





### MS4 Annual Report Form

**This report is being submitted for the reporting period ending March 9,**

2	0	2	2
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If submitting this form as part of a joint report on behalf of a coalition leave SPDES ID blank.

Name of MS4/Coalition 

Stormwater Coalition of Monroe County/Village of Hilton
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SPDES ID  

N	Y	R	2	0	A	1	1	3
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**3. What strategies did your MS4/Coalition use to achieve education and outreach goals during this reporting period? Check all that apply:**

- Construction Site Operators Trained
- Direct Mailings
- Kiosks or Other Displays
- List-Serves
- Mailing List
- Newspaper Ads or Articles
- Public Events/Presentations
- School Program
- TV Spot/Program
- Printed Materials:

# Trained			3	1	8
# Mailings					
# Locations			2	0	
# In List					
# In List					
# Days Run					
# Attendees		6	7	4	5
# Attendees			8	8	5
# Days Run					
Total # Distributed		5	0	0	0

Locations (e.g. libraries, town offices, kiosks)

R	o	c	h	e	s	t	e	r		M	u	s	e	u	m		a	n	d
S	c	i	e	n	c	e		C	e	n	t	e	r						

Other:

O n l i n e , r a d i o , s i g n s

Web Page: Provide specific web addresses - not home page. Continue on next page if additional space is needed.

URL

w	w	w	.	H	2	O	H	e	r	o	.	o	r	g					

URL

w	w	w	.	f	a	c	e	b	o	o	k	.	c	o	m	/	L	a	r	r	y	t	h	e	H	2	O	H	e	r	o



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**4. Evaluating Progress Toward Measurable Goals MCM 1**

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMP), including requirements in Part III.C.1. Submit additional pages as needed.

**A. Briefly summarize the Measurable Goal identified in the SWMP in this reporting period.**

Reduce stormwater pollution by educating the public on actions they can take to protect local water quality. The Stormwater Coalition's public education program includes the H2O Hero mass media campaign (print, billboard, and Facebook advertisements), social media, website, and direct engagement such as classroom and community presentations using a watershed model.

**B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.**

In 2021, the Stormwater Coalition contracted with the Rochester Museum & Science Center (RMSC) to conduct stormwater public education including school and community presentations, and storm drain marking. The Coalition contracted with Causewave to implement the H2O Hero campaign. The campaign included a \$44,000 media buy (static and video Facebook Ads, billboards,) several new static and video digital Ads were developed for use on Facebook. The H2O Hero website received 4,600 visitors during this period. The Facebook page currently has 1300 followers. The twitter and Instagram platforms are also utilized. Coalition supported exhibits are still in place at the RMSC, Seneca Park Zoo, and Ontario Beach Robach Center. A new H2O Hero billboard was purchased at Frontier Field, the home of the Rochester Redwings baseball team. Game attendance averages 3,700 per game with a season total of 220,000.

**C. How many times was this observation measured or evaluated in this reporting period?**

			1
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*(ex.: samples/participants/events)*

**D. Has your MS4 made progress toward this Measurable Goal during this reporting period?**

Yes  No

**E. Is your MS4 on schedule to meet the deadline set forth in the SWMP?**

Yes  No

**F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).**

The Coalition will continue to support the H2O Hero campaign. A significant media buy including both digital and billboards is planned for the spring of 2022. The campaign survey analysis report will be discussed and changes in messaging or tactics will be identified. The website enhancement project will be completed. The social media effort will continue with an emphasis on increasing reach and user engagement. The Coalition will continue to partner with the Rochester Museum & Science Center on the direct engagement portion of the public education program including presentations at schools and community events using the watershed model.







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 SPDES ID 

NY	2	A	1						
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**4.a. If this report was made available on the internet, what date was it posted?**

Leave blank if this report was not posted on the internet.

0	5	∅	∅	2	∅	2	2
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**4.b. For how many days was/will this report be posted?**

	3	0
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If submitting a report for single MS4, answer 5.a.. If submitting a joint report, answer 5.b..

**5.a. Was an Annual Report public meeting held in this reporting period?**

Yes  No

If Yes, what was the date of the meeting?

0		/	0		/				
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If No, is one planned?

Yes  No

**5.b. Was an Annual Report public meeting held for all MS4s contributing to this report during this reporting period?**

Yes  No

If No, is one planned for each?

Yes  No

**6. Were comments received during this reporting period?**

Yes  No

If Yes, attach comments, responses and changes made to SWMP in response to comments to this report.

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NY	2	A	1				
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**7. Evaluating Progress Toward Measurable Goals MCM 2**

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

**A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.**

Promote public participation in and support for the Stormwater Coalition's efforts to reduce stormwater pollution including storm drain marking, rain barrels and rain gardens, and watershed clean ups.

**B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.**

During this reporting period, public participation events included several storm drain marking events, and 1 watershed litter clean ups. Storm drain marking was identified as a high priority and heavily promoted through the website, social media. Door hangers are placed at all homes in the marked neighborhoods to maximize the educational impact. The Public and Village Dept of Public Works employees conducted 6 litter cleanups along the section of Salmon Creek that runs thru the Village of Hilton.

**C. How many times was this observation measured or evaluated in this reporting period?**

			6
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(ex.: samples/participants/events)

**D. Has your MS4 made progress toward this measurable goal during this reporting period?**
 Yes    No
**E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?**
 Yes    No
**F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).**

The Stormwater Coalition will continue to promote storm drain marking, and watershed clean ups. During 2021, several new Facebook static and video Ads were developed to promote storm drain marking, litter clean ups, and riparian planting. These new Ads will be run during 2022 to increase public participation and should greatly increase awareness. New videos and ads will also be created. The Coalition continues to cultivate existing and new partnerships to advance its public participation program.







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SPDES ID

NY	2	A	1				
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**12. Evaluating Progress Toward Measurable Goals MCM 3**

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

**A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.**

Identify and eliminate illicit discharges to the stormwater system. Provide staff training and technical assistance with outfall inspections, track down, mapping, and source control. Target IDDE education efforts at high risk businesses and the public.

**B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.**

During this reporting period, the County/Coalition assisted the member MS4s with one IDDE training sessions. The Coalition also assisted members with system mapping to include accurate storm sewer information and outfall data. Monroe County also maintains a rain gage network of 17 sites that collect real time rain data that is made available to municipalities.

**C. How many times was this observation measured or evaluated in this reporting period?**

			1
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(ex.: samples/participants/events)

**D. Has your MS4 made progress toward this measurable goal during this reporting period?**
 Yes    No
**E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?**
 Yes    No
**F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).**

The Coalition will continue to assist the MS4s with outfall inspections and developing system mapping. Monroe County has a contract to conduct GIS system mapping and development of a comprehensive county outfall map. ESRI Survey 123 will be used to conduct inspections and collect digital data. Outfall inspection/IDDE trainings are being planned to educate DPW workers on how to accurately inspect an outfall and how to follow up if issues are identified. Monroe County has added 1 more rain gage to the network to improve coverage. The IDDE/P2 Task Group will be working on developing outfall field sample kits.

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Name of MS4/Coalition 

Stormwater Coalition of Monroe County/Village of Hilton									
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 SPDES ID 

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**Minimum Control Measures 4 and 5.**  
**Construction Site and Post-Construction Control**

The information in this section is being reported (check one):

- On behalf of an individual MS4  
 On behalf of a coalition

How many MS4s contributed to this report? 

	2	6
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**1a. Has each MS4 contributing to this report adopted a law, ordinance or other regulatory mechanism that provides equivalent protection to the NYS SPDES General Permit for Stormwater Discharges from Construction Activities?**  Yes  No

**1b. Has each Town, City and/or Village contributing to this report documented that the law is equivalent to a NYSDEC Sample Local Law for Stormwater Management and Erosion and Sediment Control through either an attorney certification or using the NYSDEC Gap Analysis Workbook?**  Yes  No  NT

If Yes, Towns, Cities and Villages provide date of equivalent NYS Sample Local Law.

09/2004  03/2006  NT

**2. Does your MS4/Coalition have a SWPPP review procedure in place?**  Yes  No

**3. How many Construction Stormwater Pollution Prevention Plans (SWPPPs) have been reviewed in this reporting period?**

	3	
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**4. Does your MS4/Coalition have a mechanism for receipt and consideration of public comments related to construction SWPPPs?**  Yes  No  NT

If Yes, how many public comments were received during this reporting period? 

	0	
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**5. Does your MS4/Coalition provide education and training for contractors about the local SWPPP process?**  Yes  No

**6. Identify which of the following types of enforcement actions you used during the reporting period for construction activities, indicate the number of actions, or note those for which you do not have authority:**

<input type="radio"/> Notices of Violation	#		0			<input type="radio"/> No Authority
<input type="radio"/> Stop Work Orders	#		0			<input type="radio"/> No Authority
<input type="radio"/> Criminal Actions	#		0			<input type="radio"/> No Authority
<input type="radio"/> Termination of Contracts	#		0			<input type="radio"/> No Authority
<input type="radio"/> Administrative Fines	#		0			<input type="radio"/> No Authority
<input type="radio"/> Civil Penalties	#		0			<input type="radio"/> No Authority
<input type="radio"/> Administrative Orders	#		0			<input type="radio"/> No Authority
<input type="radio"/> Enforcement Actions or Sanctions	#		0			<input type="radio"/> No Authority
<input type="radio"/> Other	#		0			<input type="radio"/> No Authority

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SPDES ID

NY	2	A	1						
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**Minimum Control Measure 4. Construction Site Stormwater Runoff Control**

The information in this section is being reported (check one):

- On behalf of an individual MS4  
 On behalf of a coalition

How many MS4s contributed to this report? 

	2	6
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1. How many construction projects have been authorized for disturbances of one acre or more during this reporting period? 

		1
--	--	---
  2. How many construction projects disturbing at least one acre were active in your jurisdiction during this reporting period? 

100	
-----	--
  3. What percent of active construction sites were inspected during this reporting period?  NT 

	0	
--	---	--

 %
  4. What percent of active construction sites were inspected more than once?  NT 

	0	
--	---	--

 %
  5. Do all inspectors working on behalf of the MS4s contributing to this report use the NYS Construction Stormwater Inspection Manual?  Yes  No  NT
  6. Does your MS4/Coalition provide public access to Stormwater Pollution Prevention Plans (SWPPPs) of construction projects that are subject to MS4 review and approval?  Yes  No  NT
- If your MS4 is Non-Traditional, are SWPPPs of construction projects made available for public review?  Yes  No

If Yes, use the following page to identify location(s) where SWPPPs can be accessed.

### MS4 Annual Report Form

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Name of MS4/Coalition Stormwater Coalition of Monroe County/Village of Hilton

SPDES ID NY 2 A 1

6. con't.:

Submit additional pages as needed.

MS4/Coalition Office

Department

B u i l d i n g D e p t

Address

5 9 H e n r y S t r e e t

City

H i l t o n

NY

Zip

1 4 4 6 8 -

Phone

( 5 8 5 ) 3 9 2 - 4 1 4 4

Library

Address

City

Zip

0 -

Phone

( 0 ) 0 -

Other

Address

City

Zip

0 -

Phone

( 0 ) 0 -

Web Page URL(s): Please provide specific address where SWPPPs can be accessed - not home page.

URL

URL

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Name of MS4/Coalition 

Stormwater Coalition of Monroe County/Village of Hilton																																							
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SPDES ID

NY	2	A	1						
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**7. Evaluating Progress Toward Measurable Goals MCM 4**

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

**A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.**

Minimize instances of sediment leaving construction sites to the maximum extent practicable. Provide annual erosion and sediment control training and technical assistance to municipal staff, contractors, developers, and consulting engineers. Municipality will inspect active construction sites, and the MS4 will respond to problems in a timely manner.

**B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.**

The Stormwater Coalition of Monroe County contracts with the Monroe County Soil & Water Conservation District (SWCD) to provide construction technical assistance to the member MS4s. During this reporting period, the SWCD responded to 163 requests including construction site inspections, staff training, and permit assistance. SWCD provided 6 training sessions with 318 attendees at the 4-hour sediment and erosion training classes. SWCD also provided the Stormwater Management Training Series in which 25 municipal staff attended all classes. The Training Series classes are half day with each class covering a different technical topic.

**C. How many times was this observation measured or evaluated in this reporting period?**

			1
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*(ex.: samples/participants/events)*

**D. Has your MS4 made progress toward this measurable goal during this reporting period?**

Yes    No

**E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?**

Yes    No

**F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).**

During the next reporting cycle the Stormwater Coalition will continue to partner with the Soil & Water Conservation District to provide technical assistance and reduce stormwater pollution associated with construction activity.



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Name of MS4/Coalition 

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**4a. Are the MS4s contributing to this report involved in a regional/watershed wide planning effort?**  
 Yes  No

**4b. Does the MS4 have a banking and credit system for stormwater management practices?**  
 Yes  No

**4c. Do the SWMP Plans for each MS4 contributing to this report include a protocol for evaluation and approval of banking and credit of alternative siting of a stormwater management practice?**  
 Yes  No

**4d. How many stormwater management practices have been implemented as part of this system in this reporting period?**

	0	
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**5. What percent of municipal officials/MS4 staff responsible for program implementation attended training on Low Impace Development (LID), Better Site Design (BSD) and other Green Infrastructure principles in this reporting period?**

100		
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 %

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Name of MS4/Coalition 

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SPDES ID

NY	2	A	1						
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**6. Evaluating Progress Toward Measurable Goals MCM 5**

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

**A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.**

Minimize stormwater pollution through the use of effective post construction stormwater management practices. Provide annual training for municipal staff and the development community on stormwater management, green infrastructure, inspections, and maintenance. Inspect stormwater management practices at least once every three years and perform maintenance as needed.

**B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.**

The Stormwater Coalition contracts with the Monroe County Soil & Water Conservation District (SWCD) to provide construction technical assistance to the MS4 members. Technical assistance includes SWPPP reviews and training on green infrastructure and inspecting stormwater management practices (SMPs). During this reporting period, the SWCD responded to 163 requests for technical assistance. 25 municipal staff, engineers, and construction site operators attended the Stormwater Management Training Series. The Coalition conducted pond inspections on behalf of the MS4s. The Coalition continues to provide digital inspection tools for SMP inspection using Arc GIS Survey123 application. Significant progress was made during this reporting period.

**C. How many times was this observation measured or evaluated in this reporting period?**

			1
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*(ex.: samples/participants/events)*

**D. Has your MS4 made progress toward this measurable goal during this reporting period?**

Yes  No

**E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?**

Yes  No

**F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).**

The Stormwater Coalition will continue to partner with the SWCD to provide construction technical assistance. The Coalition's Construction Task Group will advance key projects including the completion and beta testing of GIS apps to inspect post construction SMPs. The Coalition-wide GIS of SMPs will be completed.



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**2. Provide the following information about municipal operations good housekeeping programs:**

- Parking Lots Swept (Number of acres X Number of times swept) # Acres 

2	4	0		
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- Streets Swept (Number of miles X Number of times swept) # Miles 

4	8	6		
---	---	---	--	--
- Catch Basins Inspected and Cleaned Where Necessary # 

	5	0		
--	---	---	--	--
- Post Construction Control Stormwater Management Practices Inspected and Cleaned Where Necessary # 

--	--	--	--	--
- Phosphorus Applied In Chemical Fertilizer # Lbs. 

--	--	--	--	--
- Nitrogen Applied In Chemical Fertilizer # Lbs. 

--	--	--	--	--
- Pesticide/Herbicide Applied (Number of acres to which pesticide/herbicide was applied X Number of times applied to the nearest tenth.) # Acres 

0					.	
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**3. How many stormwater management trainings have been provided to municipal employees during this reporting period?**

		8		
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**4. What was the date of the last training?**

0	4
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 / 

2	1
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 / 

2	0	2	2
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**5. How many municipal employees have been trained in this reporting period?**

	2	
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**6. What percent of municipal employees in relevant positions and departments receive stormwater management training?**

100		
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 %

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**7. Evaluating Progress Toward Measurable Goals MCM 6**

Use this page to report on your progress and project plans toward achieving measurable goals identified in your Stormwater Management Program Plan (SWMPP), including requirements in Part III.C.1. Submit additional pages as needed.

**A. Briefly summarize the Measurable Goal identified in the SWMPP in this reporting period.**

Reduce stormwater pollution associated with municipal facilities and operations to the maximum extent possible. Train staff on stormwater pollution prevention. Provide assistance to residents on proper disposal of hazardous materials.

**B. Briefly summarize the observations that indicated the overall effectiveness of this Measurable Goal.**

The Coalition provided (1) P2 trainings for MS4 employees during this period. The Monroe County Ecopark is open twice weekly for residents to bring household hazardous waste, electronics, and recyclables. In addition, there were five (5) mobile hazardous waste collections in Greece, Webster, Perinton, Chili, and Hilton. In 2021, the Ecopark was used by over 10,000 residents for household hazardous waste. Over 300 tons of household hazardous waste was collected and diverted as well as over 7,400 lbs of pharmaceutical waste.

**C. How many times was this observation measured or evaluated in this reporting period?**

			1
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(ex.: samples/participants/events)

**D. Has your MS4 made progress toward this measurable goal during this reporting period?**
 Yes    No
**E. Is your MS4 on schedule to meet the deadline set forth in the SWMPP?**
 Yes    No
**F. Briefly summarize the stormwater activities planned to meet the goals of this MCM during the next reporting cycle (including an implementation schedule).**

During the next reporting cycle, the Stormwater Coalition will continue to utilize the IDDE/P2 Task Group to address areas of concern that were identified by the IDDE/P2 Survey and to work on projects addressing these needs. Pollution prevention assessments and trainings will be conducted.