



# **GADSDEN ALABAMA URBANIZED AREA**

## **REVISIONS TO THE STORM WATER MANAGEMENT PROGRAM**

Gadsden Alabama Urbanized Area  
Phase II Small MS4  
NPDES General Permit ALR040009

June 20, 2014

Prepared By:



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S&ME Project No. 4482-14-012 T6

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# 1. INTRODUCTION

S&ME, Inc. has prepared this report of Revisions to the Storm Water Management Program (SWMP) for the *Gadsden, Alabama Urbanized Area* Phase II small MS4 in accordance with S&ME Proposal No. 13-199, dated September 20, 2013 and authorized by Mr. Sherman Guyton, Mayor of the City of Gadsden, on January 3, 2014. The urbanized area consists of the following entities (jurisdictions): The City of Gadsden, Rainbow City, City of Southside, City of Glencoe, City of Hokes Bluff, City of Attalla, and portions of unincorporated Etowah County.

Submittal of revisions to the SWMP to the Alabama Department of Environmental Management (ADEM) is required by Part IV.B.2 of National Pollutant Discharge Elimination System (NPDES) General Permit ALR040009 for discharges from regulated small municipal separate storm sewer systems (MS4), issued to the *Gadsden, Alabama Urbanized Area* by the ADEM.

## 1.1 Responsible Party

The Storm Water Steering Committee is responsible for the coordination and implementation of the Storm Water Management Plan. Current membership of the Storm Water Steering Committee is as follows:

**Table 1. MS4 Storm Water Steering Committee – June 2014**

ENTITY	CONTACT	PHONE NO.	EMAIL
City of Gadsden	Jeremy Ward	256-549-4527	jward@cityofgadsden.com
City of Gadsden	Chad Hare	256-549-4520	chare@cityofgadsden.com
City of Attalla	Jason Nicholson	256-441-9200	j.nicholson@attallacity.com
City of Rainbow City	Heath Williamson	256-413-1240	heathw@rbcalabama.com
City of Southside	Jimmy Whittemore	256-442-9775 Ext. 103	jwhittemore@cityofsouthside.com
City of Glencoe	Charles Gilchrist	256-492-1424	
City of Glencoe	Bobbi Noah	256-492-1424	bobbinoah@cityofglencoe.net
City of Hokes Bluff	Lisa Johnson	256-492-2414	hbcity@cityofhokesbluff.net
Etowah County	Tim Graves	256-549-5358	tgraves@etowahcounty.org
Etowah County	Robert Nail	256-549-5358	Rnail@etowahcounty.org

## 1.2 Revisions to the Storm Water Management Program

As stated in Part IV.B.2 of NPDES General Permit ALR040009, unless denied by ADEM, the proposed revisions shall be deemed approved and implemented within 60 days of the request. S&ME presented the requested revisions pertaining to Control Measures for each entity in the Annual Report dated March 2014 and again in this report.

## **2. CITY OF GADSDEN**

The City of Gadsden requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Public Education and Outreach strategy described below.

### **2.1 Revisions to Public Education and Outreach Strategies**

1. The 2012 SWMP proposed the City provide educational materials through inclusion in the Gadsden Water Works Annual Water Quality Report. The City of Gadsden wishes to revise this to include an option to have a separate mail-out when scheduling issues arise. This will allow the City the flexibility to meet their objective in a timely manner.
2. The 2012 SWMP proposed the City to evaluate the City's subdivision regulations to allow green infrastructure components as a Public Education and Outreach strategy. The City will address this as a Post-Construction Storm Water Management strategy.

### **2.2 Revisions to Illicit Discharge and Elimination Strategies**

1. The City of Gadsden has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.
2. The 2012 SWMP proposed the City provide educational materials through inclusion in the Gadsden Water Works Annual Water Quality Report. The City of Gadsden wishes to revise this to include an option to have a separate mail out when scheduling issues arise. This will allow the City the flexibility to meet their objective in a timely manner.

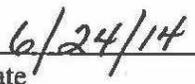
### **2.3 Revisions to Post-Construction Storm Water Management Strategies**

1. The City of Gadsden added Evaluate Obstacles to Green Infrastructure as a Post-Construction Storm Water Management strategy. This activity was added as a specific task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

## 2.4 Agency Certification

I certify under penalty of law that this document and all attachments pertaining to the City of Gadsden were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.

  
\_\_\_\_\_  
Sherman Guyton, Mayor  
City of Gadsden, Alabama

  
\_\_\_\_\_  
Date

### **3. RAINBOW CITY**

Rainbow City requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Public Education and Outreach strategy described below.

#### **3.1 Revisions to Public Education and Outreach Strategies**

1. Rainbow City added Gadsden-Etowah MS4 Steering Committee Meetings as a Public Education and Outreach strategy:  
The City will coordinate and/or participate in quarterly meetings of the Stormwater Steering Committee for entity updates, networking, and coordination of activities and BMP strategies.

#### **3.2 Revisions to Illicit Discharge and Elimination Strategies**

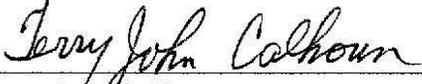
1. Rainbow City has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.

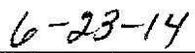
#### **3.3 Revisions to Post-Construction Storm Water Management Strategies**

1. Rainbow City added Evaluate Obstacles to Low Impact/Green Development as a Post-Construction Storm Water Management strategy. This activity was added as a specific task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

#### **3.4 Agency Certification**

I certify under penalty of law that this document and all attachments pertaining to Rainbow City were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.

  
\_\_\_\_\_  
Terry John Calhoun, Mayor  
Rainbow City, Alabama

  
\_\_\_\_\_  
Date

## **4. REECE CITY**

Reece City encompasses approximately 0.4% of the Urbanized Area and accounts for approximately 0.2% of the population.

On August 27, 2013, the Town of Reece City submitted a letter to the ADEM requesting that MS4 requirements be waived for the town in accordance with Part 122.33(b) of Title 40 of the Code of Federal Regulations. On March 13, 2014, the ADEM issued a letter to Reece City waiving the requirements of the MS4 Phase II permit and removing the town from the small MS4 program (See **Appendix E**).

## **5. CITY OF SOUTHSIDE**

The City of Southside requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Public Education and Outreach and Illicit Discharge Detection and Elimination strategies described below.

### **5.1 Revisions to Public Education and Outreach Strategies**

1. The 2012 SWMP proposed that the City provide educational materials through inclusion in the water and garbage collection bills. The City of Southside wishes to revise this to include an option provide this information as an advertisement in the Gadsden Times when scheduling issues arise. This will allow the City the flexibility to meet their objective in a timely manner and reach more citizens within the MS4.
2. The 2012 SWMP proposed that the City partner with the Etowah County NRCS to educate and assist agricultural land users within the MS4 boundary on how agricultural runoff contributes to the Lake Neely Henry organic enrichment and excess nutrient loading, available Environmental Quality Incentives Programs, and Best Management Practices for reducing nutrient and sediment runoff . During the 2013-2014 reporting period, the City contacted Ken Howell, the Executive Director of the NCRS, about how the City could partner with them. Instead, Mr. Howell referred the City to Lisa Dover with Keep Etowah Beautiful. Therefore, the City is proposing to remove this strategy.
3. The City of Southside added Gadsden-Etowah MS4 Steering Committee Meetings as a Public Education and Outreach strategy:  
The City will coordinate and/or participate in quarterly meetings of the Stormwater Steering Committee for entity updates, networking, and coordination of activities and BMP strategies.

### **5.2 Revisions to Public Involvement and Participation Strategies**

1. The City of Southside added Partnerships in Educational and Public Involvement Events as a Public Education and Outreach strategy:  
The City will participate in and promote annual programs associated with the Coosa Basin Clean Water Partnership, Keep Etowah Beautiful, the Middle Coosa Watershed Project, and/or Alabama Power such as *Renew Our Rivers*, *Message in a Bottle*, and/or community cleanup days. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. City personnel will participate in the events.
2. The City of Southside added Promote and Participate in the Etowah County Water Festival as a Public Education and Outreach strategy:

The City will promote and participate in the 2014 *Etowah County Water Festival* through City resources. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. City personnel will participate in the festival.

### 5.3 Revisions to Illicit Discharge and Elimination Strategies

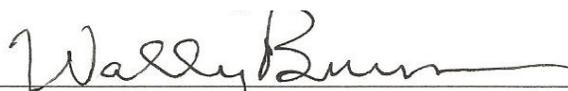
1. The City of Southside has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.

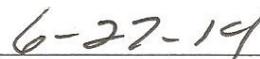
### 5.4 Revisions to Post-Construction Storm Water Management Strategies

1. The City of Southside added Evaluate Obstacles to Low Impact/Green Development (Activity 4) as a Post-Construction Storm Water Management strategy. This activity was added as a specific task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

### 5.5 Agency Certification

I certify under penalty of law that this document and all attachments pertaining to the City of Southside were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.

  
\_\_\_\_\_  
Wally Burns, Mayor  
City of Southside, Alabama

  
\_\_\_\_\_  
Date

## **6. CITY OF GLENCOE**

The City of Glencoe requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Public Education and Outreach and Illicit Discharge Detection and Elimination strategies described below.

### **6.1 Revisions to Public Education and Outreach Strategies**

1. The City of Glencoe added Gadsden-Etowah MS4 Steering Committee Meetings as a Public Education and Outreach strategy.  
The City will coordinate and/or participate in quarterly meetings of the Stormwater Steering Committee for entity updates, networking, and coordination of activities and BMP strategies.

### **6.2 Revisions to Public Education and Outreach Strategies**

1. The City of Glencoe added Promote and Participate in the Etowah County Water Festival as a Public Involvement and Participation strategy.  
The City will promote and participate in the 2014 *Etowah County Water Festival* through City resources. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. City personnel will participate in the festival.

### **6.3 Revisions to Illicit Discharge Detection and Elimination Strategies**

1. The City of Glencoe has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.

### **6.4 Revisions to Post-Construction Storm Water Management Strategies**

1. The City of Glencoe added Evaluate Obstacles to Low Impact/Green Development as a Post-Construction Storm Water Management strategy. This activity was added as a specific task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

## 6.5 Agency Certification

I certify under penalty of law that this document and all attachments pertaining to the City of Glencoe were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.



\_\_\_\_\_  
Charles Gilchrist, Mayor  
City of Glencoe, Alabama

6-23-2014

\_\_\_\_\_  
Date

## **7. CITY OF HOKES BLUFF**

The City of Hokes Bluff requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Public Education and Outreach strategy described below.

### **7.1 Revisions to Public Education and Outreach Strategies**

1. The City of Hokes Bluff added Gadsden-Etowah MS4 Steering Committee Meetings as a Public Education and Outreach strategy.  
The City will coordinate and/or participate in quarterly meetings of the Stormwater Steering Committee for entity updates, networking, and coordination of activities and BMP strategies.

### **7.2 Revisions to Public Involvement and Participation Strategies**

1. The City of Hokes Bluff added Partnerships in Educational and Public Involvement Events as a Public Education and Outreach strategy:  
The City will participate in and promote annual programs associated with the Coosa Basin Clean Water Partnership, Keep Etowah Beautiful, the Middle Coosa Watershed Project, and/or Alabama Power such as *Renew Our Rivers*, *Message in a Bottle*, and/or community cleanup days. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. City personnel will participate in the events.
2. The City of Hokes Bluff added Promote and Participate in the Etowah County Water Festival as a Public Education and Outreach strategy:  
The City will promote and participate in the 2014 *Etowah County Water Festival* through City resources. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. City personnel will participate in the festival.

### **7.3 Revisions to Illicit Discharge Detection and Elimination Strategies**

1. The City of Hokes Bluff has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.

### **7.4 Revisions to Construction Site Storm Water Runoff Strategies**

1. The City of Hokes Bluff added Sediment and Erosion Control Plan Review as a Construction Site Storm Water Runoff strategy:  
Designated City personnel will inspect all qualifying construction sites within 60 days of initial disturbance, at periodic intervals during construction, and following

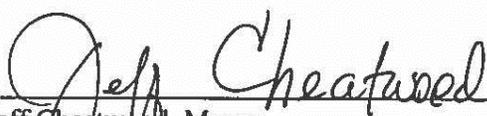
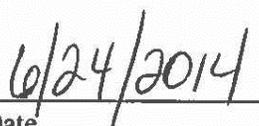
stabilization. The City Inspector performs the necessary inspections. The City will create an inspection form or a checklist for the City Inspector to include with each permit. The City will evaluate the effectiveness of the construction site inspection program

**7.5 Revisions to Post-Construction Storm Water Management Strategies**

1. The City of Hokes Bluff added Evaluate Obstacles to Low Impact/Green Development as a Post-Construction Storm Water Management strategy. This activity was added as a specific task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

**7.6 Agency Certification**

I certify under penalty of law that this document and all attachments pertaining to the City of Hokes Bluff were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.

 _____ Jeff Cheatwood, Mayor City of Hokes Bluff, Alabama	 _____ Date
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## **8. CITY OF ATTALLA**

The City of Attalla requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Public Education and Outreach and Construction Site Storm Water Runoff strategies described below.

### **8.1 Revisions to Public Education and Outreach Strategies**

1. The City of Attalla added Gadsden-Etowah MS4 Steering Committee Meetings as a Public Education and Outreach strategy.  
The City will coordinate and/or participate in quarterly meetings of the Stormwater Steering Committee for entity updates, networking, and coordination of activities and BMP strategies.
2. The City of Attalla proposes to send an educational mail-out to the citizens of Attalla instead of staffing a display at Heritage Day. The City believes mail-outs will be more effective at reaching Attalla residents than staffing a display.

### **8.2 Revisions to Public Involvement and Participation Strategies**

1. The City of Attalla added Promote and Participate in the Etowah County Water Festival as a Public Education and Outreach strategy:  
The City will promote and participate in the 2014 *Etowah County Water Festival* through City resources. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. City personnel will participate in the festival.

### **8.3 Revisions to Illicit Discharge Detection and Elimination Strategies**

1. The City of Attalla has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.

### **8.4 Revisions to Construction Site Storm Water Runoff Strategies**

1. The City of Attalla added Public Reporting and Tracking to meet the requirements of the IDDE program, which includes the elimination of construction-related illicit discharges.

### **8.5 Revisions to Post-Construction Storm Water Management Strategies**

1. The City of Attalla added Evaluate Obstacles to Low Impact/Green Development as a Post-Construction Storm Water Management strategy. This activity was added as a specific task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

## 8.6 Agency Certification

I certify under penalty of law that this document and all attachments pertaining to the City of Attalla were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.

  
\_\_\_\_\_  
Larry Means, Mayor  
City of Attalla, Alabama

  
\_\_\_\_\_  
Date

## **9. ETOWAH COUNTY**

Etowah County requests no revisions to the Control Measure strategies identified in the 2012 SWMP, with the exception of the Illicit Discharge Detection and Elimination strategy described below.

### **9.1 Revisions to Public Education and Outreach Strategies**

1. Etowah County added Gadsden-Etowah MS4 Steering Committee Meetings as a Public Education and Outreach strategy.  
The County will coordinate and/or participate in quarterly meetings of the Stormwater Steering Committee for entity updates, networking, and coordination of activities and BMP strategies.

### **9.2 Revisions to Public Involvement and Participation Strategies**

1. Etowah County added Partnerships in Educational and Public Involvement Events as a Public Education and Outreach strategy:  
The County will participate in and promote annual programs associated with the Coosa Basin Clean Water Partnership, Keep Etowah Beautiful, the Middle Coosa Watershed Project, and/or Alabama Power such as *Renew Our Rivers*, *Message in a Bottle*, and/or community cleanup days. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. County personnel will participate in the events.
2. Etowah County added Promote and Participate in the Etowah County Water Festival as a Public Education and Outreach strategy:  
The County will promote and participate in the 2014 *Etowah County Water Festival* through County resources. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. Promotion methods may include co-sponsoring radio, television, and/or print advertisement with co-permittees and other stakeholders. County personnel will participate in the festival.

### **9.3 Revisions to Illicit Discharge Detection and Elimination Strategies**

1. Etowah County has added activities to reflect those addressed in the IDDE plan submitted to ADEM on March 28, 2014.

### **9.4 Revisions to Post-Construction Storm Water Management Strategies**

1. Etowah County added Evaluate Obstacles to Low Impact/Green Development as a Post-Construction Storm Water Management strategy. This activity was added as a specific

task to reflect the requirements of Part III.B.5(f) of the Permit. Previously, this activity was implemented in the overall review of various ordinances.

### 9.5 Agency Certification

I certify under penalty of law that this document and all attachments pertaining to the unincorporated portions of Etowah County were prepared under my directions or supervision in accordance with a system designed to assure that qualified personnel properly gathered and evaluated 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 or imprisonment for knowing violations.



Signature of Etowah County Responsible Official

06-25-14

Date

Carolyn Parker - COMMISSION CHAIR

Print Name and Title

