



Annual Report

MS4 Phase II General Permit

National Pollutant Discharge Elimination System

MS4 Stormwater Discharge Permit

Monitoring Year: 2021-2022

Permit Registrant: City of Troutdale

Date Prepared/Submitted: November 1, 2022

DEQ File No.: 110793

Certification and Signature

1. Permit Registrant(s): City of Troutdale

2. Legally Authorized Representative: Travis Hultin

3. Title: Interim Public Works Director & Chief Engineer

4. Email: travis.hultin@troutdaleoregon.gov

5. Phone: 503-674-3300

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 (40 CFR 122.22(d)).

Signature

Date

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Instructions

At least once per year, the permit registrant must evaluate compliance with the requirements of the MS4 Phase II general permit using this Annual Report template. This self-evaluation includes assessment of progress made towards implementing the SWMP control measures in Schedule A, and implementation of actions to comply with any additional requirements identified pursuant to Schedule D.1 (Requirements for Discharges to Impaired Waterbodies).

For each SWMP control measure or activity listed below, please answer all the questions and in the comments field cite any relevant information and/or statistics that helps to illustrate implementation or compliance. If your answer is “No,” in the comments field explain the reasons and outline the anticipated implementation timeline. If the requirement does not apply, explain why it is not applicable in the comments field.

No later than November 1 each year, beginning in 2020, the permit registrant must submit an Annual Report to DEQ. One signed copy and one electronic copy must be submitted to DEQ using the address provided in permit. DEQ can provide an FTP site for submittal of the electronic copy, upon request.

General Information

Registrant Information

6. Permit Registrant(s): City of Troutdale

7. Type(s): ☒ City / ☐ County / ☐ Special District / ☐ Other:

8. Registrant Type:

Existing Registrant: ☒ New Registrant: ☐

9. Community Type:

Large Community: ☒ Small Community: ☐

10. DEQ Permit No: 110793

11. EPA File No: ORS110793

12. Physical Address: 342 SW 4th Street

City: Troutdale

State: Oregon

Zip: 97060

13. Point of Contact: Ryan Largura

Title: Environmental Specialist

Email:
ryan.largura@troutdaleoregon.gov

Phone: 503-674-3311

14. Mailing Address (*if different*):

City:

State:

Zip:

Municipal Separate Storm Sewer System (MS4) Information

15. Estimate the area in square mileage served by the MS4: 6.02 square miles

16. Estimate the population served by the MS4: 16,300

MS4 Stormwater Discharge Information

Identify the names of all known waters that receive a discharge from your MS4.

Receiving Waterbody	# of Outfalls	Impaired waterbody				Impairment(s)
		303d listed		TMDL issued		
a. Sandy River	3	Yes ☒	No ☐	Yes ☒	No ☐	Temperature
b. Beaver Creek	15	Yes ☒	No ☐	Yes ☒	No ☐	Bacteria
c. Salmon Creek	2	Yes ☐	No ☒	Yes ☐	No ☐	N/A
d. Arata Creek	1	Yes ☐	No ☒	Yes ☐	No ☐	N/A
e.		Yes ☐	No ☐	Yes ☐	No ☐	
f.		Yes ☐	No ☐	Yes ☐	No ☐	
g.		Yes ☐	No ☐	Yes ☐	No ☐	
h.		Yes ☐	No ☐	Yes ☐	No ☐	
i.		Yes ☐	No ☐	Yes ☐	No ☐	
j.		Yes ☐	No ☐	Yes ☐	No ☐	

Coordination Among Registrants and Joint Agreements

Required for permit registrants relying on another entity to satisfy one or more of the requirements of the permit.

17. Is there a joint agreement in place for the implementation of one or more stormwater management program control measures? *Schedule A.2* Yes ☒ No ☐

18. If yes, has there been any change to the joint agreement(s) submitted previously? Yes ☐ No ☒
If yes, include, as an attachment, a summary of the changes.

The summary must identify the other co-registrants/co-implementers or other entities

Stormwater Management Program Information

19. Discuss the status and overall progress of establishing legal authority to control pollutant discharges into and discharges from the MS4 and to implement and enforce the conditions of this permit. *Schedule A.2.c*

The City of Troutdale has legal authority to prohibit pollutant discharges into its MS4 through Troutdale Municipal Code Section 12.06.020(C). Troutdale Municipal Code Chapter 12 provides authority to enforce against prohibited discharges and Resolution No.2475 grants authority to use escalating enforcement through administrative fines.

Stormwater Management Program Information

20. Is an updated SWMP Document attached? *Schedule A.2.c*

Yes ☒ No ☐ (*must be submitted with the second Annual Report*)

If necessary, provide an explanation:

21. Identify the publicly accessible website where the SWMP Document is posted. *Schedule 2.c & A.3.b.ii*

<https://www.troutdaleoregon.gov/publicworks/page/ms4-program>

If necessary, provide an explanation:

22. Does the SWMP Document include an implementation schedule for control measures that have yet to be or are partially implemented? *Schedule A.2.c*

Yes ☒ No ☐

If necessary, provide an explanation:

23. Describe the method used to gather, track, and use SWMP information to set priorities or assess compliance:

Schedule A.2.d

The city utilizes a cloud-based platform to gather, track, and assess compliance.

24. Have adequate finances, staff, equipment and other support capabilities been provided to implement the permit?

Schedule A.2.e

Yes ☒ No ☐

If necessary, provide an explanation:

25. During this monitoring year was compliance with the requirements of this permit evaluated? *Schedule B.1*

Yes ☒ No ☐

If necessary, provide an explanation:

26. During this monitoring year was it determined or reported that discharge from the MS4 caused or contributed to an excursion of an applicable water quality standard? *Schedule A.1.b*

Yes ☐ No ☒

If “Yes”, complete Water Quality Standards section (p. 21) of this template.

Stormwater Management Program Control Measures

Public Education and Outreach

27. Provide a brief summary of the ongoing public education and outreach program. *Schedule A.3.a*

The City of Troutdale contributes funds to the KPTV *Clean Water* campaign, the Regional Coalition of Clean Rivers and Streams (RCCRS), and the Clean Rivers Coalition (CRC). The KPTV, RCCRS, and CRC campaigns focus on changing behaviors from residential sources linked to stormwater pollution prevention. The RCCRS also held a student video contest that asked metro region students to create original content videos that support clean rivers and streams. A stormwater focused article was printed in the local Troutdale Champion newsletter, and the City's stormwater webpage contains .pdfs with tips on how to prevent stormwater runoff pollution at home.

28. Were the required components in place by the implementation date? *Schedule A.3.a.i*

Yes ☒ No ☐ (Implementation date: Feb. 28, 2020 for Existing Registrant, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)

29. Provide the number of education and outreach activities conducted: *Schedule A.3.a.iii*

During this reporting year: 5

30. During the permit term: 14

If necessary, provide an explanation:

Education and outreach activities include the following campaigns: KPTV *Clean Water*, the RCCRS *River Starts Here*, and the Clean Rivers Coalition *What's Your Lawn Style* and *Follow the Water* along with the webpage and article.

31. Indicate target audiences addressed during this reporting year: *Schedule A.3.a.iv*

- ☒ General public, homeowners, homeowner association, schoolchildren, and businesses
☐ Local elected officials, land use planners and engineers
☐ Construction site operators

32. Have each target audience been addressed during the permit term? *Schedule A.3.a.iv*

Yes ☐ No ☒

33. Indicate target topics addressed during this reporting year: *Schedule A.3.a.iv*

- ☒ Impacts of illicit discharges on receiving waters and how to report them
☒ Impacts from impervious surfaces and appropriate techniques to avoid adverse impacts
☒ BMPs for proper use, application and storage of pesticides and fertilizer
☒ BMPs for litter and trash control
☒ BMPs for recycling programs
☒ BMPs for power washing, carpet cleaning and auto repair and maintenance
☐ Low impact development/green infrastructure
☐ Information pertaining to maintenance of septic systems
☒ Watershed awareness and how storm drains lead to local creeks and rivers, and potential impacts to fish and other wildlife
☐ Other:

34. Describe the types of educational messages or activities distributed and/or offered during this reporting year. *Schedule A.3.a.iii*

- Stormwater runoff goes directly to our local waterways without treatment.
- Bacteria from uncollected dog waste washes into our rivers and streams.
- Motor oil, solvents, and soaps wash into our rivers and streams.
- Yard and garden products wash into our rivers and streams.

35. Was outreach to construction site operators working within your community offered during this reporting year? *Schedule A.3.a.v*

Yes ☐ No ☒

36. Total number during the permit term: 0

37. Identify and describe the assessment/evaluation of, at least, one education and outreach activity that occurred during this reporting year. Include the assessment process or metric for evaluation, and why this activity was considered successful. *Schedule A.3.a.vi*

The KPTV *Clean Water* and CRC *What's Your Lawn Style* campaigns measure the aggregate impressions/reach through various media such as PSAs, Facebook, and online ads. The Clean Water campaign had a total of 19,258,326 impression in FY20-21 and 13,305,998 impressions in FY21-22. This is a decrease of nearly 6 million impressions, but when considering the number of impressions in light of the funding it makes sense to continue using this education and outreach tool.

Conversely, the number of students that participated in the FY21-22 video contest continued a trend of declining participation over the past three contests. The number of views and likes the FY21-22 videos received also declined compared to the numbers received by the FY20-21 videos. This has led the RCCRS to pause doing the student video contest for FY22-23.

38. Will the assessment be used to inform future stormwater education and outreach efforts? *Schedule A.3.a.vi*

Yes ☒ No ☐

39. Provide an explanation:

Campaign metrics will continue to be evaluated based on the number of impressions generated and the money contributed. Contests will also be evaluated on a participation metric and reaction generated by the general public.

Public Involvement and Participation

40. Provide a brief summary of the overall progress towards implementation of this control measure. *Schedule A.3.b*

The City of Troutdale continues to maintain a publicly accessible website that incorporates an illicit discharge complaint, SWMP policy documents, links to ordinances, policies, and/or guidance documents related to construction and post-construction stormwater management control programs, and contact information.

41. Were the required components in place by the implementation date? *Schedule A.3.b.i*

Yes ☒ No ☐ (*Implementation date: Feb. 28, 2020 for Existing Registrant, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner*)

42. Is the SWMP Document posted on a publicly accessible website? *Schedule A.3.b.ii*

Yes ☒ No ☐

43. Was the publicly accessible website updated during this reporting year? *Schedule A.3.b.ii*

Yes ☒ No ☐

If necessary, provide an explanation:

44. Does the publicly accessible website include illicit discharge complaint/reporting information or procedures? *Schedule A.3.b.ii.A*

Yes ☒ No ☐

If necessary, provide an explanation:

45. Does the publicly accessible website include draft documents issued for public comment, final reports, plans and other official SWMP policy documents? *Schedule A.3.b.ii.B*

Yes ☒ No ☐

If necessary, provide an explanation:

46. Does the publicly accessible website include links to all ordinances, policies and/or guidance documents related to the construction and post-construction stormwater management control programs, including education, training, licensing, and permitting? *Schedule A.3.b.ii.C*

Yes ☒ No ☐

If necessary, provide an explanation:

47. Does the publicly accessible website include contact information for relevant staff, including phone numbers, mailing addresses and email addresses? *Schedule A.3.b.ii.D*

Yes ☒ No ☐

If necessary, provide an explanation:

48. During this reporting year, was a stewardship opportunity created or partnered with another entity? *Schedule A.3.b.iii*

Yes ☐ No ☒

If "Yes", summarize the stewardship opportunity(s).

Illicit Discharge Detection and Elimination

49. Provide a brief summary of the overall progress towards implementation of this control measure. *Schedule A.3.c*

The city continued to implement the MS4 map, detection and elimination of illicit discharges, and dry weather screening elements of this control measure. As part of the third annual report, the city is including the pollutant parameter action levels and enforcement plan elements of this control measure.

50. Were the required components in place by the implementation date? *Schedule A.3.c.i*

Yes ☐ No ☒ (Implementation date: Feb. 28, 2022 for Existing Registrant, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)

51. Is the MS4 map(s) current? *Schedule A.3.c.ii.A*

Yes ☒ No ☐

52. Describe the MS4 map(s) format(s):

ArcGIS powered by Esri

53. Is the MS4 map(s) included as attachment? Yes ☒ No ☐

Or are the digital shapefiles available for electronic submittal? Yes ☐ No ☒

(Implementation date: Feb. 28, 2022 for Existing Registrant, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)

If necessary, provide an explanation:

54. Is the digital inventory of all known outfalls, with the associated receiving waterbody current? *Schedule A.3.c.ii.B*

Yes ☒ No ☐

If necessary, provide an explanation:

55. Indicate if the following features are included on your MS4 map:

- ☒ Location of all known outfalls, including the requirements in *Schedule A.3.c.ii.B*
- ☒ Stormwater collection and conveyance system, including the requirements in *Schedule A.3.c.ii.C*
- ☒ Stormwater structural controls, including the requirements in *Schedule A.3.c.ii.C*
- ☐ Location of known chronic discharges *Schedule A.3.c.ii.D*

If necessary, provide an explanation:

Known chronic illicit discharge locations have yet to be identified and are not applicable at this time.

56. Have non-stormwater discharges into the MS4 been prohibited through enforcement of an ordinance or other regulatory mechanism? *Schedule A.3.c.iii*

Yes ☒ No ☐

If necessary, provide an explanation:

Troutdale Municipal Code 12.06.020(C) and Resolution No. 2475

57. Indicate which of the following have an ordinance or other regulatory mechanism to prohibit discharge to the MS4: *Schedule A.3.c.iii*

- ☒ Septic, sewage, and dumping or disposal of liquids or materials other than stormwater into the MS4
- ☒ Discharges of wastewater resulting from the hosing or cleaning of gas stations, auto repair garages, or other types of automotive services facilities
- ☒ Discharges resulting from the cleaning, repair, or maintenance of any type of equipment, machinery, or facility, including motor vehicles, cement-related equipment, and port-a-potty servicing, etc.
- ☒ Discharges of wastewater from mobile operations, such as mobile automobile or truck washing, steam cleaning, power washing, and carpet cleaning, etc.
- ☒ Discharges of wastewater from the cleaning or hosing of impervious surfaces in municipal, industrial, commercial, or residential areas (including parking lots, streets, sidewalks, driveways, patios, plazas, work yards and outdoor eating or drinking areas, etc.) where detergents are used and spills or leaks of toxic or hazardous materials have occurred (unless all spilled material has been removed)
- ☒ Discharges of runoff from material storage areas, which contain chemicals, fuels, grease, oil, or other hazardous materials from material storage areas
- ☒ Discharges of pool or fountain water containing chlorine, biocides, or other chemicals; discharges of pool or fountain filter backwash water
- ☒ Discharges of sediment, unhardened concrete, pet waste, vegetation clippings, or other landscape or construction-related wastes
- ☒ Discharges of trash, paints, stains, resins, or other household hazardous wastes
- ☒ Discharges of food-related wastes (grease, restaurant kitchen mat and trash bin wastewater, etc.)

If necessary, provide an explanation:

58. Is the written escalating enforcement and response procedure included as an attachment? *Schedule A.3.c.iv*

Yes ☒ No ☐

(For Existing Registrant must be submitted with the third Annual Report, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)

If necessary, provide an explanation:

59. Is there a phone number, webpage, and/or other communication channel publicized for the public use to report illicit discharges? *Schedule A.3.c.v.A*

- ☒ Phone number(s)
- ☒ Webpage(s)
- ☐ Other communication channels

If necessary, provide an explanation:

60. Provide the number of complaints received during this reporting year. *Schedule A.3.c.v.D*

Number: 8 (*complaints related to IDDE*)

61. On average, how long did it take to respond to complaints? *Schedule A.3.c.v.B*

In working days: 1

62. Provide the number of complaints that included notification of the Oregon Emergency Response System during this reporting year. *Schedule A.3.c.v.B*

Number of notification: 1
63. Provide the number of complaints where staff performed an investigation during this reporting year. <i>Schedule A.3.c.v</i> Number: 8 (<i>investigations related to IDDE</i>)
64. On average, how long did it take to conduct an initial investigation? <i>Schedule A.3.c.v.B</i> In working days: 1
65. Provide the number of illicit discharges discovered and eliminated during this reporting year. <i>Schedule A.3.c.v</i> Number: 4
66. On average, how long did it take to eliminate an illicit discharge? <i>Schedule A.3.c.v.B</i> In working days: Three discharges were eliminated in one (1) day, and one was 14 days for an average of 4.25 days.
67. Provide the number of times escalating enforcement procedure was used to eliminate illicit discharge during this reporting year. <i>Schedule A.3.c.v.D</i> Number of times: 1
Do any of the illicit discharges involve the repair or replacement of the wastewater and/or storm sewer conveyance systems? <i>Schedule A.3.c.v.B</i> Yes ☒ No ☐ NA ☐ If necessary, provide an explanation: On private property, a lift station was repaired.
68. Provide the number of illicit discharges that were referred to another entity during this reporting year. <i>Schedule A.3.c.v.C</i> Number: 0
69. On average, how long did it take to notify the entity(s)? In working days: N/A if necessary, provide an explanation:
70. Indicate which of the following are included in the complaints or reports tracking documentation: <i>Schedule A.3.c.v.D</i> ☒ Date the complaint was received and, if available, the complainant's name and contact information ☒ Name of staff responding to the complaint ☒ Date the investigation was initiated ☒ The outcome of the staff investigation ☒ Corrective action(s) taken to eliminate the illicit discharge ☒ The responsible party for the corrective action(s) ☒ The status of enforcement procedure(s), when necessary ☒ The date the corrective action(s) was completed and staff who evaluated final compliance If necessary, provide an explanation:
71. Provide percentage of outfalls inspected. <i>Schedule A.3.c.vi.A/B</i> Known outfalls screened this reporting year: 45%
72. Known outfalls screened during the permit term: 100% If necessary, provide an explanation:

73. Provide percentage of outfalls inspected as part of field screening of priority location. *Schedule A.3.c.vi.C*
Priority location outfalls screened this reporting year: N/A

74. Priority location outfalls screened during the permit term: N/A

If necessary, provide an explanation:
The city has not identified priority locations.

75. Indicate which of the following dry-weather field screening activities have been performed in the last year: *Schedule A.3.c.vi*

- ☒ General observation
- ☒ Field Screening and Analysis
- ☐ Pollutant Parameter Action Levels
- ☐ Laboratory Analysis

If necessary, provide an explanation:

76. If flow is observed and the source is unknown, provide a brief description of the field investigation and analysis process. *Schedule A.3.c.vi.D-G*

First, a field analysis is conducted that measures the temperature, dissolved oxygen, and conductivity. Second, a field investigation is conducted to attempt to locate the source of the flow. If the field analysis does not go above parameter action levels and other observations are normal, there is not an enforcement action. If observations of odor and color indicate an illicit sewer discharge, bacteria samples are collected for laboratory analysis.

77. Have pollutant parameter action levels been established and are they included as an attachment? *Schedule A.3.c.vi.F*

Yes ☒ No ☐

(For Existing Registrant must be submitted with the third Annual Report. New Registrants must submit by September 1, 2023 and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner))

If necessary, provide an explanation:

78. Are all persons responsible for investigating and eliminating illicit discharges and illicit connections into the MS4 appropriately trained to conduct such activities? *Schedule A.3.c.vii*

Yes ☐ No ☒

If necessary, provide an explanation:

79. Are all new staff working to implement the IDDE program trained within 30 days of their assignment to this program? *Schedule A.3.c.vii*

Yes ☐ No ☒

If necessary, provide an explanation:

Construction Site Runoff Control

80. Provide a brief summary of the overall progress towards implementation of this control measure. *Schedule A.3.d*

The city continues to implement elements of the control measure such as review of ESCP, construction site inspections, and enforcement procedures. Escalating enforcement procedures and staff training are control measure elements that need to be completed.

81. Were the required components in place by the implementation date? *Schedule A.3.d.i*

Yes ☐ No ☒ (Implementation date: Feb. 28, 2023 for Existing Registrants, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)

82. Do ordinances or other regulatory mechanisms require erosion controls, sediment controls, and waste materials management controls to be used and maintained at all qualifying construction projects? *Schedule A.3.d.ii*

Yes ☒ No ☐ NA ☐

If necessary, provide an explanation:

83. Indicate the minimum land disturbance where construction site operators are required to complete and implement an Erosion and Sediment Control Plan (ESCP) for construction project sites: *Schedule A.3.d.ii*

In square feet or portion of an acre: 1,000 ft² ☒, acres ☐

If necessary, provide an explanation:

84. For construction projects that disturb one or more acres (or that disturb less than one acre, if it is part of a "common plan of development or sale" disturbing one or more acres), provide a brief description how these projects are referred to DEQ or the appropriate DEQ agent, to obtain a NPDES Construction Stormwater General Permit. *Schedule A.3.d.iii*

The city is an a DEQ agent for the 1200C permit and coordinates with DEQ's Office of Compliance & Enforcement when necessary.

85. Provide the written specifications that address the proper installation and maintenance of such controls during all phases of construction activity as an attachment *Schedule A.3.d.iv*

Attached: Yes ☐ No ☒

If necessary, provide an explanation:

The city refers to DEQ's Erosion and Sediment Control Manual.

86. Provide the Erosion and Sediment Control Plan template as an attachment. *Schedule A.3.d.iv.A*

Attached: Yes ☐ No ☒

If necessary, provide an explanation:

The city refers to DEQ's ESCP template.

87. Indicate which of the following are required for qualifying construction projects: *Schedule A.3.d.iv*

- ☒ Site operator required to complete a ESCP template or worksheet prior to beginning construction/land disturbance
- ☒ Site operator required to keep the ESCP on site

- ☒ Site operator required to maintain and update the ESCP as site conditions change, or as needed.
☒ Site operator required to provide the ESCP to the permit registrant, DEQ, or another administrating entity
If necessary, provide an explanation:

88. ESCPs [from construction projects that will result in land disturbance of one or more acres (or that disturb less than one acre, if it is part of a "common plan of development or sale" disturbing one or more acres)] are reviewed using a checklist or similar document to determine compliance. *Schedule A.3.d.v*

Yes ☒ No ☐

89. Provide the ESCP review template or checklist as an attachment. *Schedule A.3.d.v*

Attached: Yes ☒ No ☐

90. Indicate the minimum land disturbance where you require the ESCP to be reviewed, if different than one acre:

1,000 ft² ☒, acres ☐

If necessary, provide an explanation:

91. All construction projects [that will result in land disturbance of one or more acres (or that disturb less than one acre, if it is part of a "common plan of development or sale" disturbing one or more acres)] are expected or scheduled to be inspected at least once per permit term. *Schedule A.3.d.vi.A.1*

Indicate the number of inspections completed to comply with this requirement during this reporting year: 2

Indicate the number of inspections completed to comply with this requirement during the permit term: 8

If necessary, provide an explanation:

92. Are construction projects with visible sediment in stormwater/dewatering discharge or when a complaint is received inspected? *Schedule A.3.d.vi.A.2*

Yes ☒ No ☐

93. Indicate number of projects that were inspected based on this inspection trigger: 0

If necessary, provide an explanation:

94. Indicate the total number of construction projects that were inspected this monitoring year: 2

95. Indicate the total number of construction projects that were inspected during the permit term: 18

96. Indicate which of the following are documented during an inspection: *Schedule A.3.d.vi.B*

- ☐ That the ESCP is reviewed to determine if the described
☒ Control measures were installed, implemented, and maintained appropriately
☒ Assessment of the site's compliance with the ordinances or requirements
☒ Visual observation of any existing or potential non-stormwater discharges, illicit connections, and/or discharge of pollutants from the site
☒ Recommendations to the construction site operator for follow-up
☒ Education or instruction provided to the site operator related to stormwater pollution prevention practices

If necessary, provide an explanation:

97. If available, provide a copy of the written or electronic inspection report form. *Schedule A.3.d.vi.B*

Attached: Yes ☒ No ☐

98. For Existing Large Communities: Indicate the number of new construction projects inspected that disturb less one acre during this monitoring year. 1

Is this number at least 25% of the qualifying new construction sites? Yes <i>Schedule A.3.d.vi.C</i> If necessary, provide an explanation:
99. Provide the written escalating enforcement and response procedure as an attachment. <i>Schedule A.3.d.vii</i> Yes ☐ No ☒ <i>(For Existing Registrant must be submitted with the third Annual Report. Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)</i> If necessary, provide an explanation:
100. Was the escalating enforcement procedure used to achieve compliance at any construction projects? <i>Schedule A.3.d.vii</i> Yes ☐ No ☒ Indicate number of times during this reporting year: 0 101. Indicate number of times during the permit term: 2 If necessary, provide an explanation:
102. Were all persons responsible for ESCP reviews, site inspections, and enforcement appropriately trained to conduct such activities? <i>Schedule A.3.d.viii</i> Yes ☒ No ☐ If necessary, provide an explanation:
103. Were all new staff working to implement the construction site runoff control program appropriately trained within 30 days of their assignment to this program? <i>Schedule A.3.d.viii</i> Yes ☒ No ☐

Post-Construction Site Runoff for New Development and Redevelopment

104. Provide a brief summary of the overall progress towards implementation of this control measure. <i>Schedule A.3.e</i> The city uses Construction Standards for Public Works Facilities: Interim Change No. 35 and the City of Portland 2020 Stormwater Management Manual (SWMM). A gap analysis needs to be conducted to fully understand what MS4 permit requirements are already satisfied by the Portland SWMM and what needs to be added.
105. Were the required components in place by the implementation date? <i>Schedule A.3.e.i</i> Yes ☐ No ☒ <i>((Implementation date: Feb. 28, 2023 for Existing Registrant, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)</i>
106. For projects creating or replacing impervious area, indicate the area (or threshold) where the site is required to implement the post-construction site runoff program requirements: <i>Schedule A.3.e.ii</i> In square feet: 2,000 ft² If necessary, provide an explanation:
107. Indicate which of the following are required at qualifying sites: <i>Schedule A.3.e.ii</i> ☒ The use of structural stormwater controls

- ☒ A site-specific stormwater management approach that targets natural surface or predevelopment hydrological function through the installation and long-term operation and maintenance of stormwater controls
- ☒ Long-term O&M of stormwater controls at project sites that are under the ownership of a private entity
- If necessary, provide an explanation:

108. Were ordinance(s), code(s) and development standards reviewed to identify, minimize or eliminate barriers that inhibit design and implementation techniques intended to minimize impervious surfaces and reduce stormwater runoff? *Schedule A.3.e.iii*

Yes ☐ No ☒

109. If barriers were identified or if necessary, provide an explanation:

110. Provide an explanation of the timeline for removal of barriers or if removal is outside your authority:

A review of the barriers must be performed to determine, if any, barriers exist, and a timeline established.

111. Indicate which of the following technical standards are used to determine the retention requirement: *Schedule A.3.e.iv.A*

- ☒ Volume-based method
- ☐ Storm event percentile-based method
- ☒ Annual average runoff-based method

If necessary, provide an explanation:

112. For projects that are unable to meet the retention requirement, is the remainder of the rainfall/runoff treated prior to discharge with a structural stormwater control? *Schedule A.3.e.iv.B*

Yes ☒ No ☐

113. Was the stormwater structural control designed to remove, at minimum, 80 percent of the total suspended solids?

Yes ☒ No ☐

If necessary, provide an explanation:

114. Are the allowable structural stormwater controls and specifications available for review? *Schedule A.3.e.iv.C*

Yes ☒ No ☐

115. Indicate if they are attached or the location where they can be viewed:

Attached ☒

Location:

If necessary, provide an explanation:

116. Have alternatives for projects complying with the retention requirement been approved? *Schedule A.3.e.iv.D*

Yes ☐ No ☒

117. If yes, are the written technical justifications evaluated? *Schedule A.3.e.iv.D*

Yes ☐ No ☐

118. Provide a brief description of the factors of technical infeasibility or site constraints that prevented the on-site management of the runoff amount stipulated in the stormwater retention requirement or a portion thereof. *Schedule A.3.e.iv.D*

If necessary, provide an explanation:

Results from infiltration testing of the native soil or fill or documentation demonstrating why site constraints prevent infiltration.

A site design layout that shows the grading, identifies impervious areas and the type(s) of impervious material, delineates the drainage areas from all impervious surfaces, and identifies site constraints (e.g., waterways, easements, property lines, buildings, and foundations).

119. Before the allowance of alternative compliance, were mitigation options established? *Schedule A.3.e.iv.D*

Yes ☐ No ☒

If necessary, provide an explanation:

120. If applicable, indicate which of the following mitigation options have been used and provide a narrative description of the implementation of the mitigation option? *Schedule A.3.e.iv.D*

☐ Off-Site Mitigation

☐ Off-Site Groundwater Replenishment Projects

If necessary, provide an explanation:

Mitigation options have not been developed at this time.

121. Was a procedure developed for the review and approval of structural stormwater control plans for new development and redevelopment projects? *Schedule A.3.e.v*

Yes ☒ No ☐

If necessary, provide an explanation:

122. Indicate the minimum land disturbance or creation of new impervious area where plans are required to be reviewed: 2,000 ft² ☒, acres ☐ of land disturbance ☐ creation of new impervious area ☒

123. Are all sites that use alternative compliance to meet the retention requirement reviewed?

Yes ☒ No ☐

If necessary, provide an explanation:

124. Indicate if an inventory and implementation strategy is used to ensure that all stormwater controls are operated and maintained to meet the site performance standard in Schedule A.3.e.iv of the permit? *Schedule A.3.e.vi*

Yes ☐ No ☒

If necessary, provide an explanation:

An inventory of public stormwater facilities exists in the city's ArcGIS, but an implementation strategy has yet to be developed for operation and maintenance purposes to meet the site performance standard.

125. Indicate which of the following strategies have been developed to ensure that all stormwater controls are operated and maintained to meet the site performance standard in Schedule A.3.e.iv. *Schedule A.3.e.vi*

- ☒ Legal authority to inspect and require effective operation and maintenance of privately owned and operated stormwater controls
- ☐ Inspection procedures and an inspection schedule to ensure compliance with the O&M requirements of each stormwater control operated by the permit registrant and by other private entities
- ☐ A tracking mechanism for documenting inspections and the O&M requirements for each stormwater control
- ☐ Reporting requirements for privately owned and operated stormwater controls that document compliance with the O&M requirement in Schedule A.3.f.

If necessary, provide an explanation:

126. Are the location of all public and private stormwater controls installed during this permit term documented on the MS4 Map? *Schedule A.3.e.vi*

Yes ☐ No ☒

If necessary, provide an explanation:

127. Were all persons responsible for performing post-construction runoff site plan reviews, administering the alternative compliance program, or performing O&M practices or evaluating compliance with long-term O&M requirements appropriately trained to conduct such activities? *Schedule A.3.e.vii*

Yes ☐ No ☒

If necessary, provide an explanation:

128. Were all new staff working to implement the post-construction site runoff for new development and redevelopment program appropriately trained within 30 days of their assignment to this program? *Schedule A.3.e.vii*

Yes ☐ No ☒

If necessary, provide an explanation:

Pollution Prevention and Good Housekeeping for Municipal Operations

129. Provide a brief summary of the overall progress towards implementation of this control measure. *Schedule A.3.f*

The city continues to implement good housekeeping practices. Elements of this control measure that remain incomplete are SOPs for pollution prevention and good housekeeping practices, O&M strategies, and training program.

130. Were the required components in place by the implementation date? *Schedule A.3.f.i*

Yes ☐ No ☒ (Implementation date: Feb. 28, 2022 for Existing Registrants, Sept. 1, 2023 for New Registrants and February 28, 2024 for Albany, Corvallis, Millersburg, Springfield and Turner)

131. Were O&M strategies for existing controls developed for both permit registrant-owned controls and controls owned and operated by another entity discharging to the MS4? *Schedule A.3.f.ii*

Yes ☐ No ☒ N/A ☐

If necessary, provide an explanation:

132. Indicate the percentage of catch basins inspected/cleaned: *Schedule A.3.f.iii*

Percentage inspected this reporting year: 100% ; Percentage cleaned: 100%

133. If known, estimate of material removed: 20.1 cubic yards units

134. Percentage inspected during the permit term: 100% ; Percentage cleaned: 100%

135. If known, estimate of material removed: 39.4 cubic yards units

If necessary, provide an explanation:

136. Indicate if a catch basin inspection prioritization system and/or an alternate inspection frequency has been established. *Schedule A.3.f.iii*

Yes ☒ No ☐

If necessary, provide an explanation:

137. During the permit term were existing procedures for inspection and maintenance schedules reviewed/updated to ensure pollution prevention and good housekeeping practices were conducted for the following activities? *Schedule A.3.f.iv*

- ☒ Pipe cleaning for stormwater and wastewater conveyance systems
- ☐ Cleaning of culverts conveying stormwater in roadside ditches
- ☐ Ditch maintenance
- ☐ Road and bridge maintenance
- ☒ Road repair and resurfacing including pavement grinding
- ☒ Dust control for roads and municipal construction sites
- ☒ Winter road maintenance, including salt or de-icing storage areas
- ☒ Fleet maintenance and vehicle washing
- ☒ Building and sidewalk maintenance including washing
- ☒ Solid waste transfer and disposal areas
- ☒ Municipal landscape maintenance
- ☒ Material storage and transfer areas, including fertilizer and pesticide, hazardous materials, used oil storage, and fuel
- ☐ Firefighting training activities

☒ Maintenance of municipal facilities including public parks and open space, golf courses, airports, parking lots, swimming pools, marinas, etc.
If necessary, provide an explanation:
The marked activities are being conducted, but do not have written SOPs for review and/or update.

138. Do any permit registrant-owned facilities have coverage under DEQ's 1200-Z Industrial Stormwater Discharge Permit? *Schedule A.3.f.v*

Yes ☐ No ☐ NA ☒

If "Yes", provide DEQ File Number(s):
If necessary, provide an explanation:

139. Are practices in place to reduce the discharge of pollutants to the MS4 associated with the application and storage of pesticides and fertilizers? *Schedule A.3.f.vi*

Yes ☒ No ☐

If necessary, provide an explanation:

140. Are methods/practices in place to reduce the discharge of litter within the jurisdiction? *Schedule A.3.f.vii*

Yes ☒ No ☐

If necessary, provide an explanation:

141. Are practices in place to ensure that collected material or pollutants removed in the course of maintenance are managed and disposed of in a manner such as to prevent such pollutants from entering the waters of the state in accordance with state and federal rules? *Schedule A.3.f.viii*

Yes ☒ No ☐

If necessary, provide an explanation:

142. Were all persons responsible for evaluating O&M practices, evaluating compliance with long-term O&M requirements or ensuring pollution prevention at facilities and during operations appropriately trained to conduct such activities? *Schedule A.3.f.ix*

Yes ☐ No ☒

If necessary, provide an explanation:

143. Were all new staff working to implement the pollution prevention and good housekeeping for municipal operations program appropriately trained within 30 days of their assignment to this program? *Schedule A.3.f.ix*

Yes ☐ No ☒

If necessary, provide an explanation:

Monitoring

If the requirement does not apply, mark "NA" and explain why it does not apply to you in the comments field.

144. Was municipal stormwater monitoring performed at outfall locations, in the receiving waterbody, or to demonstrate compliance with this permit? *Schedule B.3*

Yes ☐ No ☒

145. If "Yes" is the data included in the Annual Report?

Yes ☐ No ☐ N/A

If necessary, provide an explanation:

Bacteria samples were not collected in Beaver Creek and clarification with DEQ is needed to determine if this requirement applies to the city.

Wood Village Monitoring Requirements

146. Provide a summary of the following to evaluate the control strategies established for the Lower Columbia Slough Phosphate, Lead, and Bacteria TMDLs: *Schedule D.1.b*

Phosphate:

Lead:

Bacteria:

147. Indicate which of the following were completed:

- ☐ For phosphate, monitor influent and effluent dissolved orthophosphate concentrations and total phosphate concentrations at a representative site in Fairview Lake (Reach 4) and Fairview Creek (Reach 5)
- ☐ For lead, estimates of the effectiveness of controls to remove TSS
- ☐ For bacteria, measuring E. coli concentrations and its distribution over flows (for example, flow duration intervals) to demonstrate compliance with E. coli criteria

If necessary, provide an explanation:

Water Quality Standards

148. During this monitoring year was it determined or reported that the MS4 discharge caused or contributed to an exceedance of an applicable water quality standard? *Schedule A.1.b*

Yes ☐ No ☒

If necessary, provide an explanation:

An illicit discharge of sewage originated on private property and eventually entered into the MS4 started on November 23, 2021.

149. How and when did the exceedance of an applicable water quality standard occur? *Schedule A.1.b*

If necessary, provide an explanation:

Samples were not collected in the Sandy River to determine if it caused or contributed to an exceedance of bacteria water quality standards.

150. Was the exceedance self-reported or did DEQ send written notification? *Schedule A.1.b*

Self-reported: Yes ☒ No ☐

If necessary, provide an explanation:

An OERS Incident report No. 2022-1176 was filed.

151. Within 48 hours was an investigation started into the cause of the water quality exceedance? *Schedule A.1.b.i*

Yes ☒ No ☐

If necessary, provide an explanation:

152. Within 30 days of becoming aware of the exceedance, was DEQ notified in writing, if self-reporting? *Schedule A.1.b.ii*

Yes ☐ No ☐

If necessary, provide an explanation:

DEQ was notified of the incident, but not in writing because it was not determined if it caused an exceedance.

153. Within 60 days of becoming aware of or being notified of the exceedance, was a report submitted to DEQ that documents the following: *Schedule A.1.b.iii*

- ☐ The results of the investigation, including the date the exceedance was discovered
- ☐ A brief description of the conditions that triggered the exceedance or the cause
- ☐ Corrective actions taken or planned, including the date corrective action was completed or is expected to be completed

If necessary, provide an explanation:

DEQ was made aware of the progress, but a report was not filed due to the uncertainty.

154. Were the corrective actions implemented in accordance with the schedule approved by DEQ? *Schedule A.1.b*

Yes ☐ No ☐

If necessary, provide an explanation:

Corrective actions were implemented with a schedule as the city worked with the responsible parties towards a resolution.

155. Provide any additional comments or narrative description, if necessary:



REGIONAL COALITION FOR CLEAN RIVERS AND STREAMS

FISCAL YEAR 2021-2022 ANNUAL REPORT

SEPTEMBER 20, 2022

PREPARED BY:



enviroissues



FY 2021-22 OVERVIEW

The Regional Coalition for Clean Rivers and Streams (Coalition) continued its work – initiated in the late 1990s – of providing coordinated messaging about area water health and residential behaviors linked to stormwater pollution from across the Portland metropolitan region in Washington, Multnomah, and Clackamas counties. For many years, Clark County, WA was also a participant in the Coalition but due to staffing and resource constraints, are no longer a financial participant. However, the Coalition continues to collaborate voluntarily with the Southwest Stormwater Partners who work “on the other side of the river.”

Population statistics for the tri-county Metro area are as follows: Washington County 600,372, Multnomah County, 815,428 and Clackamas County 421,401 (2020 Census). The Coalition continues its brand recognition efforts by consistently using the previously developed *The River Starts Here* creative concept in its various materials. Other Coalition activities in the 2021-22 fiscal year included sponsoring and promoting the Coalition and its messages at community events.

Coalition participants include:

- Clackamas Water Environment Services
- Clean Water Services
- City of Gladstone
- City of Gresham
- City of Lake Oswego
- City of Milwaukie
- City of Oregon City
- City of Portland, Bureau of Environmental Services
- City of Troutdale
- City of West Linn
- City of Wilsonville
- Oak Lodge Water Services
- Multnomah County

This report covers July 1, 2021 - June 30, 2022.

BACKGROUND

As identified in the 2013 Strategic Plan, the Coalition continues its mission of collaborating across the Portland metropolitan region to improve watershed health by changing household behaviors, reducing polluted runoff and connecting people with their local waterways. Coalition members leverage their collective resources to conduct outreach to communities across the region with common stormwater information and messages. Coalition activities complement individual agency efforts to raise awareness of stormwater runoff and affect behavior change to prevent pollution and protect regional surface water quality. Coalition activities support commitments relative to state permits under the federal Clean Water Act (administered by the Oregon Department of Environmental Quality), including Total Maximum Daily



Load and National Pollution Discharge Elimination System Municipal Separate Storm Sewer System (MS4) programs, as well as compliance with the federal Endangered Species Act.

Participants in the Coalition represent agencies that serve diverse population sizes from very small (Troutdale) to very large (Clean Water Services). As such the ability to run programs specific to their community is limited by funding and staffing. The Coalition represents an efficient, effective method to combine stormwater outreach funds. Coalition members continue to provide funding for the collaborative work each fiscal year based on the size of the respective community. The group shares funds with Multnomah County acting as the fiscal agent to purchase associated consulting services, advertising, materials, and event sponsorships. By sharing resources, the group reaches many thousands of people in the region compared to what entities can typically achieve on their own.

The Coalition focuses on changing behaviors from residential sources linked to stormwater pollution prevention. Information and messages used by the Coalition are intended to reach those making purchasing and management decisions about yard care, pets and auto maintenance activities – some of the most likely sources of stormwater pollution from residents. Coalition activities address a range of surface water contaminants, including nutrients and toxins from fast-releasing synthetic fertilizers and pesticides applied to yards and lawns, pollutant loads from car washing soaps, metals and other toxics from vehicle maintenance (and unmaintained vehicles), *E. coli* from pet waste, turbidity, legacy pesticides, and mercury from eroded soils and other contaminants from illicit discharges.

Key Messages

The Coalition's key messages focus on raising awareness about pollution from stormwater runoff and motivating actions to protect surface water quality through action at the household level. The key messages are:

- Stormwater runoff goes directly to our local waterways without treatment. When it rains, pollutants from your home, car, and garden wash into our rivers and streams. Never dump anything into storm drains.
- Bacteria from uncollected dog waste washes into our rivers and streams. You can protect our water by picking up after your pets.
- Yard and garden products wash into our rivers and streams. You can protect our water by eliminating these products or using compost and slow-release fertilizer.
- Motor oil, solvents, and soaps wash into our rivers and streams. You can protect our water by keeping car-care chemicals out of storm drains, diverting wash water onto your landscaping, and going to a car wash.

FY 2021-22 ACTIVITIES AND RESULTS

Activities during the reporting period focused on continuing to implement the Coalition's strategic plan with messaging and outreach using *The River Starts Here* creative concept, developed in FY 2014-15.



Strategic Plan Implementation

A strategic plan, adopted in 2013, continued to guide Coalition efforts during the fiscal year. The Coalition acted on strategic plan goals as summarized below:

Goal 1: Maintain a functioning Coalition

Each year, Coalition members prepare an updated cost-sharing approach and budget, which was implemented in 2020-21. Members of the Coalition share their knowledge with the broader regulated communities in Oregon via the Association of Clean Water Agencies (ACWA). Members have presented strategies on prioritizing public behaviors to maximize pollutant reduction success and on a water pollutant risk assessment database at the past two spring ACWA conferences.

Goal 2: Develop and adapt creative products to fulfill the Coalition's mission

The Coalition continued to use collateral materials developed with *The River Starts Here* creative concept through social media outreach and digital advertising, including messaging and news for the 2022 Student Video Contest. Partners continued to message on individual social media channels as well as the Regional Coalition for Clean Rivers and Streams.

Goal 3: Practice adaptive management

The Coalition is committed to leveraging available resources to maximize impact while setting the stage for future collaboration among agencies. Total member representation in the Coalition has increased in the past few years, bringing in more regional partners. During the beginning of the 2021-2022 fiscal year, the Coalition relied more on ongoing social media outreach as most in-person outreach opportunities were canceled or delayed due to the COVID-19 pandemic.

In spring 2021, the Coalition discussed the importance of acknowledging the intersectionality of the environmental and social justice movements. Independently, partner agencies had been in various stages of educating staff on the topics of diversity, equity, and inclusion. Partners committed together to think about practices that could be implemented that would result in more inclusivity for historically marginalized and underserved populations. This included opportunities to collaborate with community-based organizations and discussions about ways the Coalition can strengthen relationships with community partners. The partners agreed to broaden the content of their messages to include environmentally related social justice information and use their platform to amplify the voices of the Black, Indigenous, and People of Color (BIPOC) communities. Further, this resulted in the partners renaming a category within the Student Video Contest to, "Honoring Diverse Voices" to celebrate and recognize the impact, creativity, and contributions of BIPOC filmmakers.



THE RIVER STARTS HERE MESSAGING AND OUTREACH

COMMUNITY EVENTS AND AGENCY COLLABORATION

Summer 2021 still faced significant limitations on the number of in person events taking place; as such, few of the Coalition's agencies conducted physical outreach. However, the representatives of member agencies promoted the Student Video Contest, local watershed events, and Coalition messages throughout the fiscal year using Facebook, Instagram, YouTube, and Twitter.

Towards the spring and summer of 2022 digital outreach was used to promote in-person event opportunities with local watershed councils. Some of the events that received significant online engagement and in-person participation included the 10th Annual Soil School Event hosted by the West Multnomah Soil & Water Conservation District and Tualatin Soil and Water Conservation District, Greater Oregon City Watershed Council's Habitat Enhancement Event, a workshop with Clackamas River Basin Council, and a paddle trip with Tualatin Riverkeepers.

Student Video Contest

2021 Student Video Contest Winners:

- **Best BIPOC Filmmaker:** [Grounding Waters with K](#) by K (Kingston) Bonneau, Harriet Tubman Middle School
- **People's Choice Award:** [Keep Our Rivers Clean](#) by Shea Stephens, Grant High School
- **Clean Water Action Award for Leave No Trace:** [Don't Litter Be Better](#) by Liliana Jacobsen, Homeschool
- **Clean Water Action Award for Climate Change:** [You, Doing Your Part](#) by Maggie Sandberg, Summit Learning Charter School
- **Clean Water Action Award for Active Transportation:** [Mindful Maintenance](#) by Pauline Petersen, Lakeridge High School



The third annual Student Video Contest was launched in the Spring of 2022 with a deadline for video submission of April 24, 2022. 2022 Student Video Contest categories included People's Choice and Honoring Diverse Voices, in the following topics: Everyday Actions Add Up and Our Drinking Water/Don't Dump That. The 2022 winners and statistics will be reported in the 2023 annual report.

This Honoring Diverse Voices category was added to amplify the crucial perspectives and contributions of our Black, Indigenous, and People of Color (BIPOC) students in creating a more equitable and sustainable future. Despite extensive outreach directly to schools, community groups that serve youth, partnerships with watershed councils, and advertising on Instagram, Facebook, and Snapchat, the entries were significantly down from the previous two years to only three entries, which were uploaded to the Coalition's YouTube site. Coalition partners such as the City of Portland and Clean Water Services shared



on their individual social media accounts to promote the People's Choice voting for youth in their service area schools. Video submissions were viewed over 776 times and received 64 likes and 15 comments. Commenters shared their enthusiasm for these creative videos, and the winners were announced in June 2022.

The next step for the Coalition is contracting with Outside the Frame, a nonprofit video firm that provides opportunities for underprivileged youth to gain skills to pursue work and careers in video production. Through this contract, fifteen of the best videos from all contests will be edited with River Starts Here branding and edited to create public call-to-action videos. These videos will also be available with subtitles and closed captioning in Spanish and Russian. These videos will then be used in the River Starts Here future social media digital advertising campaign.

"Great job of communicating a lot of useful information in an engaging way. Bravo!"

– Jumping Into Cool Water

"I love that this puts responsibility and action into the average person's hands and gives them a place to go to learn more!" – Madison Bryan

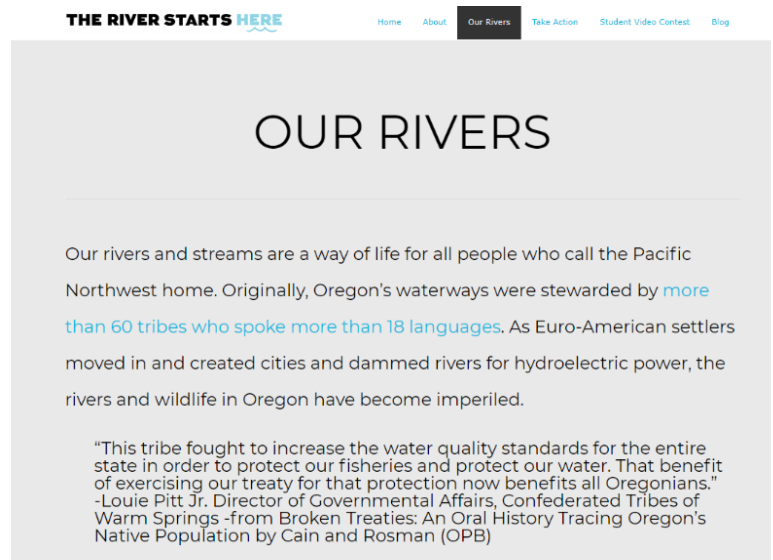
WEBSITE: TheRiverStartsHere.org

TheRiverStartsHere.org launched in June 2015 featuring *The River Starts Here* creative assets. It features an image slider highlighting Coalition messages and includes links to member websites and additional web resources.

Summary website analytics for the fiscal year are shown below. Statistics in parenthesis are the difference between last year's and this year's data. Positive changes are shown in green, negative changes are shown in red, and inconsequential changes are shown in lavender. New data points are presented in black.

Total sessions: 5,568 (▼2,288)

- **Users:** 4,533 (▼1,322)
- **Traffic type**
 - Direct: 2,193
 - Social: 868
 - Organic (search engine): 555
 - Referral: 439



The website has grown just a bit in visits each year, mostly due to the running of the Student Video Contest. That is a similar trend that was evident during the 2021-2022 fiscal year. The website had about 1,400 unique visitors from Oregon and about 800 visitors from Washington. As part of the RSH social media model, most of the posts advertised went directly to other websites such as registration for watershed council events, online resources, and partner websites. There were few posts that directed the public to the RSH website. The highest visited website pages were advertisements and information associated with the Student Video Contest and a page about how members of the public can safely get rid of moss. Due to the coalition's goal of reaching people where they are at and amplifying partner communications, website traffic is not a significant indicator of success.

The River Starts Here Blog

In December 2021, the Coalition began refreshing the website and updating the blog. The blog included cross links to partner webpages that supported student research to make a video entry submission.

SOCIAL MEDIA

The Coalition continued posting to its social media channels with the following types of content as emphasis: promotion of watershed council, soil and water conservation council and riverkeepers online or in person events, promotion of native plants for landscaping, promotion of good lawn and garden water protective techniques, promotion of the student video contest entry and voting for the people's choice, promotion of BIPOC events, opportunities, and nature organizations that focus on serving the BIPOC population, promotion of Native American tribal messages, videos, and public events/workshops, promotion of fall salmon migration watch, Earth Day events, World Water Day, the Nature of Oregon Day, and surface water drinking water protection from the Clackamas and Portland area Regional Water Providers.

The Coalition also leveraged its other campaign work by cross promoting the KPTV public service announcement campaign with Meteorologist Mark Nelson called "Clean Water, It's Our Future" and the statewide campaign launch of "Follow the Water –Connect the Drops" and "What's Your Lawn Style" as well as promoting the brand of the River Starts Here and its website via digital advertising buys.

Overall, the work was successful in reaching many audiences, although engagement and entry into the Student Video Contest was significantly lower than the previous two years.

Summary Table of Social Media Advertising Results

Facebook & IG Paid Ad Reach	96,192	Likes were up by 108%, IG followers added 146
Facebook Annual Reach (includes organic posts)	173,761 (up 15.5%) Total posts: 113	Total followers 1,978 (up 302)
Instagram Annual Reach (includes organic posts)	8,673	



Annual Reach of IG/FB Ads & Boosted Posts	101,421	Engagement (likes, shares, comments) 8,225
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The Coalition's social media across platforms is majority women (see graphic below). In particular, Facebook and Twitter reach women between 35-54, whereas on Instagram, the majority categories are 25-54. Consistent with industry stats for social media, the Coalition is reaching an older population 55+ on Facebook as compared to Instagram, and is reaching more people under 25 on Instagram.

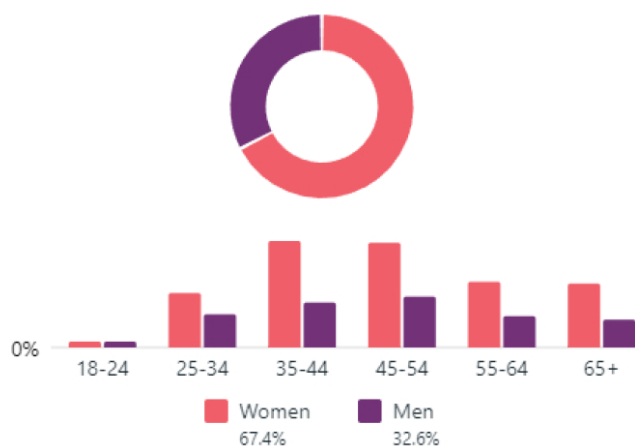
To increase the number of followers who interact with the Facebook page, account administrators invite individuals who like posts to follow the Facebook page, as management time allows. Statistics also show that more consumer engagement occurs in the morning before 9 a.m. and in the late afternoon and evening after 4 p.m. Therefore, scheduling posts or posting within these time frames is a best practice, when possible, especially with a short video. Continuing to add hashtags and tagging River Starts Here partners is also a best practice.

Social Media Age and Gender Demographics for Reporting Year

Facebook Page followers ⓘ

1,978

Age & gender ⓘ



Instagram followers ⓘ

603

Age & gender ⓘ

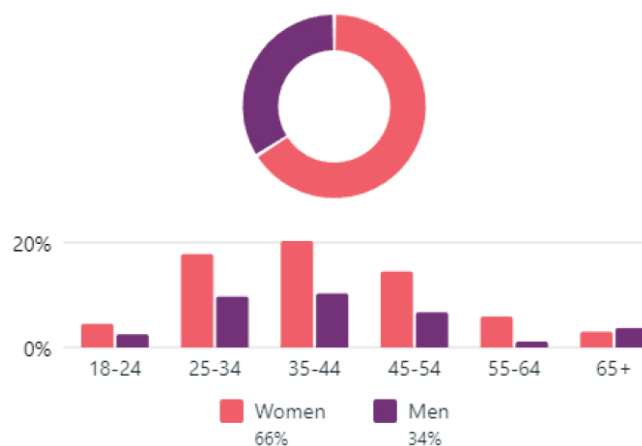


Table 1: Facebook followers by age range and gender. A large portion of the Coalition's Facebook audience is made up of women from age 35-54.



Facebook & Instagram ads, The River Starts Here

The Coalition continued to use low-cost social media advertising as part of its campaign in FY 2021-22. Continuing to focus on defined target audiences for messages (male v. female, age level for behavior, etc.) as well as targeting by ZIP code is a primary strategy. Most advertising was on Facebook. Increasing the consistency and number of paid ads and boosted posts would be influential in gaining more reach from Facebook users.

Top Performing Ads, Boosts, & Posts during FY 21-22

Topic	Engagement	Reach
Black History Month: J. Drew Lanham	1,054	9,146
Black History Month: Estella Ehelebe	2,091	11,543
Black History Month: People of Color Outdoors	30	70
Black History Month: Blueprint Foundation	398	8,264
Water IQ	516	6,085
Salmon Water Conservation Curriculum for Teachers	173	3,071
Black History Month: Chad Brown	171	3,279
Follow the Water	26	10,980
Greater Oregon City Watershed Habitat Cleanup	444	6,518
Forest Park Conservancy/Love is King MLK day Event	110	7,042
Student Video Contest Ad	16	4,315
Earth Day Events	32	270
Student Video Contest	1	4,225
Student Video Contest Winners	200	368
Spring Lawn Care—What's Your Lawn Style	479	10,980
Organic Posts typical reach		~70

Engagement is an interaction such as a like, comment, or click thru. **Reach** is the number of individuals who saw or interacted with the post. **Cost per result** indicates how cost-efficiently you achieved the objectives you set in your ad campaign.

*Some ads also ran on Instagram.



Twitter, @riverstartshere

A summary of use during the fiscal year is as follows:

- **Followers:** 1,449 (▲8)
- **Tweets:** 11 (▼51)

The Coalition continued to utilize Twitter to primarily share posts and information about the Student Video Contest and reshare content from partners. Posts with images and content from affiliated groups received the most engagement. As a strategy, the Coalition can increase the number of tweets that are promoted and encourage partners to like and retweet content from The River Starts Here Twitter page.

Instagram, @theriverstartshere

A summary of Coalition Instagram account use during the fiscal year is as follows:

- **Followers:** 602 (▲238)
- **Posts:** 14 (▼17)

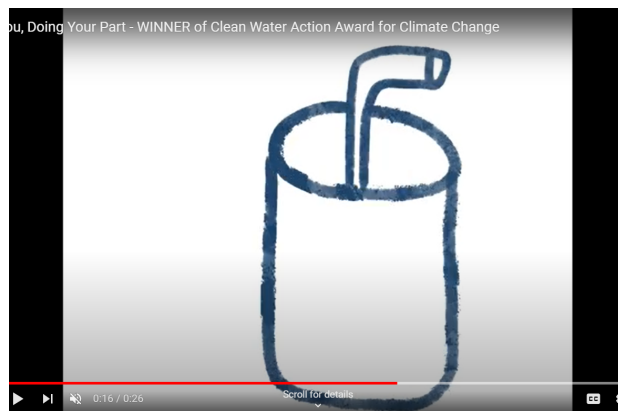
The Coalition's move in 2020-2021 to consolidate Instagram handles and grow its audience continues to have noticeable effects on the diversity of people reached in comparison to last year. The Coalition can continue to build a following from youth by utilizing the Instagram Reels and Stories, adapting current social media challenges to fit River Starts' mission, and promoting Tik Tok content, and short clips, while reaching an older population through Facebook. All things to consider given the Coalitions' members limited time to manage multiple types of posting, advertising, and content generation.

YouTube, The River Starts Here

A summary of the Coalition YouTube account during the fiscal year is as follows:

- **Subscribers:** 170 (▲2)
- **Videos added:** 3 (▼38)
- **Watch time (hours):** 25 (▼107)
- **Views:** 2.1K (▼14.7K)
- **Impressions:** ~17K

Since the 2019 inception of the Student Video Contest, entries have declined each year. The 2021 contest resulted in 234 video playlist views as a result of the People's Choice voting promotion. The most popular video across all playlists during the year was one of the 2021 contest winners "You, Doing Your Part" which has been seen 252 times.



FY 2021-22 EXPENDITURES

Category	Services	Investment
2022 Student Video Contest		
Participant awards		\$1,500
Hollywood Theater	Honored Student Videos placement in the Portland EcoFilm Festival	\$750
Advertisements		
Facebook & Instagram	Digital advertisements & Boosted posts	2, 179. 43
Snapchat	Student Video Contest Ads	\$500
Coordination support		
Envirolssues	Meeting support and member coordination, website maintenance, social media authoring	\$19,998.00
	TOTAL	\$24,927.43

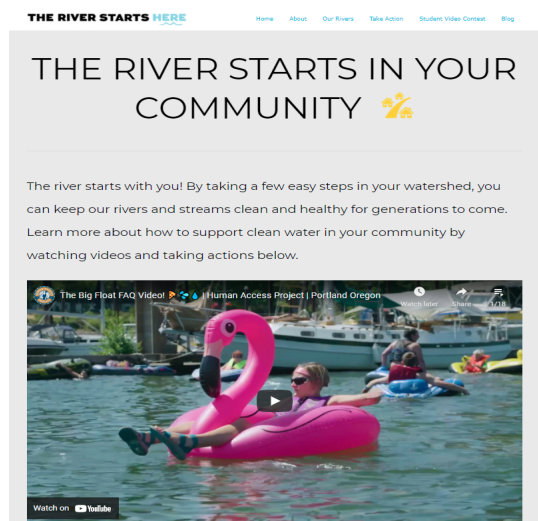
OBSERVATIONS

The following observations are based on the results of FY 2021-22 activities and suggest additional direction the Coalition may take in its mission of educating the public about the impact of stormwater runoff pollution on the health of our rivers and streams.

The FY 2021-22 efforts consisted of the Coalition continuing to use digital advertising, contracting with Envirolssues to assist with continued social media posts, meeting coordination and data analytics, and maintaining a YouTube page and blog.

While the Coalition's social media audience and its engagement grew slightly during the fiscal year, outreach for the Student Video Contest through schools continued to be challenging. The community capacity of schools, teachers, and students to become involved during the ongoing COVID-19 pandemic, with disruption and uncertainty for our education system, was severely impacted.

Based on feedback from partners, community members, and students, the River Starts Here team is exploring alternative ways to inform and engage youth during FY 22-23. The team is having ongoing conversations about finding alternative educational opportunities to bring attention to the importance



of water preservation and protection such as an art contest, social media contest, photo challenge, or potential Tik Tok challenge, as a new variation of the video contest.

The Coalition plans to continue to consult with social media specialists at Regional Coalition of Clean Rivers and Streams member agencies, including staff at the Oak Lodge Water District and Clean Water Services. The Coalition will also invest time in building and maintaining relationships with community partners and organizations that work with youth and Black, Indigenous, and People of Color (BIPOC) communities through outreach events and partnership opportunities.





Clean Rivers Coalition

Annual Report - July 1, 2022 - June 30, 2023

Message from the Steering Committee:

Dear Partners and Collaborators,

The Clean Rivers Coalition Steering Committee is pleased to share this annual report for coalition activities from the previous fiscal year. We appreciate the time and thoughtfulness of each of our partner organizations, particularly to the municipal jurisdictions who help fund this work, and the EPA Columbia River Restoration Grant Program. We look forward to more fun, interesting, and engaging conversations, to move this collaborative effort forward!

- *CRC Steering Committee*

Contents

1. Clean Rivers Coalition Forum
2. Follow the Water website development
3. 2020 EPA grant projects
 - Follow the Water films
 - What's Your Lawn Style films and landing page
 - Social media content and digital advertising
4. 2022 EPA grant proposal
5. Summary

1. Clean Rivers Coalition Forum

On March 30, 2022, the Clean Rivers Coalition hosted our 7th Forum as a kick off celebration of the new [Follow the Water](#) campaign. We are grateful for the participation of the **75 folks** who were able to join us at this milestone event.

After years of work to create the Clean River Coalition, develop our mission and vision, and create the organizational structure to guide this work, the power of the power of the coalition was realized to pull together funding to create the campaign brand and strategy - and launch the visible campaign on the web and social media.

Forum attendees

- 10 Oregon cities
- 5 southwest WA cities
- 7 SWCDs
- 11 Counties & Regional Gov
- 7 Watershed Councils
- 2 Federal agencies
- 3 State agencies
- 6 Water related NGOs

At this virtual forum in March, participants shared their ideas on virtual white boards for social media content, and website resources for the new website. The input from the forum whiteboards was collated into spreadsheets, which serve as the guide for our new social media management consultant to develop content and to develop content themes.



2. Follow the Water Website

The Steering Committee worked with a Portland area web designer to develop the [Follow the Water](#) website (www.followthewater.info). The website hosts a variety of user engagement tools including a blog¹, web resources, and features stories of various kinds. The webpage features

¹ If you are interested in contributing a blog, please contact Roy.Iwai@multco.us

the Follow the Water brand which we developed the previous year with a media marketing firm. The logo, graphics, and color palette, as well as the “manifesto” blend together in a cohesive style layered with emotion and values. Follow the Water is about connecting people to their waterways, connecting people’s behavior their waterways, and promoting clean water behaviors, through “hope and curiosity.”

Expenditure: \$5,000 (CRC funds)



3. EPA Grant 2020 projects completed in 2021-2020

Follow the Water (3-part Video series)

In January 2022, the Steering Committee completed a new video project in partnership with members of the [Columbia River Inter-Tribal Fish Commission](#) and the filmmakers at Metro East Community Media. The film, Follow the Water, is a story of our responsibility to reduce toxics in the Columbia Rivers that focuses on our shared values: our connection to our rivers. The film is unique in how it features stories from diverse cultural perspectives, centering on Native American cultural values. The three themes of the film - “connection,” “disconnection” and “reconnection” to our water - are timeless and resonate with the cultural climate of the day.

The representation of the distinct cultures is intentional, as is the storytelling predominantly told by diverse women. Where many river stories have focused primarily on salmon, this story is told through the wapato, the water potato, and Indigenous first foods. We are reminded that our connections to our rivers resonate in our being, and that water has inherent value and spiritual meaning. The message of the film is however we decide to connect to our rivers, by recreating, walking, photographing, or running along it, we can strengthen our connection and share it with others.

The films are housed on a new [Follow the Water YouTube channel](#), as well as the Follow the Water website. Also, check out our Stakeholder Toolkit at: <https://cleanriverscoalition.com/resources/>

Expenditure: \$25,000 (EPA funds)



What's Your Lawn Style (commercials and lawn care videos)

In Fiscal year 21-22, the CRC focused on implementing two projects as funded in the [EPA Columbia River Toxic Reduction grant](#) - the Follow the Water film series and a Pesticide Reduction project. The [What's Your Lawn Style](#) project was focused on delivering integrated pest management techniques for lawn care to reduce nonpoint source runoff of pesticides and quick release fertilizers by single family residents.

Previous research conducted by CRC in 2019 for audience segmentation² for pesticide use behavior revealed that the key audience for message delivery (and primary users of pesticides) are white males 34 to 54, earning more than \$50K annually and using products, but found to be most open to other techniques. In other words, slightly younger and older white males also use pesticides but are not as open to behavior change.

CRC also conducted a survey of statewide stakeholders in 2019 to gather opinions about lawn techniques and what to focus on regarding success v. harm. CRC held a pesticide reduction and lawn care forum to engage stakeholders statewide in the concept development for the campaign. The CRC then formed a lawn care video committee, hired Metro East Community media via a competitive RFP and began developing short commercials to advertise the lawn care videos, as well as develop the OSU extension IPM approved script for techniques.

This project created four 30 second commercials that featured an “expert gardener³” male and female character who “pop up” to give unsuspecting advice to residents and featured the following scenarios:

1. [A male lawn enthusiast](#) spending lots of time trying to perfect his lawn speaking with a neighbor and child on the way to float in the river about what practices the neighbor employed with good results
2. [A young couple relaxing on the lawn](#) and the female complimenting the male on how nice the lawn looks and male explaining, “it looks good and its safe”
3. [A female who manages the family lawn using weed and feed](#) looking happy until she sees her partner bringing the baby and dog to relax on the lawn and has an epiphany
4. [A female head of household influencer](#) realizing that her partner is using dangerous chemicals on the lawn and wants a better way



These commercials, in long, short, and [6-second promo formats](#), were featured on YouTube as non-skippable ads, and included this riff on [American Gothic](#). The commercials were only created in English because households with English as a second language were not found to be significant users of lawn & garden commercial products.

² CRC research, reports, branding strategy, etc. is available for stakeholders on its resources page: <https://cleanriverscoalition.com/resources/>

³ To maximize flexibility in overall use of these commercials, the term Master Gardener was not used because it is trademarked to OSU exclusively.

The lawn care series was broken into three “ideals” to meet people where they are at: low effort (those who do not expend much effort to perfect their lawn), medium effort and high effort (those who want a golf course style beautiful lawn). CRC partners for this effort included Metro Regional government and OSU Extension (Metro region). These videos were narrated in both English and Spanish. Once the lawn care videos were complete, OSU extension created a webpage in [English](#) and [Spanish](#)⁴ to house the content. For simplicity of advertising, a vanity url was created www.whatsyourlawnstyle.org and the call to action was “What’s Your Lawn Style?” (WYLS).

The choice to co-brand WYLS with OSU ext. was deliberate because of the established brand and respect for OSU as a science institution. By placing the materials here achieves a much higher rank in Google search and increases the likelihood of someone finding and visiting the page. Coming in FY 22-23, OSU extension will be launching the Solve Pest Problems IPM website for Oregon which will also feature the lawn care videos.

Simultaneously, CRC created its social media channels and website for its branded Follow the Water campaign. A “sister” channel was created for the lawn care campaign called [What’s Your Lawn Style?](#) Additionally, the Follow the Water website houses the WYLS videos for those who begin following FTW social media channels to check out if they visit the site.

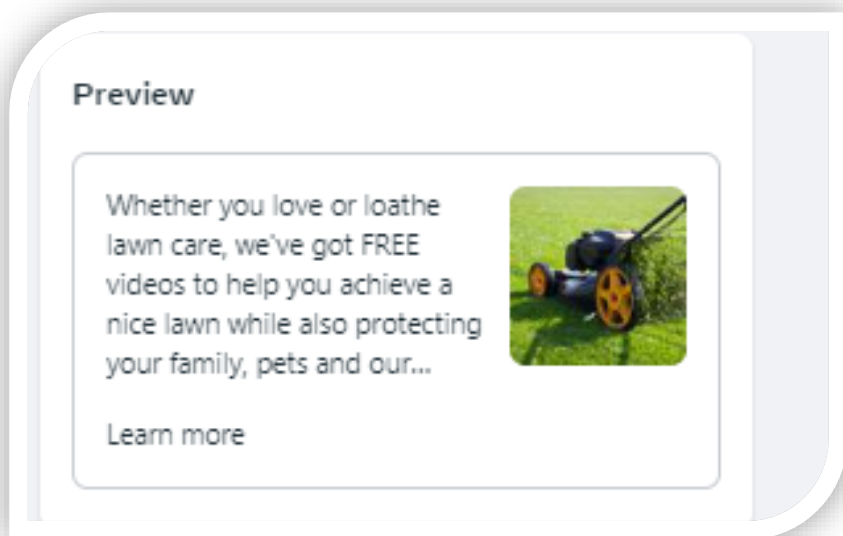
In summary, there are three homes on the internet currently for the videos that people can find in a variety of ways. **Lastly, Oregon and southwest WA stakeholders are encouraged to promote WYLS on their own social media channels and add links to their websites and embed the YouTube videos, as applicable to their pages and goals.** Check out our Stakeholder Toolkit at: <https://cleanriverscoalition.com/resources/>

Expenditure: Video and Commercials production \$30,000 (EPA grant and Metro funding)

The FY 21-22 ad buys for WYLS did not launch until June due to production setbacks because of Covid-19, so only \$2,900 was spent⁵. (See corresponding CRC newsletter for updated statistics on campaign performance for the first quarter of FY 22-23).

⁴ We have not yet marketed the Spanish language videos but will in the future.

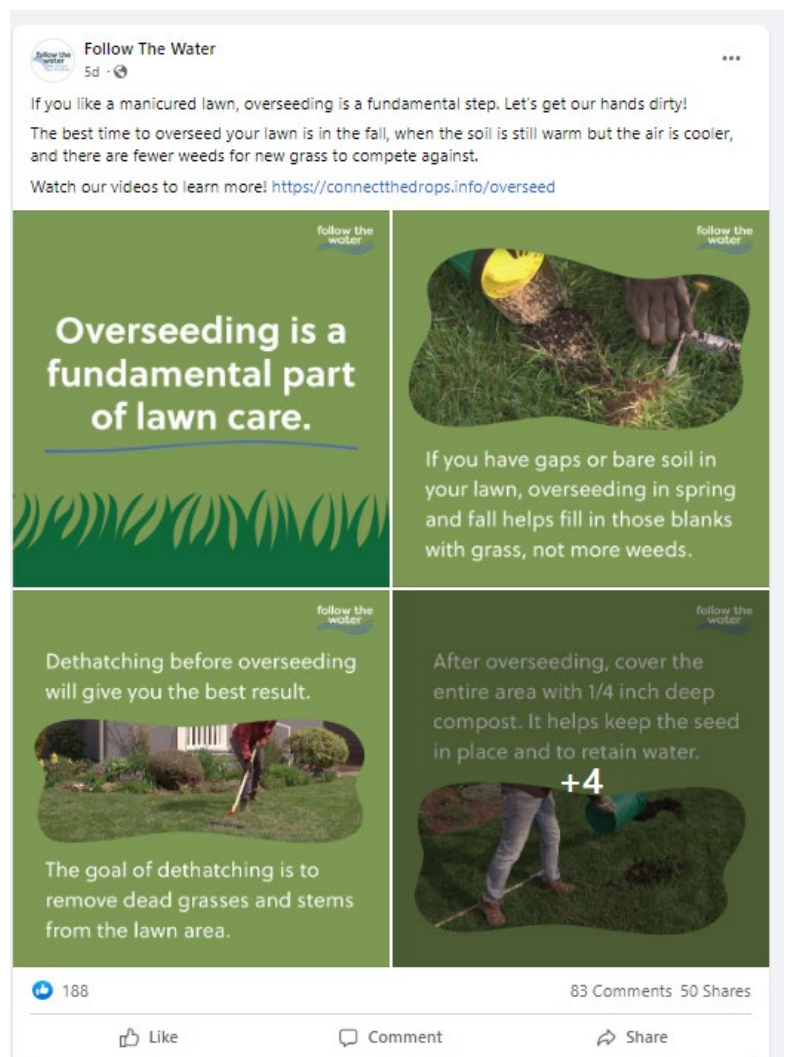
⁵ The campaign will continue and ultimately spend \$100,000.



Additionally, the Portland-Metro area group of agencies called the Regional Coalition for Clean Rivers and Streams, also began boosting the lawn campaign as of June 2022 in a \$400 ad which resulted in 442 clicks from the 11,000 residents reached. (Image on left)

The image on the right is a lawn tutorial post on the Follow the Water Facebook account which was shared 50 times and received 83 comments!

Boosted (paid) social media posts: Total reach (~102K)



Fiscal Year 21-22 Lawn Care Impact Estimate⁶:

Visits to OSU Lawn Care webpage: 516 (avg time spent 2 minutes)

Total Lawn Care video views: English Low (207) Medium (87) and High (82)

Google Ads for lawn care commercials: Impressions (4,462) with 322 clicks

YouTube ads for lawn care commercials: Impressions (314,947) with 843 clicks

Boosted (paid) social media posts: Total reach (~102K)

Metro Area boosted post: Reach (11,000) with 442 clicks

Total link clicks: (580)

Total engagement⁷: (610)

Total Estimated FY 21-22 Engagement⁸: 3,109 people⁹ with \$3,300.

Total Impressions/Reach: 432,409 persons

Social Media Content and Digital Advertising

The Follow the Water campaign is built on digital and social media. We created the website, and social media channels including YouTube, Facebook and Instagram are our primary social media channels, as well as Twitter. Each outlet has its own unique strength to attract the engagement of our audience, and we build on each of these strengths.

In March 2022, we hired Parachute Strategies to manage this work in all our digital channels with a \$180,000 contract. Funds from the first EPA grant (2019-2020) cover \$60,000 cover the purchase of digital ads, social media software, and staff time. The Clean Rivers Coalition funds, supported by our municipal government funding partners provided \$45,000, as match. The remainder of the contract funds will be paid through our second EPA grant (2021-2024), as well as continued funding from our partners¹⁰. This work continues at a vigorous pace, to firmly establish the brand and community reach in our populous areas.

Digital analytics are used to measure the effectiveness of our campaign. The number of impressions, reach, average cost-per-click, clickthrough rate, views and engagement are important measures from which we adapt our strategies.

⁶ Statistics reflect June 2022 only, for FY 21-22 MS4 Annual reporting

⁷ Engagement = total clicks, likes, comments, shares

⁸ Engagement represents the deepest level of impact (watching, absorbing) v. Impressions/Reach = has seen the ad or post of the video, but has not necessarily absorbed the content.

⁹ Does not include promotion post statistics from stakeholder independent work (cities, watershed councils, etc.)

¹⁰ Agency support for this work is integral to the success in order to reach people, impact them, engage them, develop a water protection culture, and catalyze behavior change with simple actionable tips that everyone can do.

4. Our new EPA grant 2022

In November 2021, the EPA Columbia River Grant Program announced a second round of grant funding. The CRC steering committee developed the second phase of campaign implementation, based on the successes and challenges of the first grant from EPA. We were notified that our project was recommended for funding in June 2022. Total project funding of \$463,216, is split between \$347,412 from EPA, and \$115,804 cost share. The cost share is made up almost entirely of in-kind support from City of Gresham grant administration and time from our partners.

The new grant proposal includes:

- *Pesticide Reduction using Community Based Social Marketing.* As COVID-19 limited the direct outreach to the public by jurisdictional and watershed partners, we held back from implementing the pesticide reduction program using the Community Based Social Marketing techniques. In the project, we will hire a consultant to help lead a pilot study of CBSM techniques for pesticide reduction in Lane, Clackamas, and Marion Counties.
- *Latinx Landscape Professional Outreach.* In partnership with Northwest Center of the Alternatives to Pesticides (NCAP), Metro, Eco-Biz, and OSU Extension, the CRC will provide education around pesticide exposure to the Spanish-speaking landscape community of professionals, as well as promote reduced pesticide use services to their clients.
- *Social Media and Digital Advertising.* Building on the existing social media and digital marketing campaign strategy, the CRC will continue to develop digital content and ads to achieve high saturation, impact, and engagement.

5. Summary

The Clean Rivers Coalition has participation from over 60 organizations, including federal and state agencies, local governments, watershed councils, Soil & Water Conservation Districts, and many water-related non-profits. Collaboration is key and we also appreciate financial contributions¹¹.

FY 22_23 will continue to focus on lawn care and creating the culture of water protection. Stay up to date by signing up for our [e-news updates](#) to stay informed and tell others!

¹¹ Your contribution is important to sustain our impact over time. Contact Roy.Iwai@multco.us



	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
TOTAL TV MESSAGES	50	48	47	52	43	53	44	49
TELEVISION IMPRESSIONS	1,103,000	974,600	1,023,000	710,000	701,000	939,900	766,800	897,100
KPTV.COM BANNER AD IMPRESSION	200,077	200,140	200,053	200,057	200,015	200,000	200,073	200,052
KPTV.COM BANNER AD CLICKS	131	156	146	140	127	172	177	169
KPTV.COM/WATER - PAGEVIEWS	191	222	385	312	208	301	159	152
FACEBOOK IMPRESSIONS	47,988	9,880	8,040	*	*	*	7,170	6,665
FACEBOOK CLICKS	255	172	235	*	*	*	283	482
FACEBOOK VIDEO VIEWS	82	93	1,708	*	*	*	1,624	2,349
TOTAL IMPRESSIONS	1,351,065	1,184,620	1,231,093	910,057	901,015	1,139,900	974,043	1,103,817
TOPICS COVERED	Lawn Tips	Water Conservation	Water Conservation	Fall Lawn	Fall Lawn	Rain Ready	Rain Ready	Ran Ready
	Car Wash	Car Wash	Car Wash	Rain Ready	Rain Ready	Sweep Dont Wash	Sweet Dont Wash	Sweet Dont Wash

MARCH	APRIL	MAY	JUNE	TOTAL
51	50	47	49	
918,700	948,100	901,000	928,880	
200,011	200,011	200,013	200,011	
159	285	279	222	
314	313	312	322	
7,995	5,667			
26	11			
NA	NA			
1,126,706	1,153,778	1,101,013	1,128,891	13,305,998
Car Wash	Car Wash	Car Wash	car wash	
Lawn Tips	Lawn Tips	Lawn Tips	lawn tips	





1200-CN PERMIT: ESCP Review

Department of Public Works

Construction Site Runoff Program

342 SW 4th Street, Troutdale, OR 97060

Project Name:		
Name of Reviewer:		
ESCP Review Cycle:		
ESCP Review Date:		
ESCP Review Status:		
Review Key:	Pass = Condition Satisfied; Fail = Condition Not Satisfied	
#	Section 1.0 ESCP Construction Project Information	
1.1	Name of the site:	
1.2	Name of Responsible Person:	
1.3	Contact information:	
1.4	Total area (in acres) of parcel or lot and length in miles if a linear construction site:	
1.5	Total area (in acres) of disturbance from construction activities:	
#	Section 2.0 ESCP Construction Site Information	
2.1	Any waterbodies to be impacted by construction activities and reference in 401 water quality certifications, USACE permit, DSL permit, and/or any other applicable agency authorization:	
2.2	Vegetated buffer zones and or equivalent sediment controls between the site and sensitive areas (e.g., wetlands), and other areas to be preserved, clearly label with the words "Natural Buffer Zone":	
2.3	Stormwater drainage pattern arrows and/or contours:	
2.4	Location(s) where stormwater or authorized non-stormwater will be discharged directly to surface waters of the state:	

2.5	Temporary and permanent stormwater conveyance systems:	
2.6	Existing or proposed drywells or other UICs:	
2.7	Septic drain field:	
2.8	Drinking water wells on site or adjacent to the site:	
#	Section 3.0 ESCP Erosion and Sediment Control Measure(s) and Location(s)	
3.1	Riparian and vegetation areas to be preserved:	
3.2	Site perimeter:	
3.3	Construction ingress/egress:	
3.4	Storm drain inlet(s):	
3.5	Sediment, soil, or other construction material stockpiles:	
3.6	Temporary and/or permanent stabilization:	
3.7	Post-construction stormwater facilities designed and engineered to infiltrate or filter stormwater and associated access restriction:	
3.8	ESC control measure details:	
#	Section 4.0 Pollution Prevention Control Measure(s) and Location(s)	
4.1	Environmental Management Plan:	
4.2	Engineered sediment basins:	
4.3	Concrete wash out:	
4.4	Portable toilet(s) onsite:	
4.5	Waste materials management:	

4.6	Onsite water disposal (e.g., for dewatering):	
	ESCP Comments:	

1200-CN ESCP Review Form v.1.1 Edit 4/21/2022

Project Name:		
Name of Reviewer:		
ESCP Review Cycle:		
ESCP Review Date:		
ESCP Review Status:		
Review Key:	Yes = Condition Satisfied; No = Condition Not Satisfied	
#	Section 4.4 ESCP Contents	
a.	Clearly identify the ESCP preparer and their credentials or stamp within the ESCP per section 4.1	
b.	Name of the site	
c.	All contractors to perform work on site:	
i.	A list of all contractors that will engage in construction activities on site, and the areas of the site where the contractor(s) will engage in construction activities	
ii.	A list of all personnel (by name and position) that are responsible for the design, installation and maintenance of stormwater control measures (e.g. ESCP developer, BMP installer (see Section 4.10), as well as their individual responsibilities	
iii.	Personnel conducting visual monitoring:	
1.	Name and title	
2.	Contact information	
3.	A description of certification per section 6.1, along with certification numbers and expiration date	
d.	Environmental Management Plan per section 1.2.9 if applicable	

e.	Site Description must include the following:	
i.	A description of the construction activities, including structures that are planned for demolition	
ii.	The size of the property (in acres and length in miles if a linear construction site)	
iii.	A statement that clearly identifies the 303(d) Category 4 and 5 impairment status of each receiving water body (when the discharge enters an impaired watershed unit, the listing will only be applied if there is a hydrologic connection between the receiving water and assessment water body causing the impairment)	
iv.	Any waterbodies to be impacted by construction activities and reference in 401 water quality certifications, USACE permit, DSL permit, and/or any other applicable agency authorization	
v.	The total area expected to be disturbed by the construction activities (to the nearest quarter acre or nearest quarter mile if a linear construction site)	
vi.	A description of any on-site and off-site construction support activity areas covered by this permit (see Section 1.3.2) such as staging areas;	
vii.	The maximum area expected to be disturbed at any one time, including on-site and off- site construction support activity areas	
viii.	A description and projected schedule for the following:	
1.	Estimated start dates of construction activities in each portion of the site, including clearing and grubbing, mass grading, demolition activities, site preparation (i.e., excavating, cutting and filling), final grading, and creation of soil and vegetation stockpiles requiring stabilization	
2.	Temporary or permanent stop dates of construction activities in each portion of the site	
3.	Estimated dates of temporary or final stabilization of exposed areas for each portion of the site	
4.	Estimated dates of removal of temporary stormwater controls and construction equipment or vehicles, and the final end date of construction-related pollutant-generating activities	
ix.	Type of fill material to be used, and of the site soils prior to disturbance	
x.	Composition of seed mix and other plantings used to establish temporary cover;	
xi.	A statement indicating engineered soils will be used per section 6.6, and pH monitoring is required of sedimentation basins	
xii.	Identify all authorized non-stormwater discharges in section 1.4 that will or may occur	

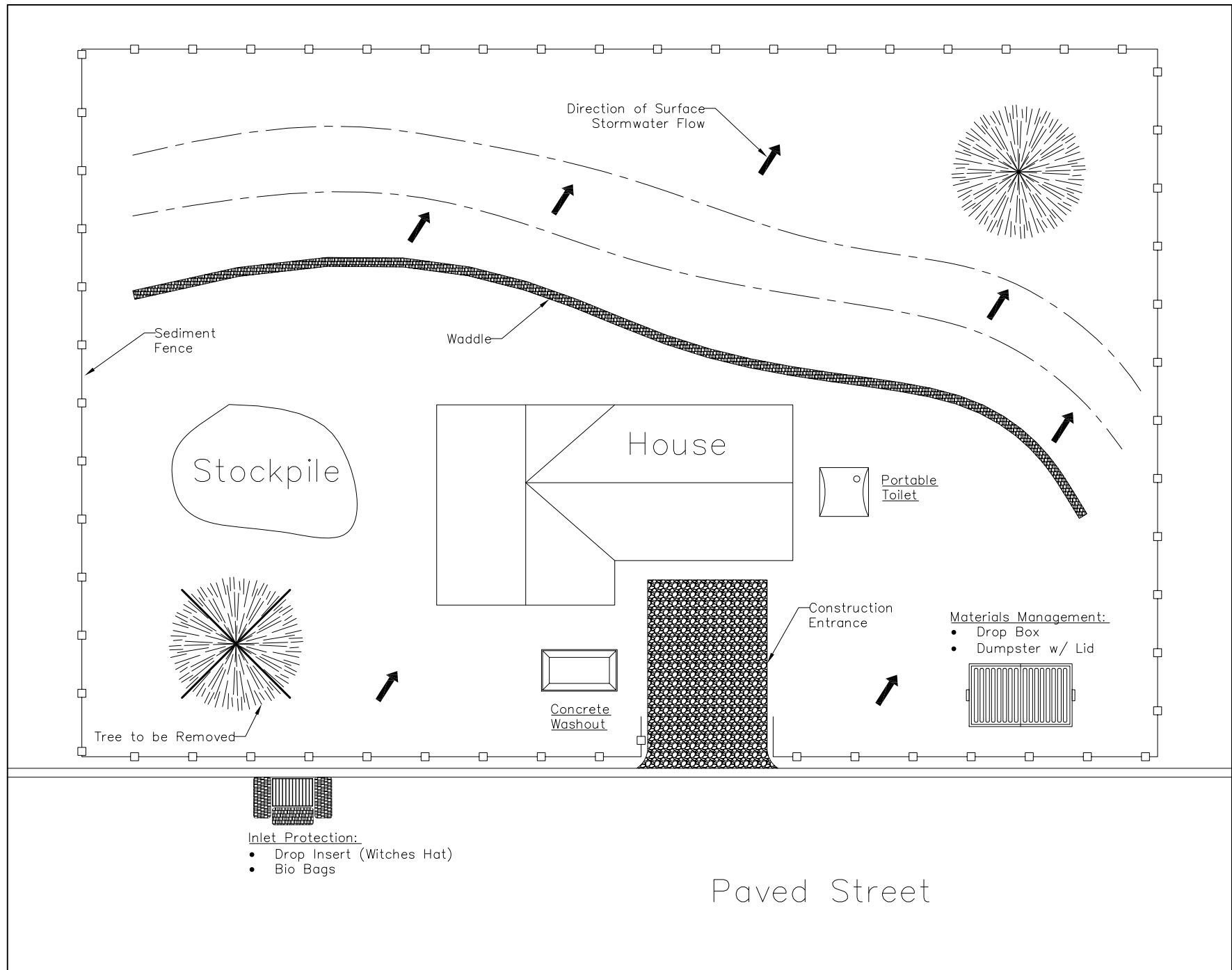
xiii.	A list and description of all pollutant-generating activities on the site	
xiv.	Description of Stormwater Controls:	
i.	A description of the specific control(s) to be implemented to comply with the requirements of this permit	
ii.	Any applicable stormwater control design specifications (including references to any manufacturer specifications and/or erosion and sediment control manuals/ordinances relied upon)	
iii.	Routine stormwater control maintenance specifications	
iv.	Proposed timetable indicating when each sediment and control BMP is to be installed/implemented and the duration that it is to remain in place	
xv.	Natural buffer zone and/or equivalent sediment controls (see Section 2.2.4 and Appendix B). The registrant must include the following in the narrative site description:	
1.	The compliance alternative to be implemented	
2.	If complying with alternative 1, the width of natural buffer retained	
3.	If complying with alternative 2 or 3, the erosion and sediment control(s) the registrant will use to achieve an equivalent sediment reduction, and any information the registrant relied upon to demonstrate the equivalency	
4.	If complying with alternative 3, a description of why it is infeasible for the registrant to provide and maintain an undisturbed natural buffer of any size	
5.	For "linear construction sites" where it is infeasible to implement compliance alternative 1, 2, or 3, a rationale for this determination, and a description of any buffer width retained and/or supplemental erosion and sediment controls installed	
6.	A description of any disturbances that are exempt under Section 2.2.1 that occur within 50 feet of a water of the state	
7.	A description of the vegetated buffers, sized at 50 feet (horizontally) plus an additional 25 feet (horizontally) per five degrees of slope or DEQ or Agent approved control measures of equal effectiveness for any waterbody that is listed as impaired and requiring a TMDL for turbidity or sedimentation on the most recently approved Oregon 303(d) list, or has an established TMDL for turbidity or sedimentation	
xvi.	Perimeter controls for a "linear construction site" (see Section 2.2.6). For areas where perimeter controls are not feasible, include documentation to support this determination and a description of the other practices that will be implemented to prevent discharges of pollutants in stormwater associated with construction activities	
xvii.	Sediment track-out controls (see Section 2.2.7). Document the specific stabilization techniques and/or controls that will be implemented to remove sediment prior to vehicle exit	

xviii.	Sediment basins (see Section 2.2.17). The registrant must include the design storm method and calculations, and other design details in the ESCP. In circumstances where it is infeasible to utilize outlet structures that withdraw water from the surface of the sediment basin, include documentation to support this determination, including the specific conditions or time periods when this exception will apply	
xix.	Treatment chemicals (see Section 1.2.9). The registrant must include the specific controls and implementation procedures designed to ensure that the use of cationic treatment chemicals will not lead to an exceedance of water quality standards	
xx.	Stabilization measures (see Sections 2.2.20 and 2.2.21). The registrant must include the specific vegetative and/or non-vegetative practices that will be used	
xxi.	Spill Prevention Procedures (see Section 2.3.10). The following must be included:	
1.	Procedures for expeditiously stopping, containing, and cleaning up spills, leaks, and other releases	
2.	The ESCP may also reference the existence of oil Spill Prevention Control and Countermeasure (SPCC) plans developed for the construction activity (see Section 2.3.2.a), provided that the registrant keep a copy of on site or electronically available	
3.	Waste management procedures (see Sections 2.3.1 and 2.3.4)	
4.	The location of fertilizers applied on site (see Section 2.3.5)	
xxii.	Staff Training. Include documentation that the required personnel are trained in accordance with Section 6.1	
xxiii.	Planned business days and hours for the project known at the time	
f.	Site Map. Include a legible map, or series of maps, showing the following features of the site if applicable:	
i.	Roads and features for DEQ or Agent to locate and access the site	
ii.	Boundaries of the property	
iii.	Depict the drainage patterns of stormwater and authorized non-stormwater before and after major grading activities	
iv.	Locations where construction activities will occur, including:	
1.	Locations where land disturbing activities will occur (note any phasing), including any demolition activities	

2.	Approximate slopes before and after major grading activities (pre- and post-elevation contours)	
3.	For steep slopes (see definitions), clearly label with the words “Steep slope” and include the percentage grade	
4.	Locations where sediment, soil, or other construction materials will be stockpiled	
5.	Clearly label any water of the state crossings with words “water crossing”	
6.	Designated points where vehicles will exit onto paved roads	
7.	Locations of structures and other impervious surfaces upon completion of construction	
8.	Locations of on-site and off-site construction support activity areas covered by this permit (see Section 1.3.2)	
v.	Locations of springs, wetlands, surface waters, and all waters of Oregon within and one mile downstream of the site’s discharge point. Also identify if any surface waters are 303(d) Category 4 and 5 listed as impaired (when the discharge enters an impaired watershed unit, the listing will only be applied if there is a hydrologic connection between the receiving water and assessment water body causing the impairment)	
vi.	Riparian areas and vegetation including trees and associated rooting zones, and vegetation areas to be preserved	
vii.	Vegetated buffer zones and or equivalent sediment controls (see Section 2.2.4 and Appendix B) between the site and sensitive areas (e.g., wetlands), and other areas to be preserved, clearly label with the words “Natural Buffer Zone”	
viii.	Clearly label the type and extent of pre-construction cover on the site (e.g., vegetative cover, forest, pasture, pavement, structures)	
ix.	Temporary and permanent stormwater conveyance systems	
x.	Location of concrete wash out	
xi.	Location of sanitary facilities	
xii.	Location of the nearest official rain gauge, or, if used, location of the registrant’s onsite rain gauge	
xiii.	Onsite water disposal locations (e.g., for dewatering)	
xiv.	Storm drain catch basins depicting inlet protection, and a description of the type of catch basins used (e.g., field inlet, curb inlet, grated drain, and combination)	

xv.	Septic drain field	
xvi.	Existing or proposed drywells or other UICs	
xvii.	Drinking water wells on site or adjacent to the site	
xviii.	Planters	
xix.	Detention ponds, storm drain piping, and inflow and outflow details (e.g., bottom elevations and inverts)	
xx.	Post-construction stormwater facilities designed and engineered to infiltrate or filter stormwater and associated access restriction control measures (Section 2.2.12)	
xxi.	Locations of all potential pollutant-generating activities identified in Section 4.4.e.xiii	
xxii.	Locations of stormwater controls, including any shared controls utilized to comply with this permit	
xxiii.	Any other applicable features or controls that are associated with pollution prevention in stormwater discharges	
xxiv.	Locations where polymers, flocculants, or other treatment chemicals will be used and stored	
xxv.	Locations of engineered soils (see section 2.2.18)	
xxvi.	Locations of engineered sediment basins (see Section 2.2.17)	
xxvii.	Receiving water(s). Stormwater and authorized non-stormwater discharge point locations, including:	
1.	Locations where stormwater and/or authorized non-stormwater will be discharged to storm drain inlets	
2.	Locations where stormwater or authorized non-stormwater will be discharged directly to surface waters of the state	
xxviii.	Perimeter controls for a "linear construction site" (see Section 2.2.6)	
xxix.	Sediment track-out controls (see Section 2.2.7)	
xxx.	Stabilization measures (see Sections 2.2.20 and 2.2.21). The registrant must include the specific vegetative and/or non-vegetative practices that will be used	

1200-C ESCP Review Form v.1.2 Edit 4/29/2021





EROSION AND SEDIMENT CONTROL INSPECTION

Public Works Department

Construction Site Runoff Control Program

342 SW 4th Street / Troutdale, OR 97060

#	Section 1.0 Inspection Information	
1.1	City Inspector(s):	
1.2	Inspection Date:	
1.3	Construction Site Location:	
1.4	Weather at Time of Inspection:	
1.5	Precipitation Amount in Last 24 hours:	
1.6	Permit Type:	
1.7	Inspection Type:	
#	Section 2.0 Construction Project Information	
2.1	Common Name of Site:	
2.2	Name of ESC Site Inspector:	
2.3	Email of ESC Site Inspector:	
2.4	Phone Number of ESC Site Inspector:	
2.5	CoT Permit No.	
2.6	DEQ Permit No.	
2.7	Environmental Management Plan Submitted:	
#	Section 3.0 Erosion Prevention and Sediment Control and Treatment Requirements	
3.1	Exposed Portions of Site Stabilized:	
	Reason:	
3.2	Establish and Maintain Natural Buffer Zone:	
	Reason:	
3.3	Perimeter Controls:	
	Reason:	
3.4	Sediment Track-Out Controls:	
	Reason:	
3.5	Stockpile Management:	
	Reason:	

3.6	Wind Erosion and Dust Controls:	
	Reason:	
3.7	Storm Drain Inlet Controls:	
	Reason:	
3.8	Concrete Washdown Management:	
	Reason:	
3.9	Engineered Sediment Basin and Soils:	
	Reason:	
3.10	Control Stormwater Discharge Flowrates/Volume:	
	Reason:	
3.11	Final Stabilization Criteria:	
	Reason:	
3.12	Section 3.0 Notes:	
#	Section 4.0 Pollution Prevention Controls	
4.1	Equipment & Vehicle Fueling/Maintenance:	
	Reason:	
4.2	Equipment & Vehicle Washing:	
	Reason:	
4.3	Building Materials and Products:	
	Reason:	
4.4	Pesticides, Herbicides, Insecticides, Fertilizers:	
	Reason:	
4.5	Hazardous or Toxic Wastes:	
	Reason:	
4.6	Waste Materials Management:	
	Reason:	
4.7	Portable Toilets:	
	Reason:	
4.8	Washing Applicators and Containers:	
	Reason:	

4.9	Section 4.0 Notes:	
#	Section 5.0 Construction Dewatering Requirements:	
5.1	Construction Dewatering Requirements:	
	Reason:	
#	Section 6.0 Erosion and Sediment Control Plan	
6.1	ESCP Measures Installed and Implemented:	
	Reason:	
#	Section 7.0 Visual Monitoring Requirements	
7.1	Visual Monitoring Frequency:	
	Reason:	
7.2	Visual Monitoring Records	
	Reason:	
7.3	Observation of Existing or Potential Runoff:	
7.4	Observation of Prohibited Discharges:	
#	Section 8.0 Corrective Actions	
8.1	Corrective Actions:	
	Reason:	

ESC Inspection Form v.1.4 Edit 3/18/2022