

# Wet Weather Team Project

## Meeting Materials

### Summer 2007–Spring 2008

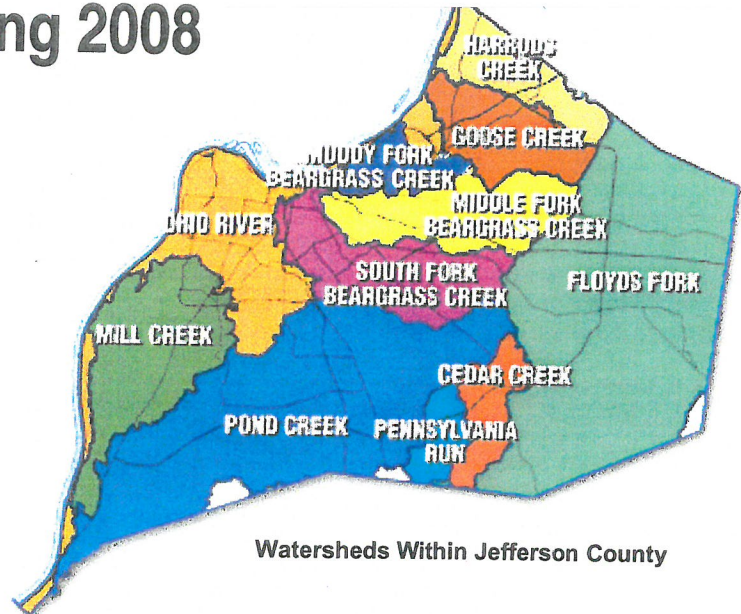
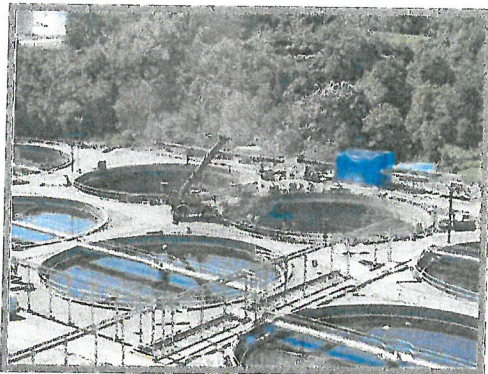
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WWT Stakeholders Meeting # 25 11/30/2010



**MSD**

Louisville and Jefferson County  
Metropolitan Sewer District



Watersheds Within Jefferson County



# Agenda



Stakeholder Group Agenda  
November 30, 2010  
5:00 p.m. – 7 p.m.

5:00 – 5:15 Dinner

5:15 – 5:30 Capital Project Update

5:35 – 5:50 Green Infrastructure Update

5:50 – 6:05 Public Outreach Program

6:05 – 6:15 Executive Director Update

6:15 – 6:30 Compliance Monitoring

6:35 – 6:50 MS4 Program Update

6:50 – 7:00 Closing Remarks





# **WWT Stakeholder Group Update**

## **Integrated Overflow Abatement Plan**

**Thursday, November 30, 2010, MSD Main Office**

### **Meeting Summary**

A group of stakeholders involved in the development of the Louisville and Jefferson County Metropolitan Sewer District's Integrated Overflow Abatement Plan (IOAP) to control sewer overflows—former members of the MSD-chartered Wet Weather Team—met on November 30, 2010, at MSD's main office. The objectives of the meeting were to:

- Update the group on the status of IOAP implementation.
- Describe some of the implementation challenges ahead, and seek input on ways to overcome those challenges.
- Present the path forward for the next 6 months.

### **Capital Project Update**

Gary Swanson gave an update of the capital project initiatives that have occurred during since the last WWT meeting. Some of the projects currently under design include:

- Long Term Control Plan
  - Adams Street Storage Basin
  - Story Avenue and Main Street Storage Basin
  - Paddy's Run Wet Weather Treatment Facility
  - I-64 & Grinstead Storage Basin
  - Logan Street & Breckenridge Street Storage Basin
  - 27<sup>th</sup> Street Flood Pump Station DWO Elimination
  - Shawnee Flood Pump Station DWO Elimination
- Sanitary Sewer Discharge Plan
  - Prospect WQTC Eliminations (5 projects)
  - Jeffersontown WQTC Elimination (5 projects)
  - Buechel Basin
  - Charleswood Interceptor
  - Mellwood Pump Station Phase I
  - East Rockford Lane Pump Station
  - SSES I/I Investigations
    - Little Cedar Creek, Edsel Lane PS, Meadow Stream PS, Floydsburg Road PS, Kavanaugh Road PS, Eden Care PS, Hurstborne Lane, Lantana PS, Lee Ann Way PS, Camp Taylor No. 1, Sonne PS, Hazelwood PS, Lake Forest PS, Riding Ridge PS, Gunpowder PS, Fox Harbor PS, Fairway View PS

It was reported that 40% of Consent Decree Projects are currently under design & construction, all 40% should be in construction by the end of calendar year 2011, and that all projects that were scheduled to be started are underway.

The six month look-ahead for the CIP program includes the following highlights:

### **ISSDP Projects**

- Continue construction of Phase 1, and bid and award Phase 2 of the Hikes Lane Interceptor
- Continue construction of Phase 1 and 2 of Southeast Interceptor Relief Sewer
- Complete Phases 1 and 2 of Northern Ditch Diversion Interceptor, bid and award Phase 3

# WWT Stakeholder Group Update

## Integrated Overflow Abatement Plan

Thursday, November 30, 2010, MSD Main Office  
Meeting Summary

- Continue construction of DRG Wet Weather Pumping and Wet Weather Treatment, bid and award Wet Weather Flow Equalization Basin

### **SSES Projects**

- Complete all active SSES
- Begin rehabilitation activities
- Begin planning capital projects

### **IOAP Projects**

- Complete design of the following:
  - 27<sup>th</sup> Street Flood Pump Station DWO Elimination
  - Shawnee Flood Pump Station DWO Elimination
  - Buechel Basin
  - Mellwood Pump Station Phase I
- Continue other designs
- Complete construction of the following:
  - CSO108 Dam Modifications
  - Running Fox PS Elimination
  - Shively Interceptor
  - Beargrass Interceptor Rehabilitation Phase 2
  - Camp Taylor No. 2 Sewer Replacement
- Continue construction on the other projects

### **Green Infrastructure Update**

Brian Bingham discussed the programmatic initiatives for green infrastructure in the next six months, including the development and finalization of a commercial/industrial incentives program, the residential downspout program, and partnership opportunities with public agencies.

Wes Sydnor described the success of the green demonstration projects, including the completion of the following projects with the respective runoff reductions:

Project	Annual - Gallons Removed
Swift Packing Parking Lot	1.4 MG
MSD Main Office Parking Lot	235,000 Gal
Seventh And Cedar (Office of Employment) Green Parking Lot – sections 1&2	1.4 MG
Third and Ormsby Biofiltration Swales	305,000 Gal
Sixth and MLK Place (Federal Building) Green Parking Lot	1.2 MG
801 Vine Street/Federal Building Green Roof	500,000 Gal
Seventeenth and W Hill Permeable Alley	510,000 Gal
Congress Alley Permeable Alley	250,000 Gal



**WWT Stakeholder Group Update**  
**Integrated Overflow Abatement Plan**  
**Thursday, November 30, 2010, MSD Main Office**  
**Meeting Summary**

Campbell and Main (Billy Goat Strut) Permeable Alley	840,000 Gal
Clifton Triangle Rain Garden (Brownsboro Rd. and Birchwood)	35,000 Gal
Brandeis Apartments Rain Garden	75,000 Gal
Scholar House	1.2 MG
<b>Total Benefit</b>	<b>7.95MG</b>

**Public Outreach Program**

Wes Sydnor discussed the public outreach initiatives that occurred since the last WWT meeting in response to the results of the public information survey administered in December 2009. Some of the highlighted initiatives included:

- Continued coordination with the Courier Journal to develop advertisements for paper and on-line editions of the newspaper.
- Utilization of a partnership between the Courier Journal and Yahoo! to focus messages at specific readers based upon search result keywords. An example given was a search for dogfood on Yahoo! would trigger an MSD advertisement related to pet waste pickup to be delivered on the main search page of Yahoo! during the user's next session.
- Developed a partnership and executed a contract with Screenvision to provide advertisements on Project WIN and WWT messages at theaters prior to movies at locations throughout Louisville Metro. Messages will be delivered starting in November 2010 and running through May 2011.
- Continued participation with neighborhood groups to deliver Project WIN messages.
- Delivery of workshop materials to groups within Louisville Metro related to green initiatives and Project WIN WWT values.

**Compliance Monitoring**

Justin Gray gave an overview of the compliance monitoring efforts that are on-going. Some of the highlighted initiatives:

**Flow Monitoring**

- Overflow Monitoring
- Long Term Trending Sites
- Project Sizing Adjustments
- I/I Reduction through Rehab
- Green Infrastructure Monitoring
- 180 Sites by early 2011
- Remotely Monitored Sites

**Project "Right-Sizing" for Green Infrastructure Impacts:**

- Impervious Area Disconnection Needs Estimate Using Hydraulic Model
- Establish & Implement Flow Monitoring Plan
- Identify Candidate Sites w/ Rough Cost, Property Owner Info, and Acreage Controlled

**WWT Stakeholder Group Update**  
**Integrated Overflow Abatement Plan**  
**Thursday, November 30, 2010, MSD Main Office**  
**Meeting Summary**

- Model Candidate Sites and Expected AAOV & Sizing Impact
- Conceptual Design and Property Owner Meetings
- Design & Construction of Projects
- Post Construction Monitoring & Data Analysis
- Model Recalibration using appropriate Storage Parameters & Flow Data
- Typical Year Modeling Analysis & IOAP Storage Basin Size Assessment
- Case Study Development & Regulatory Coordination

**Adaptive Management of the IOAP:**

- Project Certification
- Volume Reduction & Overflow Mitigation
- Project Sizing Verification
- Water Quality Modeling (Impact to Streams and the Ohio)
- Estimated Pollutant Load Reduction
- Programmatic Adjustments
- Reporting
  - Quarterly
  - Annual
  - Biannual (Synthesis)

**MS4 Program Update**

Chad McCormick presented on the progress of the MS4 permit approval process. The highlighted items included:

- A history of the NPDES
- An outline of MS4 Communities in Kentucky
- The Timeline of MS4 Permits and Activities as it Relates to Louisville MSD
- MS4 Components – Including:
  - Illicit Discharge Program
  - Construction Site Runoff Controls
  - Post Construction Runoff Controls
  - Pollution Prevention At Municipal Facilities
  - Public Education and Outreach Programs
  - Reporting
  - Monitoring
- The Louisville MS4 Program:
  - Compared to Lexington
    - Consent Decree w/ Stormwater & Wastewater
    - Establishing EPA and State Expectations
  - Compared to Other EPA Region IV
    - Increasingly Strict in Tennessee, Alabama and others
    - Threatened Lawsuits & Delegated Authority Revocation
  - KDOW-MSD-EPA Negotiating 3<sup>rd</sup> Permit Term



**WWT Stakeholder Group Update**  
**Integrated Overflow Abatement Plan**  
**Thursday, November 30, 2010, MSD Main Office**  
**Meeting Summary**

- More Intense than 2<sup>nd</sup> Permit Term
  - Intensely Discussing Since 2008
- Anticipated Even More Intense in 2016 +
- Sediment Control Requirements Increasing from Federal Level
  - Monitoring
  - Inspection
- Higher Expectations: Long-Term Quality  
(*aka Post-Construction Controls*)
  - Treatment Standard (*First Flush / Water Quality Volume*)
  - Green Infrastructure & More Infiltration
  - Private and Public O&M
  - Qualified O&M Inspection
  - Watershed Based Decisions / Requirements
- 3<sup>rd</sup> Cycle Permit Status:
  - KDOW Issued Draft Permit July 2010
    - Several Comments Received
    - Several Local Comments
    - One National Interest
  - EPA (Region IV) Exercised Option for Extended Review
  - KDOW Revising Draft Permit
  - Anticipate New Draft Reissued over Winter
  - MSD Progressing as if the Permit is in Effect

**Wrap Up and Next Steps**

- MSD will post the presentations and this meeting summary to the Project WIN website
- MSD will schedule an open house meeting at the Derek Guthrie WQTC construction site.
- The next update meeting will be scheduled for sometime in May or June, 2011.





# No Meeting Handouts



## Capital Project Update – November 2010

[illegible]



# Consent Decree Projects

## Bid, Under Construction, or Complete

- "Big 4" Interim SSDP
  - Beechwood Village/Sinking Fork Interceptor Relief (complete)
  - Hikes Lane Interceptor
  - Southeast Interceptor Relief & Diversion Structure
  - Northern Ditch Diversion Interceptor
  - Derek R. Guthrie WQTC Expansion
- Long Term Control Plan
  - CSO108 Dam Modifications
  - CSO206 Sewer Separation
  - 34<sup>th</sup> Street Flood Pump Station DWO Elimination
  - 4<sup>th</sup> Street Flood Pump Station DWO Elimination
- Sanitary Sewer Discharge Plan
  - Running Fox PS Elimination (complete)
  - Woodland Hills PS Diversion (complete)
  - Ashburton PS Improvements (complete)
  - Shively Interceptor
  - Beargrass Interceptor Rehabilitation Phase 2
  - Government Center Pump Station Elimination
  - Camp Taylor No. 2 Sewer Replacement
  - East Rockford Lane Pump Station Relocation
  - Floydensburg Road Pump Station Rehabilitation



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22% of the Consent Decree  
gray infrastructure projects are  
bid, under construction, or  
complete at this time and we  
are 7% under the IOAP  
budget



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# Consent Decree Projects Under Design

- Long Term Control Plan
  - Adams Street Storage Basin
  - Story Avenue and Main Street Storage Basin
  - Paddy's Run Wet Weather Treatment Facility
  - I-64 & Grinstead Storage Basin
  - Logan Street & Breckenridge Street Storage Basin
  - 27<sup>th</sup> Street Flood Pump Station DWO Elimination
  - Shawnee Flood Pump Station DWO Elimination
- Sanitary Sewer Discharge Plan
  - Prospect WQTC Eliminations (5 projects)
  - Jeffersontown WQTC Elimination (5 projects)
  - Buechel Basin
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## 40% of Consent Decree Projects Currently Under Design & Construction

### All 40% Should Be in Construction by the End of Calendar Year 2011

### All Projects Scheduled to be Started Are Underway



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# ISSDP Status

## The “Big 4” SSOs

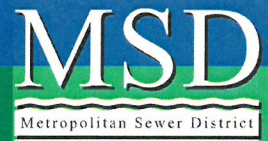
The “Big 4” SSO’s make up almost 80%, by volume, of the total annual SSO’s in the MSD separate sewer system. These locations are:

- Pumped SSO’s in Beechwood Village
- Pumped SSO’s in Hike Point
- Highgate Springs Pump Station
- SSO at existing Southeast Diversion

The following summary of projects are those required to eliminate these SSO’s

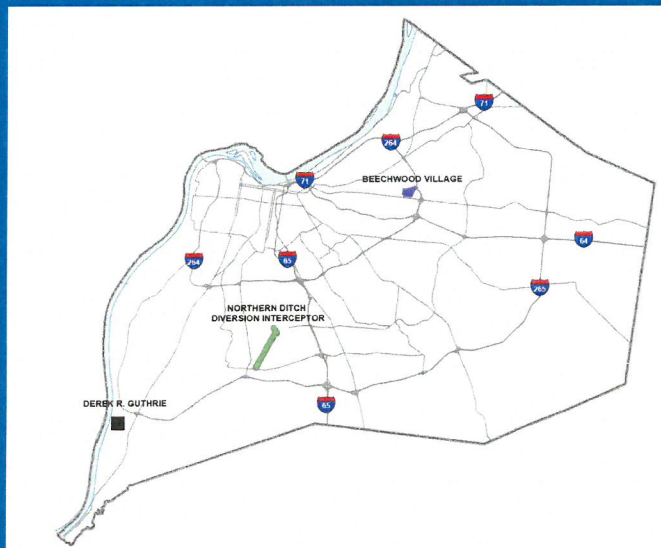


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## Beechwood Village



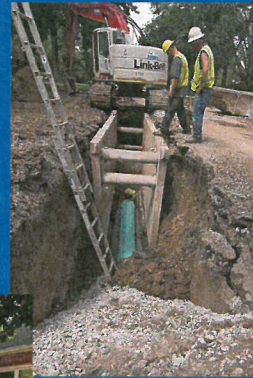
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# ISSDP Status

Beechwood Village – during construction



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# ISSDP Status

Beechwood Village – post construction



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# ISSDP Status

## Sinking Fork Interceptor Relief

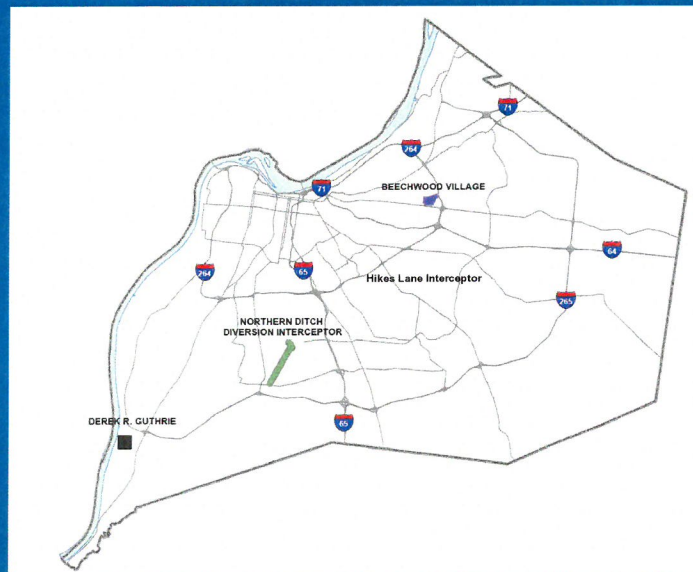


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## Hikes Lane Interceptor



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# ISSDP Status

## Hikes Lane Interceptor

- Phase 1 – 22% of pipe installed
- Phase 2 – will bid early 2011

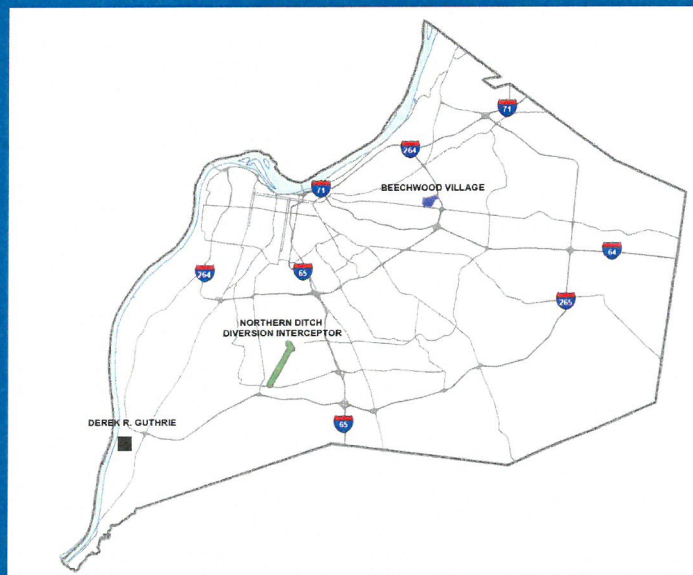


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# Northern Ditch Diversion Interceptor



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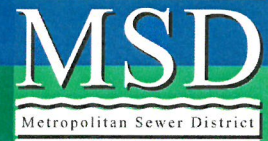
# ISSDP Status

## Northern Ditch Diversion Interceptor

- Phase 1 - 98% of pipe installed
- Phase 2 - 99% of pipe installed, work continues on Diversion Box

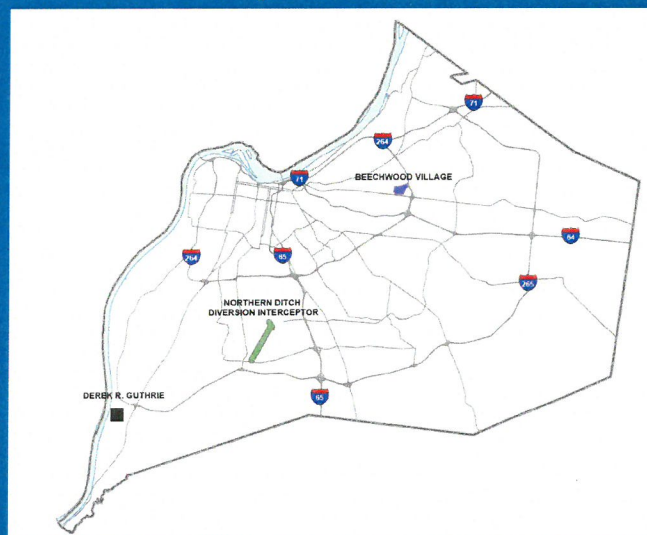


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# Derek R. Guthrie Treatment Center Expansion



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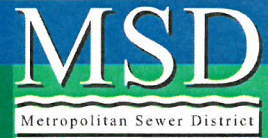


# ISSDP Status

## Derek R Guthrie Wet Weather Treatment Facility



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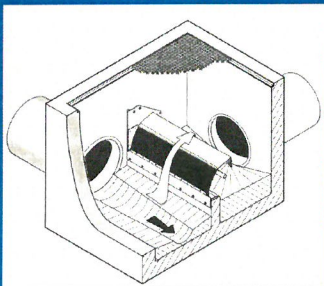
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# IOAP Status

## CSO LTCP Projects

### Gray Infrastructure Projects in Bid/Construction

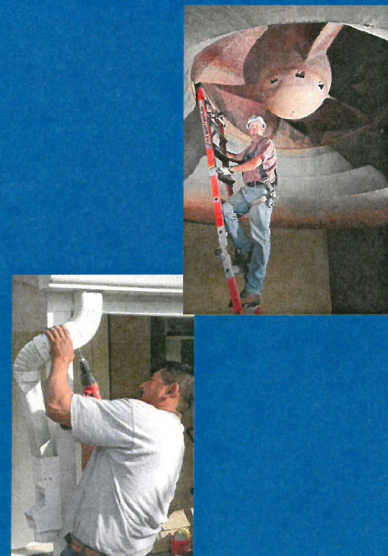
- CSO 206 Downspout Disconnections
- CSO 108 Dam Modification
- 4<sup>th</sup> Street and 34<sup>th</sup> Street Flood Pump Station DWO elimination



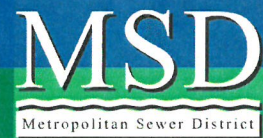
CSO 108 Bending Weir



CSO 206  
Outfall



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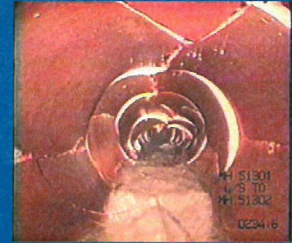
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# IOAP Status SSDP Projects

## Projects under Construction

- Running Fox Pump Station Elimination
- Camp Taylor No. 2
- Shively Interceptor
- Beargrass Interceptor Rehabilitation Phase 2
- Government Center Pump Station Elimination



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## Project WIN 6-Month Lookahead



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# 6-Month Lookahead ISSDP Projects

- Continue construction of Phase 1, and bid and award Phase 2 of the Hikes Lane Interceptor
- Continue construction of Phase 1 and 2 of Southeast Interceptor Relief Sewer
- Complete Phases 1 and 2 of Northern Ditch Diversion Interceptor, bid and award Phase 3
- Continue construction of DRG Wet Weather Pumping and Wet Weather Treatment, bid and award Wet Weather Flow Equalization Basin



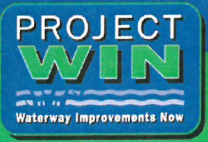
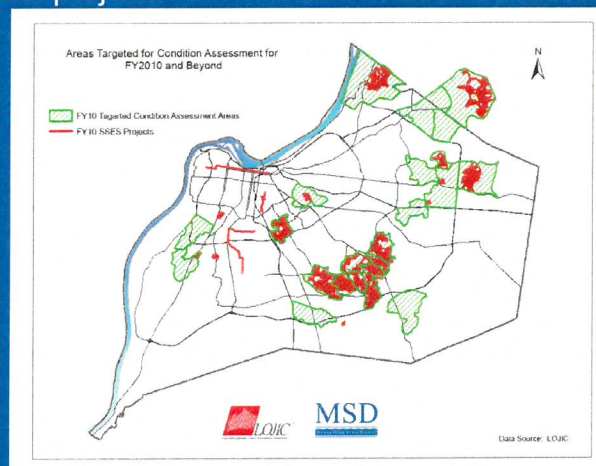
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# 6-Month Lookahead SSES Projects

- Complete all active SSES
- Begin rehabilitation activities
- Begin planning capital projects



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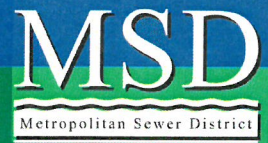


# 6-Month Lookahead IOAP Projects

- Complete design of the following:
  - 27<sup>th</sup> Street Flood Pump Station DWO Elimination
  - Shawnee Flood Pump Station DWO Elimination
  - Buechel Basin
  - Mellwood Pump Station Phase I
- Continue other designs
- Complete construction of the following:
  - CSO108 Dam Modifications
  - Running Fox PS Elimination
  - Shively Interceptor
  - Beargrass Interceptor Rehabilitation Phase 2
  - Camp Taylor No. 2 Sewer Replacement
- Continue construction on the other projects



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## Questions?



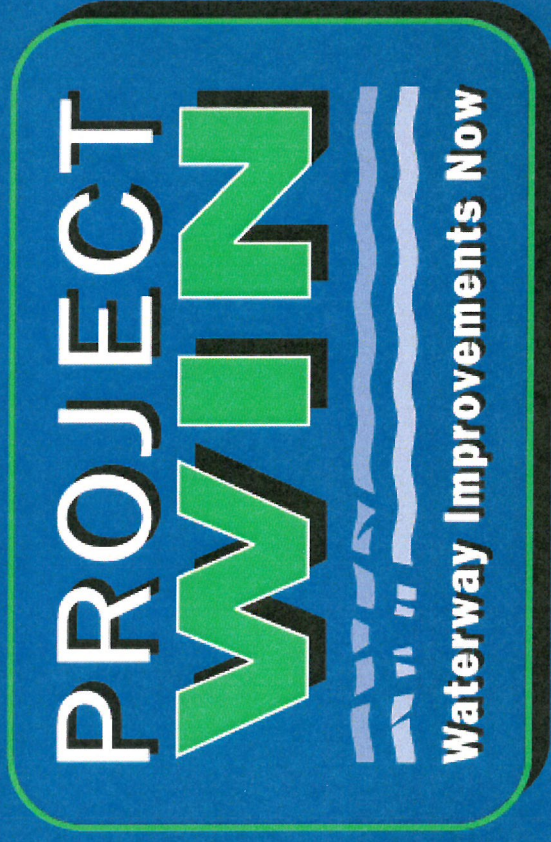
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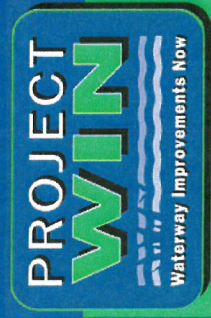


# Wet Weather Team Meeting Green Infrastructure Update November 30, 2010

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# GREEN DEMONSTRATION PROJECT REPORT



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# Office of Employment

- 90% Stormwater Capture over 2.5 Acres in a Typical Year
- Approx 33,000 gallons captured per 1-inch event
- 1.4 million gallons captured in a typical rainfall year
- Cost of 30 cents per gallon captured in a typical year
- Two Demonstration Projects



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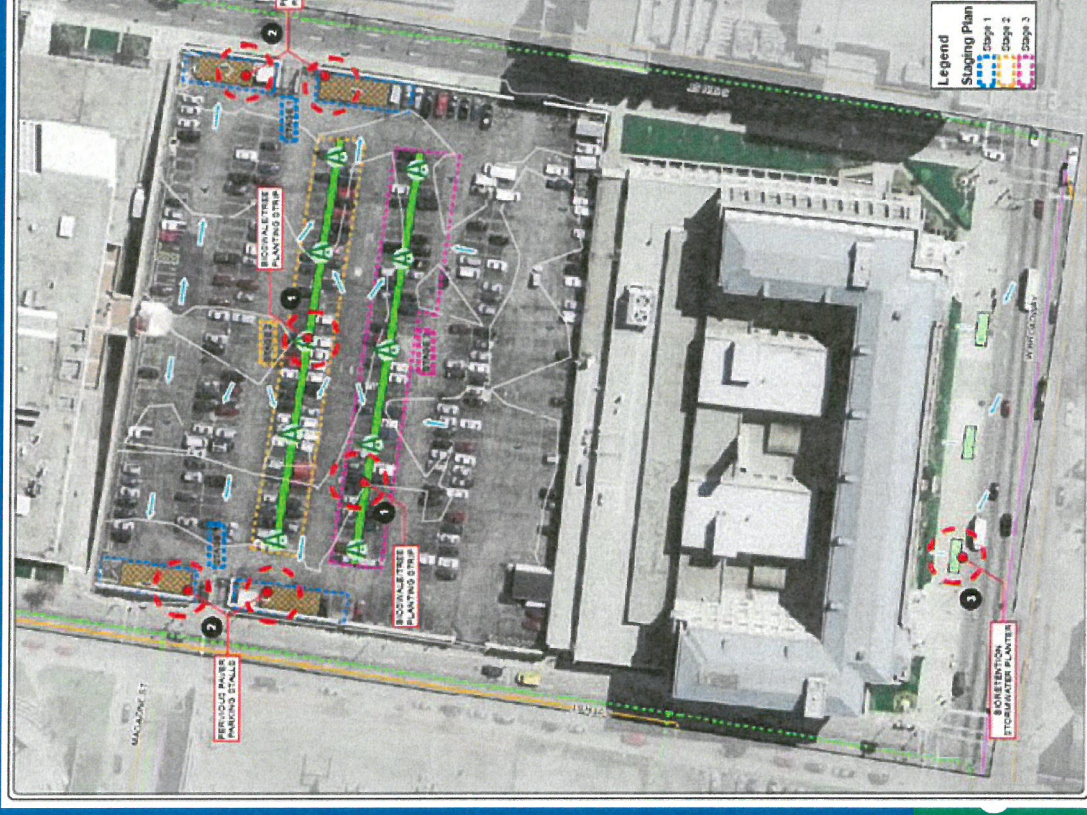


# Mazzoli Federal Building Project

- 90% Stormwater Capture over 2 Acres in a Typical Year
- Approx 28,000 gallons captured per 1-inch event
- 1.2 million gallons captured in a typical rainfall year
- Cost of 20 cents per gallon captured in a typical year



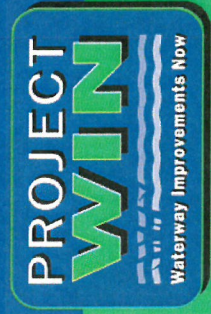
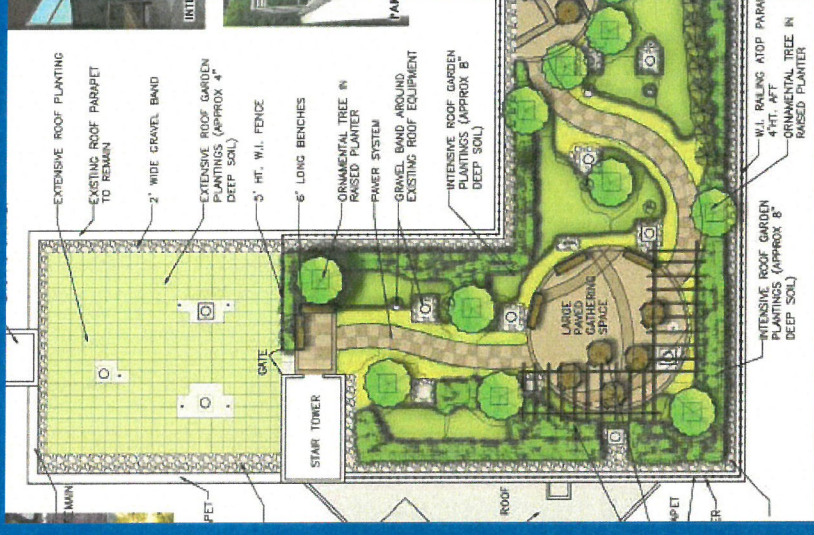
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# Green Roof at Federal Building and Housing Authority

- Partnership with the Louisville Metro Housing Authority and with the General Services Administration (Federal Building) to Install Vegetated Roofs
- Projected AAOV Reduction of 500,000 Gallons, Based on Business Case



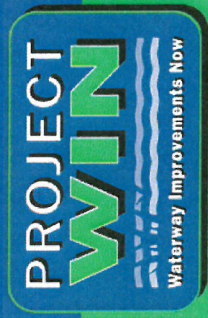
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# Scholar House Green Parking Lot and Green Roof

- 80% Stormwater Capture over 2.6 Acres in a Typical Year
- Approx 25,755 gallons captured per 0.75-inch event
- 1,204,000 gallons captured in a typical rainfall year
- Cost of 8.9 cents per gallon captured in a typical year
- Proposed investment is much less than value provided
- Proposed 25% ten-year drainage service charge credit incentive to properly maintain (~\$65 monthly credit)



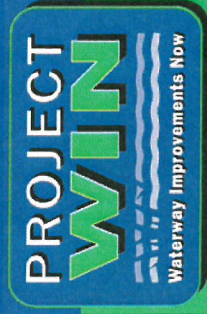
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# Green Alleys and Bioswales

- Billy Goat Strut Green Alley
- 3<sup>rd</sup> Street and Ormsby Bioswale
- Swift Packing Parking Lot Bioswale
- Congress Alley Green Alley
- 17<sup>th</sup> and Hill Green Alley



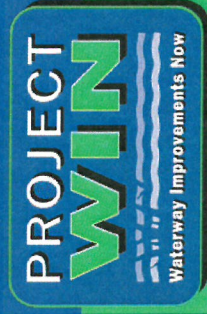
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# Rain Garden Projects

- Clifton Rain Garden  
(Across from St. Joe's on  
Brownsboro)
- MSD Main Office Rain  
Garden
- Brandeis Apartments Rain  
Garden



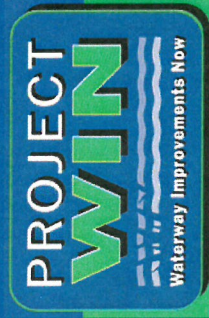
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# Net Benefits of Demonstration Projects

- Monitoring Placed at Strategic Locations to Determine Stormwater Reduction
- MSD Teaming with EPA Office of Research and Development to Determine the Impacts of Green and Ancillary Benefits
- Total Net Predicted Benefit of 2010 Demonstration Projects Amounts to Over 7.5 Million Gallons of AAOV Reduction



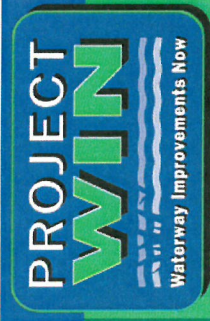
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# 2010 Green Demonstration Project Summary

Project	Annual - Gallons Removed
Swift Packing Parking Lot	1.4 MG
MSD Main Office Parking Lot	235,000 Gal
Seventh And Cedar (Office of Employment) Green Parking Lot – sections 1&2	1.4 MG
Third and Ormsby Biofiltration Swales	305,000 Gal
Sixth and MLK Place (Federal Building) Green Parking Lot	1.2 MG
801 Vine Street/Federal Building Green Roof	500,000 Gal
Seventeenth and W Hill Permeable Alley	510,000 Gal
Congress Alley Permeable Alley	250,000 Gal
Campbell and Main (Billy Goat Strut) Permeable Alley	840,000 Gal
Clifton Triangle Rain Garden (Brownsboro Rd. and Birchwood)	35,000 Gal
Brandeis Apartments Rain Garden	75,000 Gal
Scholar House	1.2 MG
<b>Total Benefit</b>	<b>7.95MG</b>

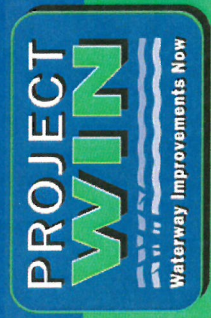


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# QUESTIONS?



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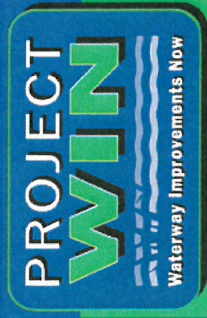
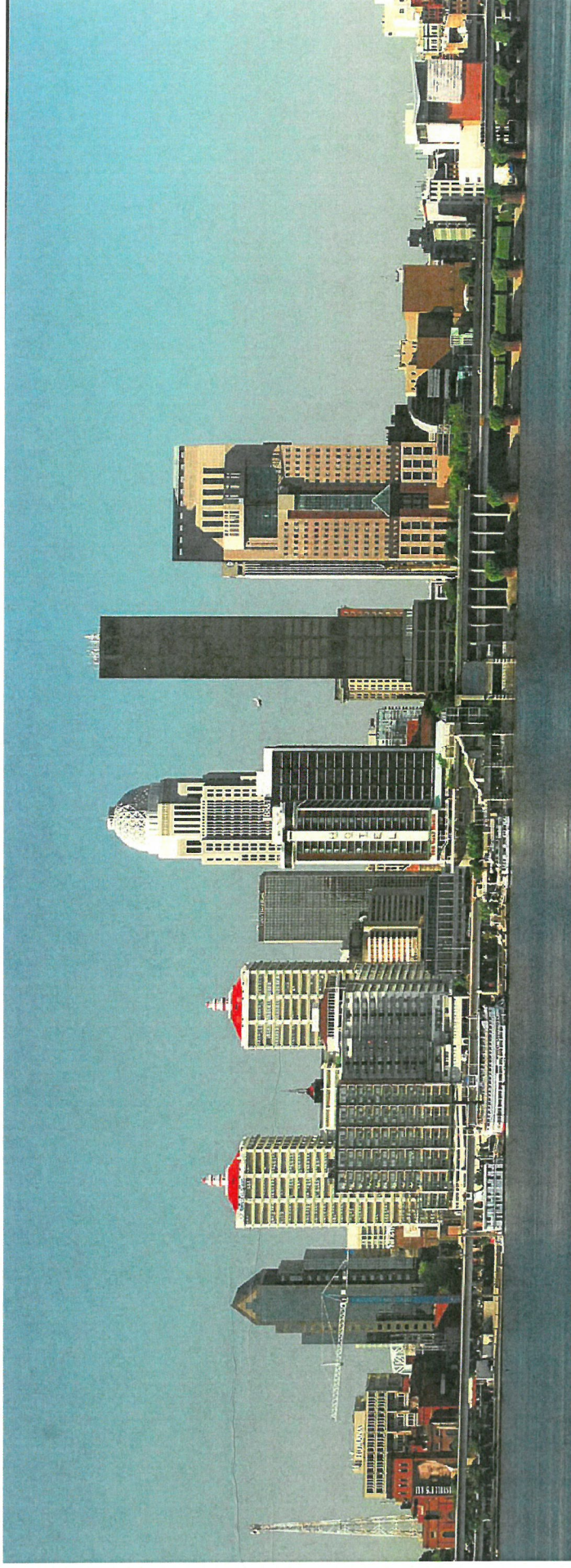




# Stormwater Quality (MS4) Permit Program

## An Update for the Wet Weather Team

### November 30, 2010



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# NPDES History

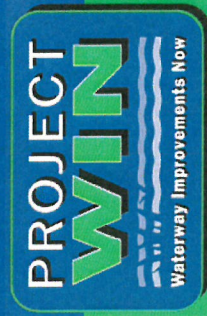
- 1972 Clean Water Act
- 1990 Phase I Storm Water Program for Larger Cities
- 1999 Phase II Rule Published for Smaller Urban Areas
- 2003 Phase II Program Starts

**N**ational  
**P**ollutant  
**D**ischarge  
**E**limination  
**S**ystem

**NPDES**

**M**unicipal  
**S**eparate  
**S**torm  
**S**ewer  
**S**ystem

**MS4**

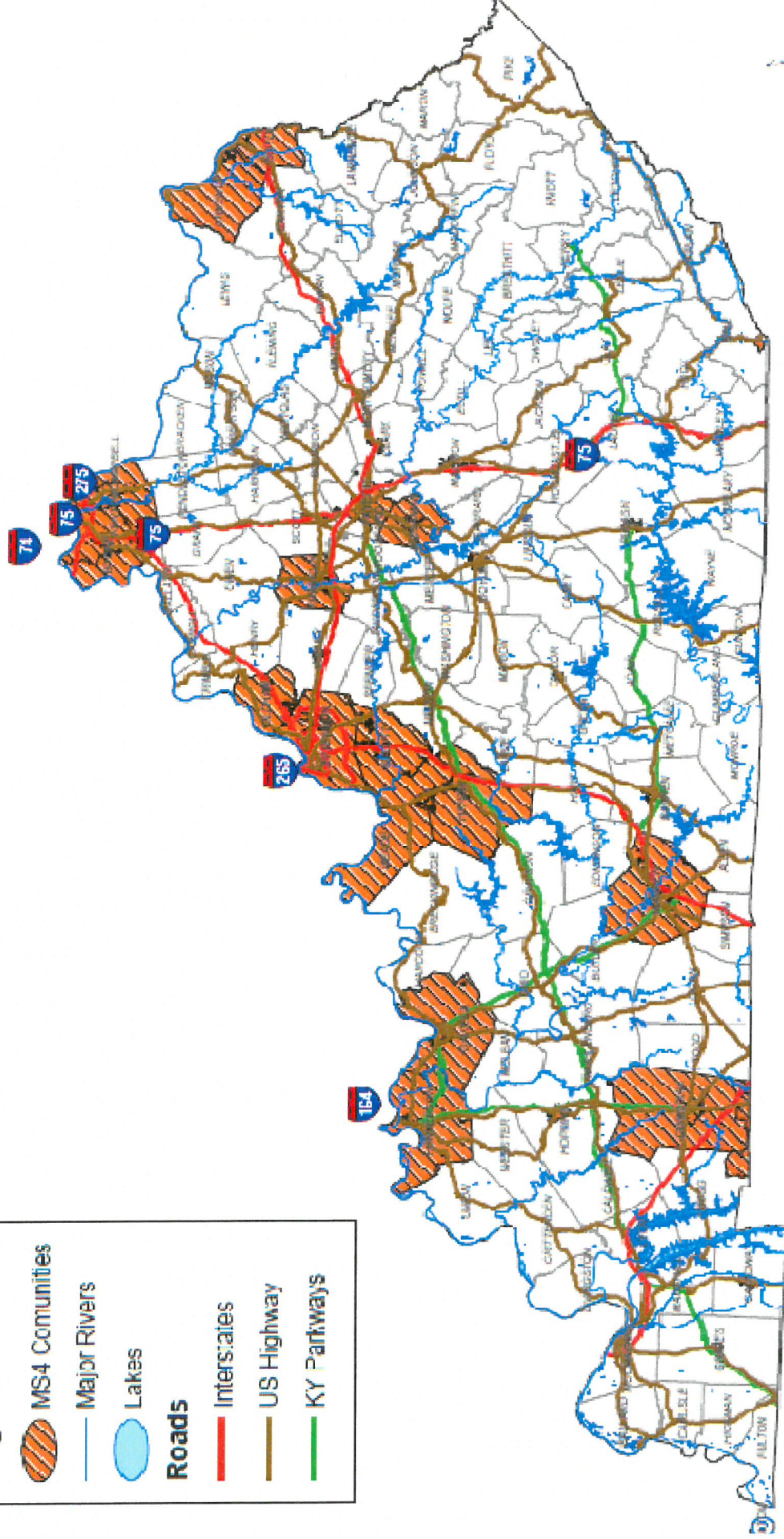
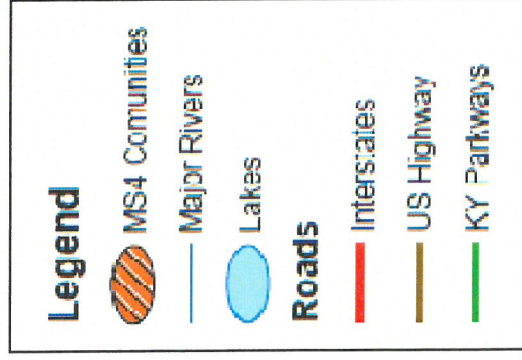


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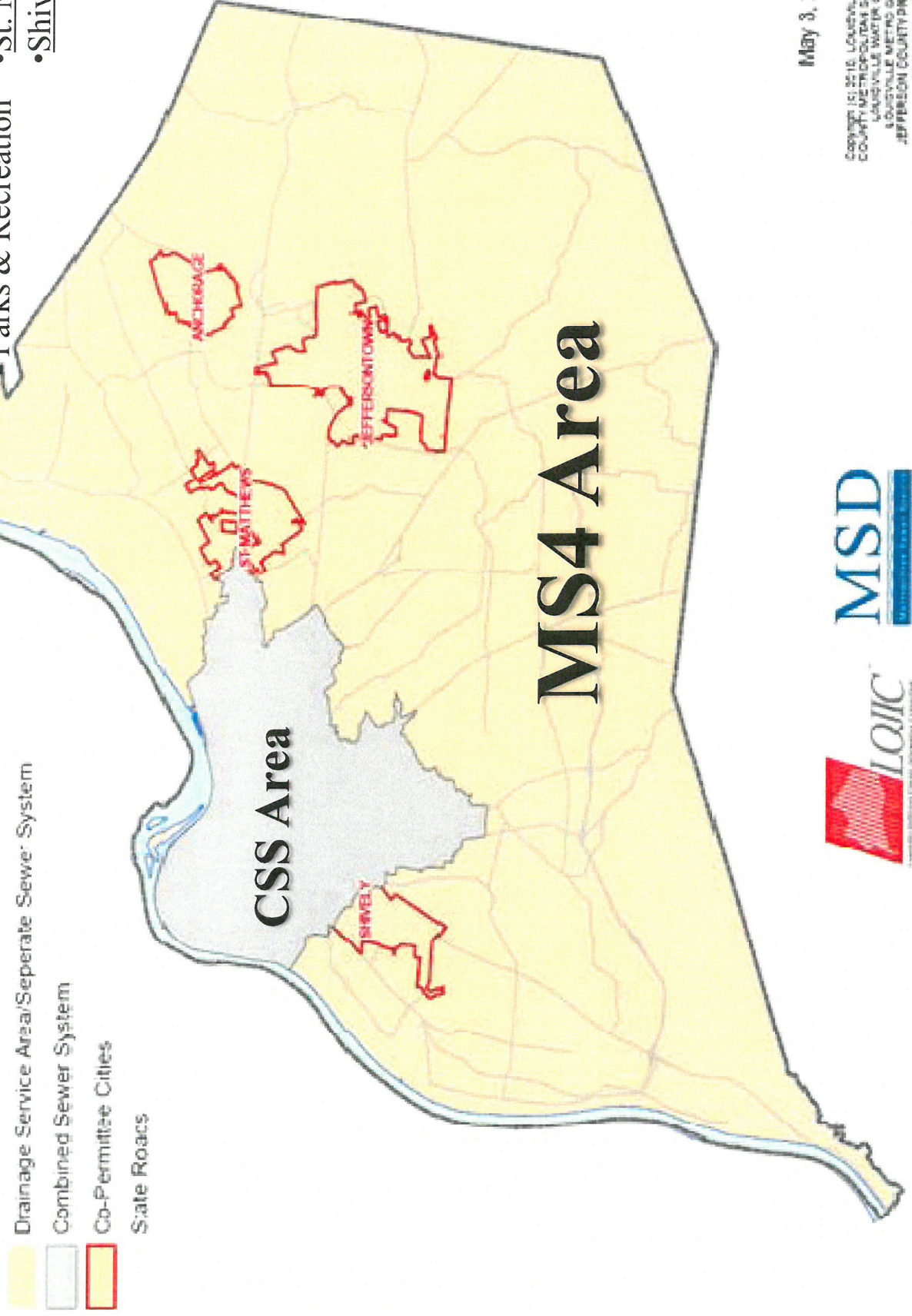
# Kentucky MS4 Communities





## MSD - MS4 Permit area Louisville Metro

- Louisville Metro
- Public Works
- Zoo
- Parks & Recreation
- MSD
- Anchorage
- Jeffersonton
- St. Matthews
- Shively



May 3, 2010

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COUNTY METROPOLITAN SEWER DISTRICT (MSD),  
LOUISVILLE WATER COMPANY (LWC),  
LOUISVILLE METRO GOVERNMENT, AND  
JEFFERSON COUNTY INDEPENDENT SULLIVAN  
ACADEMY DISTRICT (SPAD).  
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# Kentucky MS4 Timelines

**Phase I** communities start participating in MS4  
(ex. Louisville, Lexington, Indianapolis, Nashville, etc.)

Louisville 1<sup>st</sup>  
MS4 Permit  
Issued

Louisville 2<sup>nd</sup>  
MS4 Permit  
Issued

Louisville 3<sup>rd</sup>  
MS4 Permit  
Issued ???

1990

1994

1998

2002

2006

2008

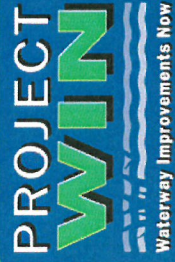
2010+

**Phase II** Requirements Def.  
(ex. Bowling Green, Frankfort,  
Oldham County, etc.)

**Phase II 1st**  
MS4 Permits  
Issued

Lexington Consent  
Decree (w/MS4)  
Process Starts

Lexington  
MS4 Permit  
Issued



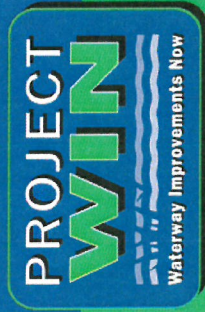
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# MS4 CSS MEP

## Municipal Combined Maximum Separate Sewer Extent Storm System Practicable Sewer System



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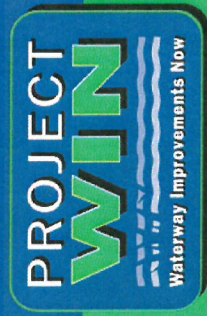


# MS4 Permit Components

## *(Groups of Activities)*

1. Illicit Discharge Program
2. Construction Site Runoff Controls
3. Post Construction Runoff Controls
4. Pollution Prevention At Municipal Facilities
5. Public Education and Outreach Programs
6. Reporting
7. Monitoring

**New Development  
& Redevelopment**



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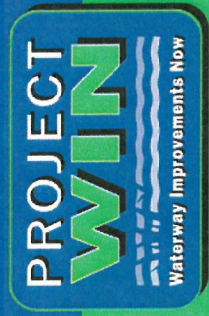




# SWQMP

Available at:  
<http://www.msdlouky.org/>

- Stormwater Quality Management Plan
- 5-Year Business Plan
  - Program Cost Estimator
  - Program Staff Planning
- Permit Negotiation Tool
- Compliance Points Defined
  - Who, What, When, How (sometimes)
- Permit Implementation Guide



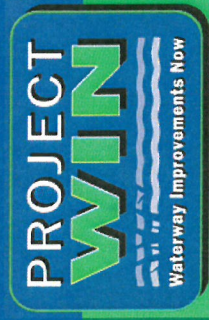
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# MS4 Challenges - Nationally

- Expectations Continue to Rise
  - Maximum Extent Practicable
  - Each Permit More Prescriptive and Restrictive
- Political Will and Stakeholder Influence
  - Never Enough for Environmentalists
  - Always Too Much for Developers
  - Elected Officials Caught in the Balance
- Balancing Economic Growth with StormWater Quality
  - Neighboring Communities at Odds
  - MS4 Communities at Disadvantage



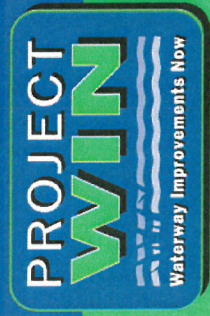
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# General Trend is **GREENER**

- Green Infrastructure
- More Infiltration
- More BMPs
- More Pervious Surfaces
- Less Directly Connected Impervious Areas
- Defined Performance Standards
- More Long-term O&M Accountability



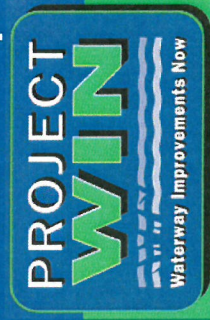
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# Louisville's MS4 Program

- Compared to Lexington
  - Consent Decree w/ Stormwater & Wastewater
  - Establishing EPA and State Expectations
- Compared to Other EPA Region IV
  - Increasingly Strict in Tennessee, Alabama and others
  - Threatened Lawsuits & Delegated Authority Revocation
- KDOW-MSD-EPA Negotiating 3<sup>rd</sup> Permit Term
  - More Intense than 2<sup>nd</sup> Permit Term
  - Intensely Discussing Since 2008
- Anticipated Even More Intense in 2016 +



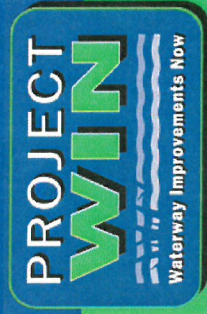
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# 3<sup>rd</sup> Cycle Permit Status

- KDOW Issued Draft Permit July 2010
  - Several Comments Received
    - Several Local Comments
    - One National Interest
    - EPA (Region IV) Exercised Option for Extended Review
- KDOW Revising Draft Permit
- Anticipate New Draft Reissued over Winter
- MSD Progressing as if the Permit is in Effect

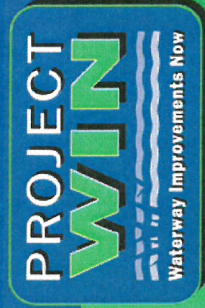
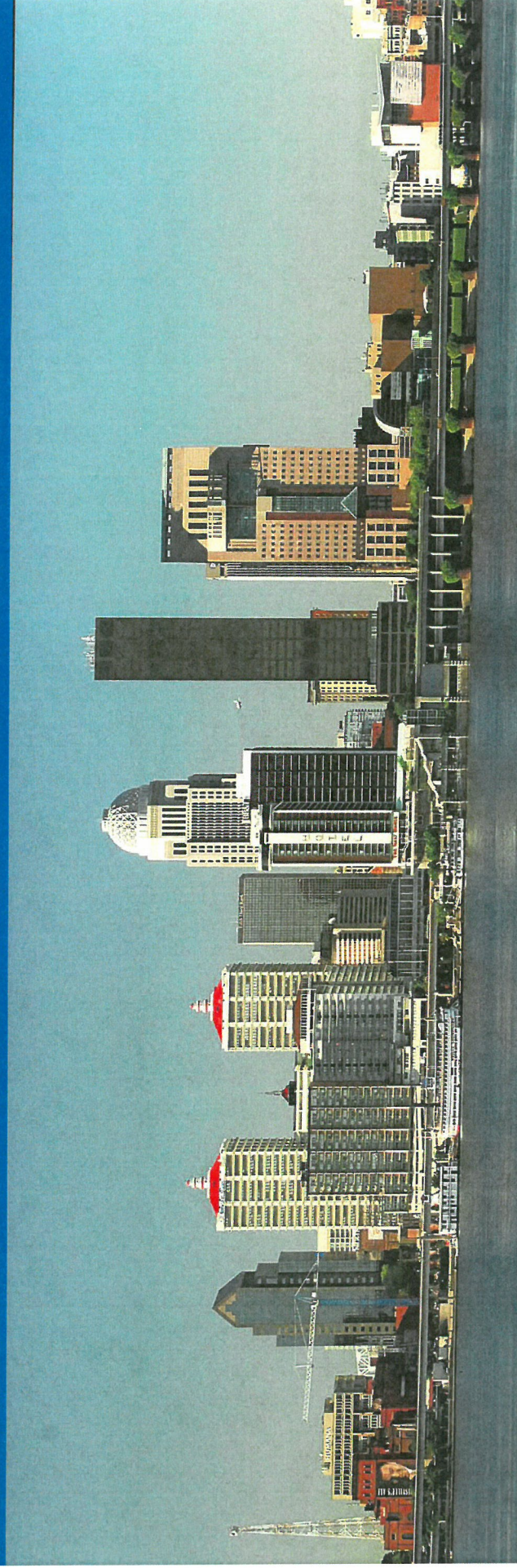


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# Thank You for Your Time, Questions?



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# Wet Weather Team Meeting Public Outreach Update November 30, 2010

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## FIND A WAY TO REACH AND COMPEL EVERY PERSON



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# Find a Way to Reach and Compel EVERY Person

- The Integrated Overflow Abatement Plan Included Provisions to Perform Bi-annual Surveys of Public Knowledge on Key Water Quality and Behavioral Issues
- Types of Survey Questions:
  - Do you pick up pet waste?
  - Do you understand connectivity of drainage systems to the creek?
  - Do you run your dishwasher/washing machine in a rain storm?



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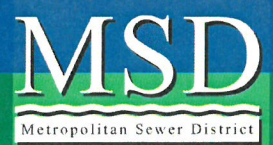


## It Takes a Village

- Develop a Strategy for Cultural Change
  - Core Values to Relate
  - Seasonal Messages
- Planning Matrix Developed:



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## Possible Messages/ Objectives –

### Summer Season - Educational Goals: Water safety, and pet waste removal.

Recreational Water Contact Safety  
CSO and SSO info  
Public Info on capital program  
Scoop the poop/pet waste  
Water conservation tips  
Adopt a drain  
Litter, Clean sweeps  
Gardens/compost yard waste

### Fall Season - Educational Goals: reduce leaf litter, advise on pool closings, and pet waste removal

Pool Closing  
Housekeeping and Repairs  
Pet Waste  
Recreational Water Contact Safety  
Home and Yard  
Hazardous Material  
Inspect and repair your Private Sewers  
Clean up leaves/catch basin clean

### Rainy Season - Educational Goals: Flood protection, catch basin cleaning, viaduct safety, wet weather safety, reduce impacts to the system during wet weather

Washing Machine, Dishwasher  
Observe warning signs  
Rain Barrel  
Rain Garden  
Adopt a Drain

### Holiday Season - Educational Goals: Send messages to reinforce preferred behavior regarding disposal of waste associated with food, entertaining, etc - surrounding Thanksgiving, Christmas, New Years, and Superbowl.

Cooking/F.O.G.  
New Years Resolution  
Keep Storm Drains Clear  
Yard Waste/Leaf Disposal to prevent street/property flooding  
Washing Machine, Dishwasher

## It Takes a Village

- Needed Forum to Address the Entire Community
  - Print – Ads Section,
  - Electronic – Eye Catching, and Instant
  - Captive Audience – Complete Attention of Viewer
- Opportunity Arose - The Louisville Courier Journal and ScreenVision Approached MSD with a Great Opportunities at the Right Time.
- MSD Began the Process of Educating the Advertising Staff on Project WIN Issues



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# It Takes a Village

- Partnership Developed Between MSD Internal Staff and CJ / ScreenVision Creative Staff
- Low Cost, High Impact Coordination – Put the Right Messages In the Right Place
  - Courier Journal paper version
  - CJ On-line ads in the Features Section, Moms like Me, Metromix
  - Bi-Monthly Inserts
  - Holiday ScreenVision Ads
- CJ Feedback on Views and Clicks on Messages



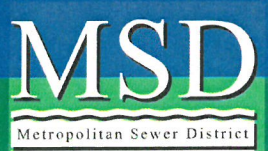
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## DETAIL SPECIFIC MESSAGES



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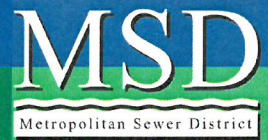




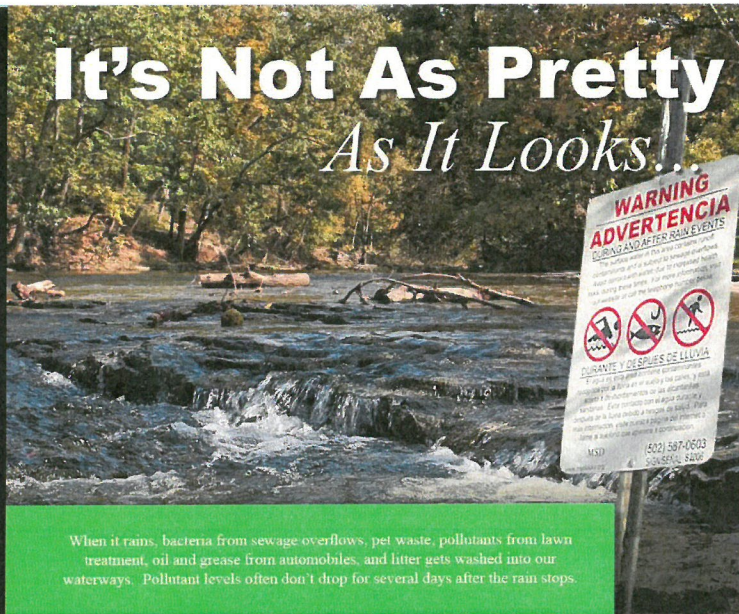
# DETAIL SPECIFIC MESSAGES – PRINT MEDIA



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## It's Not As Pretty *As It Looks!*



When it rains, bacteria from sewage overflows, pet waste, pollutants from lawn treatment, oil and grease from automobiles, and litter gets washed into our waterways. Pollutant levels often don't drop for several days after the rain stops.

During and for 48 hours after rain storms have ended, you should:

- Minimize contact with waterways and avoid swimming, fishing and wading in water.
- Wash your hands thoroughly with warm soapy water if contact is made with water bodies.
- Recognize and follow instructions on MSD warning signs.



To Learn More Information About How To Help Keep Our Waterways Clean, Visit [www.msdlouky.org/projectwin](http://www.msdlouky.org/projectwin)

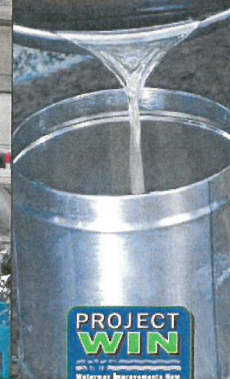


# Be a part of a **WIN**ning team and help keep our waterways clean!

## To minimize sewer overflows and back-ups follow these simple tips:

- Can the grease! Scrape and wipe off all foods containing grease and dispose of in the trash.
- Never pour grease down sinks or toilets.
- Use sink strainers to catch loose food debris and discard in the trash.
- Never pour oil down your outside storm sewer or catch basins.

**MSD**  
Metropolitan Sewer District



**PROJECT WIN**  
With 100% of Metropolitan Sewer District Waterways Departments Now

To Learn More Information About How To Help Keep Our Waterways Clean, Visit [www.msdlouky.org/projectwin](http://www.msdlouky.org/projectwin)

## POOL Manners Matter!

"Someone must have drained their swimming pool to the creek again."

### Mind Your Pool MANNERS... When You Drain Your Pool!

- Do not drain your pool during or up to 48 hours after a rain storm.
- Ensure that the pH level is between 6 and 8.
- Allow chlorine to drop below 0.5 ppm.
- Drain pool to a grassy area on your property, and allow the water to soak into the ground.
- Drain inground pool to the sanitary sewer at a maximum flow rate of 30 gallons per minute.

**MSD**  
Metropolitan Sewer District

For additional information, visit us at [www.msdlouky.org](http://www.msdlouky.org) or call us at 502-587-0603



Hot pool water that is full of chemicals will kill fish if drained to a stream or drainage channel.



Draining your pool to the sewer too fast will cause YOUR basement to back up.

**BE  
PART OF THE  
SOLUTION,  
NOT PART OF THE  
PROBLEM!**

**PROJECT WIN**  
With 100% of Metropolitan Sewer District Waterways Departments Now





250,000 Dogs in Louisville  
Metro Produce Approximately  
3 Dump Trucks full of Poop  
per Day

# SCOOP THE POOP!

Be  
Part Of The  
**Solution**, Not  
Part Of The  
Problem

Scoop your pet's waste no matter  
where you are:

- Neighborhood Parks
- Sidewalks
- Your Yard

Waste left on the ground is carried to local  
waterways when it rains.

**Kids play in these same waterways.**

Do your part to keep our waterways clean and  
"SCOOP THE POOP!"

"Don't do it for me,  
Do it for the kids!"

 rufus

**MSD**  
Metropolitan Sewer District

**PROJECT  
WIN**  
It's Time to  
Clean Up Our Act

[www.msdlouky.org/projectwin](http://www.msdlouky.org/projectwin)

# DON'T LEAF IT!

Catch basins carry stormwater away from our homes and  
streets when it rains. Covered or clogged catch basin drains,  
grates, and ditch lines contribute to street and yard flooding.

Please take time to rake away leaves and other debris from  
catch basin grates. Just a few minutes of your time could  
prevent street flooding in your neighborhood during heavy  
rains.

**MSD**  
Metropolitan Sewer District

BE  
PART OF THE  
**SOLUTION**,  
NOT PART OF THE  
**PROBLEM!**

**PROJECT  
WIN**  
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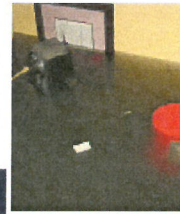


# PUT YOUR DRAIN ON A DIET!

**NO FATS, OILS OR GREASE...**



BE PART OF THE **SOLUTION**, NOT PART OF THE **PROBLEM!**



Fats, oils and grease poured down the drain will congeal and clog sewer pipes. Sewers that are clogged can cause a back-up in **YOUR** basement. **SO BE PART OF THE SOLUTION AND CAN THE GREASE!**

**MSD**  
Metropolitan Sewer District



For additional information visit us at [www.msdcindy.org](http://www.msdcindy.org) or call us at 502-587-0603

## DETAIL SPECIFIC MESSAGES – DIGITAL MEDIA

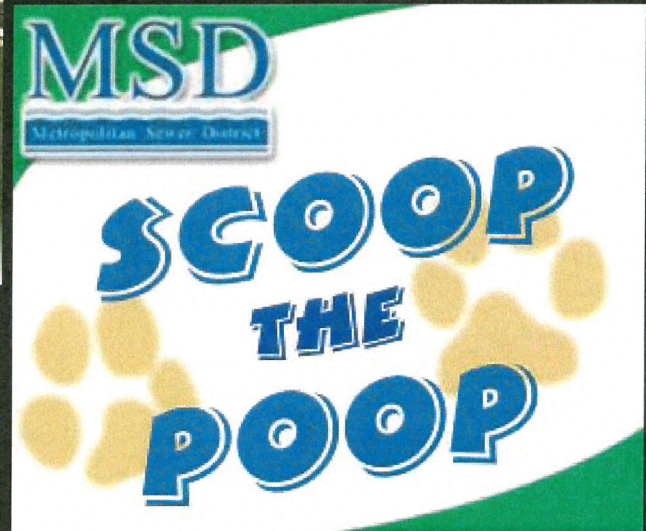
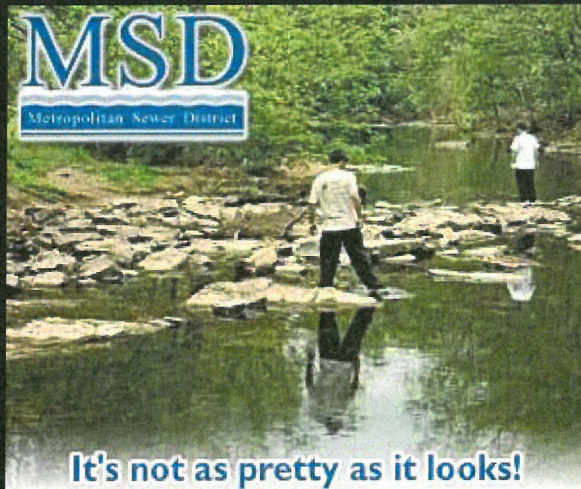


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## Digital Media



## Digital Media



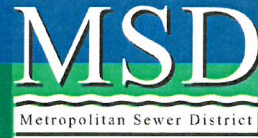


# Digital Media

- Courier Journal Partnership with Yahoo!
- Searches on the Yahoo! Pages from Louisville Users is Tracked and Mated with Relevant MSD Advertisements



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Yahoo! - Windows Internet Explorer provided by Metropolitan Sewer District

http://www.yahoo.com/

File Edit View Favorites Tools Help

★ Favorites ★ Suggested Sites Web Slice Gallery

https://citrix.msdlouky.org/r... Yahoo!

Web Images Video Local Shopping More

**YAHOO!**

My Yahoo! Make Y! your homepage

YAHOO! SITES Edit

- Mail
- Autos
- Dating
- Fantasy Sports
- Finance (Dow Jones)
- Games
- Horoscopes
- HotJobs
- Maps
- Messenger
- Movies
- omg!
- Shopping
- Sports
- Travel

Web Search

Search Assist: On Off

Page Options

dog food

- dog food recall
- purina dog food
- nutro dog food
- wellness dog food
- pedigree dog food
- iams dog food
- homemade dog food
- innova dog food
- science diet dog food
- best dog food

**Tiny houses thrive amid real estate bust**

One home is smaller than 90 square feet but contains the amenities of a larger place. **Helps 'define your priorities' >>**

Take a peek inside  
Reasons to live small  
Living off the grid

Market for tiny homes thriving  
Victoria's Secret workouts  
Cyber Monday's best deals  
Affluent family hits hard times

1 - 4 of 44

NEWS WORLD LOCAL FINANCE

US says leaked documents are a crime, threatens prosecution

**MSD**  
Metropolitan Sewer District

**SCOOP THE POOP**

Start 3 Internet Explorer VZAccess Manager Intel(R) PROSet/Wireless 3 Citrix ICA Client Engi... 10:05 PM

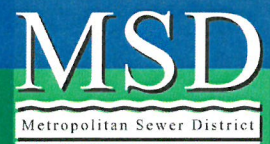


# Digital Media

[http://www.msdlouky.org/projectwin/solution.  
htm](http://www.msdlouky.org/projectwin/solution.htm)



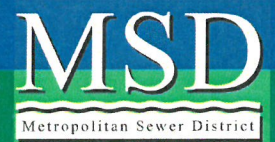
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## DETAIL SPECIFIC MESSAGES – SCREENVISION



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# ScreenVision



# ScreenVision

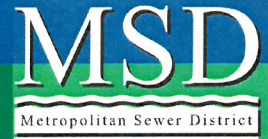




# REACH OUT WITH FACE TO FACE MEETINGS AND WORKSHOPS



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## Outreach Events 2010

- Delivered a presentation to Bon Air Community group on Urban Storm Water on January 18, 2010.
- Delivered a presentation for the Jeffersontown Garden Club on Urban Storm Water and Rain Gardens on February 4, 2010.
- Delivered a presentation for the Audubon Garden Club on Urban Storm Water and Rain Gardens on February 8, 2010.
- Delivered a presentation for the Louisville Master Gardeners on Urban Storm Water and Rain Gardens on March 2, 2010.
- Organized and staffed the X-Stream Clean Sweep on March 27, 2010. (400 volunteers)
- Started planning internal and external workshops explaining the Green Infrastructure Program.
- Delivered a presentation to the Iroquois Neighborhood Association on Urban Storm Water and Rain Gardens on April 20, 2010.
- Delivered a presentation to Kentucky Waterways Alliance on Urban Storm water and Rain Gardens on May 11, 2010.



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# Outreach Events 2010

- Facilitated a rain garden workshop and installation at John Paul II Elementary School on May 23, 2010.
- Facilitated educational storm water activities and tours of the Floyds Fork WQTC for Kennedy Montessori 4th and 5th graders. 180 students participated on May 19, 20 and 25, 2010.
- Participated in discussions with Jefferson County Public Schools regarding construction methods for outdoor classrooms supporting environmental classroom/green education opportunities at the Portland Elementary School environmental magnet program. Meetings were held on May 11, 2010, and June 2, 2010.
- Delivered a presentation to the Iris Society on Urban Storm Water and Rain Gardens on June 10, 2010.
- Facilitated a rain garden workshop and installation at Jackson Woods (New Directions Affordable Housing) on June 12, 2010.
- Facilitated a workshop with administrators and faculty for implementation of an outdoor classroom at Slaughter Elementary on June 22, 2010.



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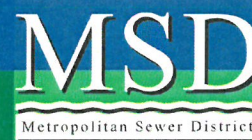


# Outreach Events 2010

- Facilitated the Ohio River Sweep at the Louisville riverfront on June 19, 2010.
- Delivered a presentation to the facilities management group of Saint-Gobain on Urban Storm Water and Rain Gardens on June 24, 2010.
- Facilitated a rain garden workshop and installation at 3213 University Road on June 25, 2010.
- Continued design of a rain garden to be installed at the Brandeis Apartments in FY11.
- Designed interpretive signage for the Main Office Rain Garden.
- Presented MSD's green program to the Kentucky Watershed Watch on August 13, 2010.
- Delivered a presentation about rain gardens, bioswales, and other sustainable BMPs on August 23, 2010.
- Continued planning on a rain garden workshop for the Clifton Triangle Neighborhood tentatively planned for October 2010.
- Continued planning of internal and external workshops explaining the Green Infrastructure Program.



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# TO INFINITY AND BEYOND



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## The Future

- Continuous Improvement Through Feedback
  - Calls and e-mails
  - Feedback from the CJ – Where are we making an impact (clicks and views)
  - Bi-annual survey
- Exploration of New Social Media Avenues:
  - YAHOO! Partnership
  - Facebook
  - Blogs
  - Twitter
  - MySpace
- Updated and More User Friendly CSO/SSO Maps – (DEMO)



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Wesley Sydnor, PE  
Louisville and Jefferson County MSD  
[sydnor@msdlouky.org](mailto:sydnor@msdlouky.org)

# QUESTIONS?



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