator, and John Chlarson, University of Tennessee's Municipal Technical Advisory Service, led attendees through a lively discussion on what it takes to be formally approved as a Qualified Local Program. "There is real interest among MS4s to learn what QLP could mean for their communities," said Karesh. "This committee will actively explore how establishing Qualified Local Programs in Tennessee would benefit both the environment and regulatory process."

Inside this issue:

<i>Enforcement Actions</i>	Pg. 2
<i>WaterWorks! "The Empower Hour" wins prestigious Silver Telly Award</i>	Pg. 2
<i>Tennessee Storm Water Association Update</i>	Pg. 3
<i>TVA and Southeast Watershed Forum's Growth Readiness Program</i>	Pg. 4

TDEC GIS Data Links for Impaired Streams

TDEC has placed the following data layers on the internet. They were produced as a companion to the **EPA Approved Final Version Year 2008 303(d) List** to show the location of impaired streams in Tennessee:
http://state.tn.us/environment/wpc/publications/2008_Overall_Use_Data.zip

Specific maps depicting watersheds impaired specifically for siltation and/or pathogens may be found at:
<ftp://stormwater@ftp.hamiltontn.gov/> The files are in a folder named SETNMS4 and located in a folder named GIS.
password – stormwater
username – stormwater

Please contact Leah Crisp at 423-209-7851 with any Hamilton County website questions or Robert Karesh with any data questions.





Teen Environmental Education Video “The Empower Hour” wins prestigious Silver Telly Award

(Murfreesboro, TN - July 7, 2008) Broadcast Media Group (Starkville, MS) recently won the coveted Silver Telly Award for the educational video entitled “The Empower Hour”, produced in conjunction with Bill Hudson & Associates, a leading Nashville advertising agency.

“The Empower Hour” video, uses a television news magazine format to inform young new drivers about ways to reduce water pollution caused by vehicles.

The educational video was produced for **WaterWorks!**, a public education and outreach program designed to protect water quality. **WaterWorks!** is administered through the **Middle Tennessee State University Center** for Environmental Education and is funded through a partnership with the Tennessee Department of Environment & Conservation (TDEC) Used Oil Program.

Students from local Brentwood High School and the Nashville School for the Arts portrayed the roles of news anchors and reporters in the program. In addition, local students were surveyed to research environmental topics & concerns before production began. This educational tool was designed specifically with the assistance of teens, and focused toward teens as they enter into the responsibilities of vehicle ownership. The 13 minute video was distributed to high schools, driver’s education classes, public access channels, and storm water managers across Tennessee to promote a focus on:

- the environmental effects of automotive fluids
- the importance of automotive maintenance
- proper recycling and disposal of automotive fluids.

“Our partners at Broadcast Media Group did an outstanding job while working on a tight deadline. Robbie Coblentz and his team used their creativity, technical skills and exceptional facilities to make this video a powerful social marketing tool for our client,” said Wayne Edwards, managing principal of Bill Hudson & Associates.

Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, film and video productions, and web commercials, videos and films. The silver award is the highest honor given in each category of the competition and less than 10% of entries are chosen. Silver Telly Winners represent the best work of advertising agencies, production companies, television stations, cable operators, and corporate video departments around the world. Approximately 13,500 entries (from all 50 states as well as international) were viewed by a panel of more than 40 industry professionals who judged the competition.

To view the complete list of Telly Winners for the 29th annual competition, and to see an overview of the awards program visit the website www.tellyawards.com.

This video will be a useful tool for an MS4’s water quality education and outreach efforts. The video may be viewed at: <http://www.state.tn.us/environment/videos/>.

For more information contact :

WaterWorks Program, 615-898-2660 or visit tennesseewaterworks.com

TDEC Used Oil Program, Hotline 1-800-287-9013 or visit www.tdec.net

Wayne Edwards, 615-259-9002, wayne@billhudsonagency.com

Robbie Coblentz, (662) 324-2489, robbie@broadcastmediagroup.com

INTERNET ACCESS TO TDEC ENFORCEMENT ACTIONS IMPROVED

The Department of Environment & Conservation has created a new, integrated information database making it possible for the MS4s, and the general public, to access the department's enforcement database through the TDEC Web site at: www.tn.gov/environment/enforcement. This database is a valuable public information tool available to individuals who are interested in the scope of TDEC’s enforcement activities.

The Division of Water Pollution Control has issued 182 administrative orders between January 1, 2008, and August 26, 2008, for a total of \$2,771,975, including upfront and contingent penalties. One hundred and twelve of these orders addressed NPDES construction storm water violations, 33 orders addressed both NPDES construction storm water violations and Aquatic Resource Alteration Permit violations, and one order addressed MS4 permit violations.





Tennessee Storm Water Association Update

The regional Tennessee Storm Water Association (TNSA) meetings in July focused on the details of the new Not for Profit Association's by laws and the board formation. The association's MS4 members will vote on these issues at this year's annual conference in Memphis. The conference will be held in conjunction with the Tennessee Chapter of the American Public Works Association (TCAPWA). The TCAPWA's conference extends over several days, but the TNSA technical sessions and member/board meeting will take place on **Monday, October 13, 2008**. There will also be an exhibit hall with over a hundred vendors and consultants. One day registration for October the 13th is available—please use the following address to get additional information and a registration packet: <http://tennessee.apwa.net/?MODE=EVENTS&id=3765>

The following are the anticipated technical sessions :

- MS4s: Stormwater and Urban Forestry - Sam Adams, Tennessee Urban Forestry Council
- Infiltration BMPs and the New Phase II Permit- Margo Farnsworth, Cumberland River Compact
- TMDLs: Conducting a Visual Assessment using the Modified Maryland Protocol- Beth Chesson, CEC
- Minimum Control 6: Good Housekeeping and Pollution Prevention- Vena Jones, Cumberland River Compact
- The latest GIS Applications for: MS4 Inventory and TMDL Monitoring- Zachary Layne, ESRI
- Pervious Concrete Applications for Stormwater- Alan Sparkman, TCA

Next Regional TNSA Meetings:

Region	Venue	Date & Time
West Tennessee	Shelby County Environmental Field Office, 6463 Haley Road, Memphis, TN 38134	September 2, 2008 1:30 P.M.
Middle Tennessee	Williamson County Administrative Complex Auditorium	September 19, 2008 12 P.M.
East Tennessee	Knox County Soil Conservation District Office	October 9, 2008
Northeast Tennessee	Gray Commons/Fire Station on Hwy 75 Gray, Tennessee	October 8, 2008 2:00 P.M.
Southeast Tennessee	Development Resource Center, Conference Room 1A	September 30, 2008 10:00 A.M.

EPA On-Line MS4 Information



Managing Wet Weather with Green Infrastructure: http://cfpub.epa.gov/npdes/home.cfm?program_id=298

Watershed News for August is now on-line at: <http://www.epa.gov/watershed/winews/2008/0808.html>

In this month's newsletter:

- 1) Adopt Your Watershed
- 2) Webcasts
- 3) Improved Data Exchange Now Includes Biological and Habitat Water Data
- 4) New Test Kits Help Manage Farm Nitrate Levels
- 5) Girl Scout Water Drop Patch Project Receives A Face-lift!
- 6) IMRivers Offers Free Online Water Resource Mapping for K-12 Educators
- 7) Wanted: Water Efficiency Leaders





TVA's Growth Readiness Program

The following is an editorial submitted by The Tennessee Valley Authority for your interest.

The Tennessee Valley Authority and the Southeast Watershed Forum cooperatively developed and together host the Growth Readiness Program here in the Southeast. The program is built around the idea that water resource protection and growth are not mutually exclusive. The program seeks to help communities learn how land use decisions affect water quality, make informed decisions about managing growth, understand the economic drivers for change and comply with regulatory requirements—such as Total Maximum Daily Load (TMDL) requirements and the Storm Water Phase II permitting program. The goals are to reduce the impact of new development on water resources, identify and conserve important natural areas and to empower communities to have more quality growth by offering training and technical assistance.

In the five years since its inception, the Tennessee Growth Readiness program has provided value to dozens of communities throughout the Southeast to make better informed decisions about managing growth.

Through training classes and facilitated workshops, it offers community leaders and public officials an evaluative process by which they can assess their current



effectiveness at managing growth, as well as exposure to best practices in the form of model site design principles.

Since 2003, 230 communities in the Southeast have evaluated their development rules against the Center for Watershed Protection's (CWP's) Code and Ordinance Worksheet (COW). Baseline COW scores for these communities averaged 39 out of 100 points, an indication denoting "serious reform needed. Communities who report they are making changes show that they will achieve an average 41% score increase once all of the planned changes are implemented.

Growth Readiness is continuing to evolve in order to meet

challenges and address emerging issues in the coming years.

New curriculum has been developed to help communities move beyond the site planning scale and to address loss open space and a wider set of quality growth issues.

The Land Use Planning for Water Quality curriculum was developed to elevate the concept of Green Infrastructure as a vital component to a communities overall infrastructure assets and that focused planning to conserve this infrastructure is needed in cooperation with comprehensive planning efforts. Over 100 planners and engineers have received training on

The Growth Readiness Program is implemented cooperatively by the Tennessee Valley Authority and the Southeast Watershed Forum and is partially funded through the Tennessee Department of Agriculture. For more information on training and technical assistance opportunities, contact Liz Upchurch, 865-632-8305, or efupchurch@tva.gov.

this process to identify this network and develop a plan to conserve it.

A new Quality Growth tool and curriculum is currently under devel-

opment to fuse water resource protection into the wider set of issues addressed by Smart Growth Principles. Workshops on this topic and tool will begin in early 2009.