



Illinois Environmental Protection Agency

Bureau of Water • 1021 North Grand Avenue East • P.O. Box 19276 • Springfield • Illinois • 62794-9276

Notice of Intent for New or Renewal of General Permit for Discharges from Small Municipal Separate Storm Sewer Systems - MS4's

Part I. General Information

1. MS 4 Operator Name: Town of Normal

2. MS4 Mailing Address: 11 Uptown Circle

City: Normal

State: IL

3. Operator Type: Town

Other: _____

4. Operator Status: Local

Other: _____

5. Name(s) of governmental entity(ies) in which MS4 is located:

Normal Township

Towanda Township

Dry Grove Township

6. Area of land that drains to your MS4 in square miles: 16.3

7. Latitude and Longitude at approximate geographical center of MS4 for which you are requesting authorization to discharge:

Latitude:

40

Degrees

30

Minutes:

30

Seconds:

Longitude:

88

Degrees:

58

Minutes:

58

Seconds:

8. Name(s) of known receiving waters

Main Branch Sugar Creek

North Branch Sugar Creek

West Branch Sugar Creek

East Tributary Skunk Creek

Six Mile Creek

Money Creek

Kings Mill Creek

9. Persons responsible for implementation or coordination of Stormwater Management Program:

Name: Gene Brown Title: Town Engineer Phone: 309-454-9574

Area of Responsibility: Engineering Department

Name: Julie Weger Title: Storm Water Eng Tech Phone: 309-433-3425

Area of Responsibility: Storm Water and Erosion Control

Part II. Best Management Practices (include shared responsibilities) which have been implemented or are proposed to be implemented in the MS4 area:

A. Public Education and Outreach

Qualifying Local Programs:

All public education and outreach is contracted with the Ecology Action Center in joint efforts with the City of Bloomington and McLean County.

Measurable Goals (include shared responsibilities)

- A.1 Distributed Paper Material

Brief Description of BMP:

Bumper Sticker distribution on Yard Smart and Clean Water programs and brochures on Storm Water Run-off problems and prevention.

Measurable Goals, including frequencies:

To continue media ads and brochures.

Milestones:

Go to Additional Pages

Year 1:

2008

Year 2:

2009

Year 3:

2010

Year 4:

2011

Year 5:

2012

- A.2 Speaking Engagement

Brief Description of BMP:

Multiple lectures and presentations

Measurable Goals, including frequencies:

Milestones:

Year 1:

2008

Year 2:

2009 - Storm Water lecture for ISU Human Ecology Class (40)
Rain Garden presentation for Hudson Garden Club (4)
Presentation for Leadership McLean County group on storm water and other topics (37 participants)
Yard Smart and Rain Barrel presentation at State Farm Corporate South Lunch and Learn series (25)

Year 3:

2010 - Storm Water lecture for ISU Human Ecology Class (50)
Presentation on Rain Barrels and clean water protection for Central Illinois Water Garden Club (20)
Clean Water presentations given for IWU environmental students, ISU classes, Money Smart Week, ISU Center for Technology in Learning and Teaching panel discussion, Regional Office of Education Teacher Training, Mothers of Preschoolers, and First United Methodist Church (12 presentations, 239 participants)
Class on rain harvesting / storm water run-off at Master Gardener's Home, Lawn and Garden Day (22 participants)
Hosted Annual Yard Smart Garden Walk on June 26 showcasing area yards that utilize practices that reduce impact on clean water. Presentation following Garden Walk emphasized the correlation between urban landscaping practices and water quality. (45 participants)

Year 4:

2011 - Presentation featuring clean water topics at Home Extension meeting (50 participants)
Presentation on rain barrels and clean water protection for Unit 5 Alternative School (15 participants)
Participated in panel discussion at Multi-cultural Leadership Program and Common Action (65 participants)
State Farm Lunch & Learn & Earth Day events (2 programs, 140 participants)
Participated in Regional Office of Education Teacher Training including (30 participants)
Hosted Annual Yard Smart Garden Walk on June 25 showcasing area yards that utilize practices that reduce impact on clean water. Presentation following Garden Walk emphasized the correlation between urban landscaping practices and water quality. (65 participants)
Held 5 rain barrel making workshops with focus on storm water run-off issues resulting in construction of 36 rain barrels.
Presentation of Yard Smart program to State Farm's Garden Club (35 participants)
Demonstration Rain Garden installed on Oak Street in cooperation with Town of Normal. EAC performing ongoing maintenance including weeding, mulching, and additional planting.
Ongoing maintenance storm water demonstration site at Davis Lodge on Lake Bloomington including rain garden, rain barrels, and interpretive sign-age.
Presented 4 Stormwater run-off programs at McLean County Soil & Water Conservation Day event (90 participants).

Year 5:

2012 - Presentation featuring clean water topics at First United Methodist Church (30 participants)
Presentation for American Business Women's Association including clean water (10 participants)
Presentation for Neighborhood Association of Normal including clean water (25 participants)
Hosted Annual Yard Smart Garden Walk on June 23 showcasing area yards that utilize practices that reduce impact on clean water with significant publicity on WGLT before event. (65 participants)
Held 8 rain barrel making workshops with focus on storm water run-off issues resulting in construction of 79 rain barrels.
Presentation of Yard Smart program to State Farm's Cancer Survivor Group (30 participants), Master Gardener's Home, Lawn, & Garden Day (25 participants)

Go to Additional Pages

Brief Description of BMP:

Public Broadcasting

Measurable Goals, including frequencies:

Multi-media promotion

Milestones:

Year 1:

2008

Year 2:

2009 - New Clean Water educational poster produced and posted in public locations throughout McLean County, with approximately 100 locations to-date.
Storm water Public Service Announcement / Advertisement produced and broadcast on three (3) local stations reaching approximately 36,000 listeners.
Article on clean water and storm water run-off submitted for the Lake Bloomington Association newsletter.
New Clean Water educational poster translated to Spanish; poster distributed to area locations to reach Spanish-speaking population with 30 copies posted to-date.

Year 3:

2010 - Storm Water Public Service Announcement / Advertisement produced and broadcast on four (4) local stations (WGLT, WJBC, WBNQ, WBWN) reaching approximately 45,600 listeners.
WMBD 31 television morning show interview with focus on storm water run-off and rain barrels (estimated 10,000 viewers)
Creation of storm water run-off education video hosted on YouTube.com and featured on EAC Facebook page.
EAC Storm water education efforts featured in Bloomington Pantagraph front page article' storm water pollution prevention strategies emphasized including rain garden and rain barrels (approximately 107,000 readers).
EAC sponsored and promoted Bloomington-Normal screening of Sandra Steingraber's documentary film "Living Downstream" focusing on clean water issues.
EAC participated in taping of WGLT program "Uncommon Knowledge" as topic matter expert on clean water issues, specifically storm water run-off and susceptibility of surface water supplies.

Year 4:

2011 - Storm water Run-off Awareness advertisements on 4 local radio stations: WGLT, WJBC, WBNQ, & WBWN reaching approximately 130,000 area listeners.
Participated in WGLT's Uncommon Knowledge Series with two-part interview about water pollution issues, estimated to reach 5,000 listeners each installment.
Assistant Director received certification as Citizen Scientist for Illinois River Watch Network in day-long training.
Monitored stretch of Sugar Creek near Parkside Junior High as part of statewide River Watch program. 12 teenagers involved in EAC Camp helped with data collection.
Initiation of fundraising campaign to bring household hazardous waste collection back to McLean County in September 2012.

Year 5:

2012 - Storm water Run-off Awareness advertisements on 4 local radio stations: WGLT, WJBC, WBNQ, & WBWN reaching approximately 130,000 area listeners.
Ongoing fundraising campaign to bring household hazardous waste collection back to McLean County in September 2012; resulting efforts are not only raising funds but raising awareness about improper disposal of wastes such as dumping.
Coordinated first-ever local funded Household Hazardous Waste Collection from start to finish. Raised nearly \$150,000 in funding from local municipalities, businesses, individuals, and churches; hired a hazardous waste contractor; recruited and coordinated nearly 80 volunteers putting in approximately 350 hours of work; and facilitated the entry of nearly 2000 cars and safe disposal of 161,000 pounds of household hazardous wastes. Sent EAC Action News to 900 email subscribers 10 times with information about clean water issues.
New "mCLEANwater.org" watershed clearinghouse website finalized and launched after significant effort put into design, construction, and content accumulation and indexing. This website will serve as a resource for residents and decision makers on clean water issues. The site includes a library of watershed reports and studies and a showcase of successful water shed protection projects; more content will be added to the site on an ongoing basis. Promotion of the new site will begin in 2013.

Go to Additional Pages

A.4 Community Event

Brief Description of BMP:

Informational booths including clean water protection, Yard Smart and Storm water Run-off

Measurable Goals, including frequencies:

continuing public education and awareness.

Milestones:

Year 1:

2008

Year 2:

2009 - Informational booths and workshops @ Illinois Sustainable Living and Wellness Expo on clean water issues (1500)
Yard Smart informational booth featuring information on rain barrels and other water-protecting alternatives to conventional lawn care at Master Gardeners' Home Lawn and Garden Day, ISU Fell Arboretum Plant Sale, Sugar Grove Nature Center Plant Sale, including sales of vermi-compost fertilizer and rain barrels (345)

Year 3:

2010 - Informational booths and workshops @ Illinois Sustainable Living and Wellness Expo on clean water issues (1200)
Yard Smart informational booth featuring information on rain barrels and other water-protecting alternatives to conventional lawn care at Master Gardeners' Home Lawn and Garden Day, ISU Fell Arboretum Plant Sale, Sugar Grove Nature Center Plant Sale, including sales of vermi-compost fertilizer and rain barrels (3 events, 155 participants)

Year 4:

2011 - Co-Sponsored Illinois Sustainable Living and Wellness Expo with IWU including exhibitors (3000)
Sugar Creek Art Festival, Sweet Corn Festival, & Bloomington Cultural Fest (4 days, 225 booth visitors)
Information booth on Yard Smart program, rain barrels, and storm water run-off @ Master Gardener's Home, Lawn, and Garden Day, ISU Fell Arboretum Plant Sale, Glorious Garden Tour including sales of vermi-compost fertilizer and rain barrels (3 events, 135 participants)
ISU International Fair (139 participants)
ISU Earth Day (30 participants)
Earth Day at Children's Discovery Museum (75 participants)
Miller Park Zoo (50 participants)
ISU Horticulture Fest (20 participants)
Ropp Road Round Up (20 participants)
Chamber of Commerce non-profit showcase (30 participants)
Wellness Fair at Town of Normal (45 participants)
Wellness Fair at ISU (75 participants)
Wellness Fair at IRS (50 participants)
Wellness Fair at Mitsubishi (75 participants)

Year 5:

2012 - Co-Sponsored Illinois Sustainable Living and Wellness Expo with IWU including exhibitors (4300)
Sugar Creek Art Festival, Sweet Corn Festival, & Bloomington Cultural Fest (5 days, 216 booth visitors)
ISU Earth Day (40 participants)
Vendor's Expo for the We Care Twin Cities Marathon (35 participants)
Chamber of Commerce non-profit showcase (30 participants)
Wellness Fair at Town of Normal (50 participants)
Wellness Fair at ISU (150 participants)
Wellness Fair at Advocate Bromenn (125 participants)
Wellness Fair at Mitsubishi (200 participants)
Wellness Fair at City of Bloomington (100 participants)
Wellness Fair at Country Companies (125 participants)
Wellness Fair at Growmark (110 participants)
EAC co-hosted presentation by nationally-known author Doug Tallamy about the benefits of choosing native plants for landscaping. EAC also staffed a booth for event.

Go to Additional
Pages

A.5 Classroom Education Material

(You may need to go to the next page to fill in this information)

Brief Description of BMP:

Measurable Goals, including frequencies:

ongoing education for elementary students.

Milestones:

Year 1:

2008

Year 2:

2009 - Third Grade Clean Water Programs at St. Mary's Catholic School, Trinity Lutheran School, Fox Creek Elementary School, Holy Trinity Grade School, Pepper Ridge Elementary School, Calvary Baptist School, Colene Hoose School, Oakdale Elementary School, Cornerstone Christian Academy, Northpoint Elementary, Sheridan Elementary, Glenn Elementary, Metcalf Lab School, Sugar Creek Elementary School, and Mulberry School (1059 students)
 After-school program at Northpoint Elementary - Art contest on Clean Water theme (67)
 Art contest held county-wide at all elementary schools to produce the best artwork relevant to the theme "Clean Water: The Ripple Effect" for Illinois Sustainable Living and Wellness Expo (269)

Year 3:

2010 - Third Grade Clean Water Programs at St. Mary's Catholic School, Towanda Elementary School, Trinity Lutheran School, Brigham Elementary, Epiphany, Parkside Elementary, Fox Creek Elementary School, Holy Trinity Grade School, Oakland Elementary School, Pepper Ridge Elementary School, Calvary Baptist School, Colene Hoose School, Irving Elementary, Northpoint Elementary, Sheridan Elementary, Glenn Elementary and Metcalf Lab School (48 programs, 1302 students).
 After-school program at Unity Center (29 participants)

Year 4:

2011 - Third Grade Clean Water Programs at St. Mary's Catholic School, Trinity Lutheran School, Benjamin Elementary, Epiphany, Cedar Ridge Elementary, Fox Creek Elementary School, Holy Trinity Grade School, Oakland Elementary School, Pepper Ridge Elementary School, Washington, Bent S, Grove Elementary, Sheridan Elementary, Stevenson, Fairview, Hudson, Glenn Elementary, Oakdale, and Sugar Creek Elementary Schools (58 programs, 1531 students).
 Program for Normal Community High School Summer school program (8 participants)
 Classroom presentation for Heartland Community College biology class concerning stormwater issues in preparation for them to stencil and educate (3 classes, 87 students)
 Presentations for IWU & ISU students including stormwater issues and Yard Smart (3 presentations, 54 participants).
 Presentation for Towanda Library including clean water issues (5 participants).

Year 5:

2012 - Third Grade Clean Water Programs at Benjamin Elementary, Bent S, Calvary Christian, Cedar Ridge Elementary, Colene Hoose, Cornerstone Christian, Epiphany, Fairview, Fox Creek, Glenn, Grove, Holy Trinity, Hudson, Metcalf, Northpoint, Oakland, Parkside, Pepper Ridge, St. Mary's, Sheridan, Trinity Lutheran, and Washington Schools (57 programs, 1479 students).
 Classroom presentation for Heartland Community College biology class concerning stormwater issues in preparation for them to stencil and educate (3 classes, 65 students)

Go to Additional Pages

A.6 Other Public Education

(You may need to go to the next page to fill in this information)

Brief Description of BMP:

camp & scout programs & other programs

Measurable Goals, including frequencies:

ongoing education

Milestones:

Year 1:

2008

Year 2:

2009 - Clean Water educational activities offered as part of EcoAction Camp at Comlara Park and Sugar Grove Nature Center (19)
Scout badge programs provided for area scout groups including emphasis on clean water issues (20).
Sugar Creek Clean Up Event with Epiphany School 6th grade class (45 participants).

Year 3:

2010 - Clean Water educational activities offered as part of EcoAction Camp at Comlara Park and Sugar Grove Nature Center (36)
Scout badge programs provided for area scout groups including emphasis on clean water issues (6 programs, 130 participants).
Clean Water programs for Day Camp groups (2 programs, 55 participants).

Year 4:

2011 - Storm Water Run-off programs for 6 classes at Sugar Grove Nature Center (190 participants).
Clean Water program for Scout groups (2 programs, 57 participants).

Year 5:

2012 - Clean Water educational activities offered as part of EcoAction Camp at Comlara Park and Sugar Grove Nature Center and activities: creek exploration, storm drain stenciling, Yard Smart concepts, & rain garden maintenance (12 children, 5 days of programming).

Go to Additional Pages

B. Public Participation/Involvement

Measurable Goals (include shared responsibilities)

Qualifying Local Programs:

B.2 Educational Volunteer

B.3 Stakeholder Meeting

B.4 Public Hearing

B.5 Volunteer Monitoring

(You may need to go to the next page to fill in this information)

Brief Description of BMP:

Storm Water Stenciling Program

Measurable Goals, including frequencies:

This has been done on a yearly basis on weekends throughout the Bloomington - Normal community. Once entire community has been completed the cycle will start over.

Milestones:

Year 1:

2008 - coordinating program and getting started.

Year 2:

2009 - 9 days resulting in 492 inlets stenciled and 2134 informational door hangars hung detailing the problem of storm water runoff and ways to reduce it.

Year 3:

2010 - 9 days resulting in 667 inlets stenciled and 3603 informational door hangars distributed.

Year 4:

2011 - 417 hours of volunteer time painting 1,017 inlets and 3,983 informational door hangars distributed.

Year 5:

2012 - 143 hours of volunteer time painting 295 inlets and 1,489 informational door hangars distributed.

Go to Additional Pages

B.6. Program Involvement

(You may need to go to the next page to fill in this information)

Brief Description of BMP:

Yard Smart & Rain Garden & Stenciling Programs

Measurable Goals, including frequencies:

community involvement

Milestones:

Year 1:

2008

Year 2:

2009 - Local Watersheds display and information at Demonstration Farm Open House with the Nature Conservancy, McLean

Year 3:

2010 - Stormwater presentation and storm drain stenciling training at Leroy Prep and Heartland Community College (3

Year 4:

2011 - Ongoing development of Yard Smart demonstration garden at the Ecology Action Center to demonstrate usage of native

Year 5:

2012 - Clean water interpretive sign-age installed in Village of Hudson in Public Park near waterway. Sign-age message

Go to Additional Pages

B.7 Other Public Involvement

C. Illicit Discharge Detection and Elimination

Qualifying Local Programs:

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Measurable Goals (include shared responsibilities)

- C.1 Sewer Map Preparation (You may need to go to the next page to fill in this information)

Brief Description of BMP:

storm sewer mapping

Measurable Goals, including frequencies:

The Town of Normal will maintain a storm water sewer map and update the map as new infrastructure is added to the system on a yearly basis. This process will continue every year as updates occur.

Milestones:

Year 1:

2008

Year 2:

2009

Year 3:

2010

Year 4:

2011

Year 5:

2012

Go to Additional Pages

- C.2 Regulatory Control Program
- C.3 Detection/Elimination Prioritization Plan
- C.4 Illicit Discharge Tracing Procedures
- C.5 Illicit Source Removal Procedures
- C.6 Program Evaluation and Assessment
- C.7 Visual Dry Weather Screening
- C.8 Pollutant Field Testing
- C.9 Public Notification
- C.10 Other Illicit Discharge Controls (You may need to go to the next page to fill in this information)

Storm Water Hot-line

Measurable Goals, including frequencies:

decreasing illicit discharges within the Town of Normal.

Milestones:

Year 1:

2008 - working on the creation of the Storm Water Hot-line

Year 2:

2009 - The Town of Normal has established a Storm Water Hot-line allowing citizens a point of contact to report illicit discharges into the storm water system.

Year 3:

2010 - Continuing the use of the Hot-line.

Year 4:

2011 - Continuing the use of the Hot-line.

Year 5:

2012 - Continuing the use of the Hot-line.

Go to Additional Pages

D. Construction Site Runoff Control

Measurable Goals (include shared responsibilities)

Qualifying Local Programs:

Erosion and Sediment Control Ordinance (ESC)

D.1 Regulatory Control Program (You may need to go to the next page to fill in this information)

Brief Description of BMP:

Ordinance and Permit

Measurable Goals, including frequencies:

regulating each construction site.

Milestones:

Year 1:

2008 - creating the Erosion Control Permit and waiting for Ordinance to pass counsel.

Year 2:

2009 - The Town has adopted a Erosion and Sediment Control Ordinance to reduce construction pollutants in its storm water run-off. The ordinance requires a permit for projects with land disturbance of 5,000 square feet or more. It requires developers, builders, or owners to submit a plan that contains measures to reduce soil erosion and practices to control sediments. The ordinance requires the submittal of construction plans prior to ground being broken and a copy of the Notice of Intent (NOI) filed with the IEPA for jobs disturbing more than 1 acre. Also, the ordinance requires the developer, builder, or owner to install and maintain the approved measures and practices agreed to in the plan. Sites may be inspected for compliance and if found lacking, the inspector may issue a citation stop work order, fine or other measure to insure compliance.

Year 3:

2010 - continue enforcing Ordinance and permitting jobs.

Year 4:

2011 - Continue enforcing Ordinance and permitting jobs.

Year 5:

2012 - Continue enforcing Ordinance and permitting jobs.

Go to Additional
Pages

- D.2 Erosion and Sediment Control BMPs
- D.3 Other Waste Control Program
- D.4 Site Plan Review Procedures
- D.5 Public Information Handling Procedures
- D.6 Site Inspection/Enforcement Procedures
- D.7 Other Construction Site Runoff Controls

E. Post-Construction Runoff Control

Qualifying Local Programs:

The Town has instituted a Storm Water Utility which is responsible for the operation, maintenance, management and improvement of the storm water system owned by the Town including all activities required by the NPDES Storm Water Permit. The Town requires on-site stormwater detention be provided for new development and modification of existing sites, where practical. A credit to the stormwater utility fee is given for sites that own and maintain an approved stormwater detention basin. The Town has adopted a Stream Buffer Ordinance as of April 2008.

Measurable Goals (include shared responsibilities)

- E.1 Community Control Strategy
- E.2 Regulatory Control Program
- E.3 Long Term O & M Procedures
- E.4 Pre-Construction Review of BMP Designs
- E.5 Site Inspections During Construction
- E.6 Post-Construction Inspections
- E.7 Other Post-Construction Runoff Controls

F. Pollution Prevention/Good Housekeeping

Measurable Goals (include shared responsibilities)

Qualifying Local Programs:

The Town of Normal vehicle maintenance program requires that all city owned vehicles be regularly inspected to eliminate the amount of oil, grease, and fluid leaks. Also, The Town has a street sweeping program to reduce the amount of solid material that is washed into the storm sewer system.

- F.1 Employee Training Program
- F.2 Inspection and Maintenance Program
- F.3 Municipal Operations Storm Water Control
- F.4 Municipal Operations Waste Disposal
- F.5 Flood Management/Assess Guidelines
- F.6 Other Municipal Operations Controls

Part III. Certification

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 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 knowingly submitting false information, including the possibility of fines and imprisonment.

Any person who knowingly makes a false, fictitious, or fraudulent material statement, orally or in writing, to the Illinois EPA commits a Class 4 felony. A second or subsequent offense after conviction is a Class 3 felony (415 ILCS 5/44 (h)).

GENE C. BROWN

Authorized Representative Name

TOWN ENGINEER

Title

9/27/13

Date



Authorized Representative Signature

You may complete this form online and save a copy locally before printing and signing the form. It should then be sent to:

Illinois Environmental Protection Agency
Bureau of Water
Division of Water Pollution Control
Attn: Permit Section
P.O. Box 19276
1021 North Grand Avenue East
Springfield, IL 62794-9276

A. Public Education and Outreach

BMP Number _____

Add Another BMP

Delete Last Entry

B. Public Participation/Involvement

BMP Number _____

Add Another BMP

Delete Last Entry

C. Illicit Discharge Detection and

BMP Number _____

Add Another BMP

Delete Last Entry

D. Construction Site Runoff Control

BMP Number _____

Add Another BMP

Delete Last Entry

E. Post-Construction Runoff Control

BMP Number _____

Add Another BMP

Delete Last Entry

F. Pollution Prevention/Good

BMP Number _____

Add Another BMP

Delete Last Entry