MEMORANDUM OF UNDERSTANDING FOR THE
MS4 JURISDICTIONS OF NORTHWEST
ARKANSAS AND THE NORTHWEST ARKANSAS
REGIONAL PLANNING COMMISSION

WHEREAS, twelve cities in Benton and Washington Counties,
the counties themselves, and the University of Arkansas meet the
U.S. Environmental Protection Agency's "small" urbanized area
municipal separate storm sewer (MS4) criteria, and must comply
with national Phase II Stormwater Regulations; and

WHEREAS, the Arkansas Department of Environmental
Quality (ADEQ), the state agency authorized by EPA to issue
National Pollutant Discharge Elimination System (NPDES) permits
requiring and ensuring compliance, has established February 1, 2009
as the latest date for affected entities to be covered under Arkansas'
general permit for MS4s; and

WHEREAS, said permit requires development,
development, implementation, and evaluation of a stormwater management plan,
that addresses each of the six minimum control measures identified
in the Phase II Storm Water Regulations contained in 40 CFR 122.26
and outlined in Part I.B.; and

WHEREAS, the Northwest Arkansas Regional Planning
Commission (NWARPC) has coordinated meetings between
representatives of affected jurisdictions in an effort to determine, in
the interest of economy and efficiency, whether certain stormwater
permit components could be addressed collectively, rather than
individually; and

WHEREAS, it has been determined that a cost effective,
regional approach to certain minimum control measures required as
part of the permit – namely Public Education and Outreach, Public
Involvement and Participation, and the education component of
Pollution Prevention/Good Housekeeping – is both logical and
appropriate; and

WHEREAS, the NWARPC requested and received statements
of qualifications from interested institutions and firms with
demonstrated water quality educational expertise, and has, in
cooperation with representatives of affected MS4 jurisdictions,
endorsed the attached proposal from the University of Arkansas
Cooperative Extension Service; and
WHEREAS, the ADEQ has subsequently endorsed the regional concept and proposal for addressing said minimum control measures; and

WHEREAS, said representatives of affected MS4s have also endorsed the distribution of costs associated with the proposal as shown on the attached cost allocation plan; and

WHEREAS, the Board of Directors of the NWARPC have authorized the Commission to act as the financial clearinghouse and primary contractor, on behalf of said MS4s, in connection with said proposal.

NOW, THEREFORE BE IT RESOLVED THAT WE, THE UNDERSIGNED MS4 JURISDICTION, AGREE AS FOLLOWS:

SECTION 1. To participate in Year 3 of the attached 3-Year Regional Stormwater Education and Coordination Program, to be carried out by the University of Arkansas Cooperative Extension Service through an engagement with the Northwest Arkansas Regional Planning Commission, it being understood that said services to be provided shall satisfy requirements for the federally mandated minimum control measures identified above. Commitments for participation in said program in future years will require City Council approval on a year-to-year basis.

SECTION 2. To participate financially in accordance with the attached cost allocation plan. Any increases in the costs allocated to the undersigned MS4 due to the failure of other MS4 jurisdictions to participate shall be subject to the approval of the undersigned MS4.

SECTION 3. That all funds received by NWARPC from MS4s for this specific project shall be utilized in their entirety for services in connection with the 3-Year Regional Stormwater Education and Coordination Program, and shall be accounted for separately from all other Commission funds.

Dated this _______ day of ____________, 2010.

__________________________
MS4 Jurisdiction

__________________________
NWARPC
Summary of Tasks

2009 – 2011 NWA Regional Urban Stormwater Education Program
University of Arkansas Division of Agriculture Cooperative Extension Service

Task 1: Input and Planning
Subtask 1.1  A geographically-based 23-member stormwater education steering committee consists of membership weighted according to % urbanized area population

Subtask 1.2  Committee input will be used to identify and plan 1) critical stormwater issues, 2) target audiences, 3) program methods and 4) public relations strategies.

Subtask 1.3  The committee will be convened at least once each year to review and evaluate program accomplishments and plan next steps.

Task 2: Educational Materials Development
Subtask 2.1  Input from both the stormwater education steering committee and the MS$ Stormwater Compliance Group will guide the emphases of educational materials.

Subtask 2.2  Committee input will also be used to identify stormwater topics to be developed into press releases, radio PSAs and utility billing inserts to city residents.

Subtask 2.3  Displays highlighting these topics of emphasis will be created for libraries, banks, schools, local festivals and county fairs.

Subtask 2.4  A regional stormwater webpage will explain urban stormwater runoff dynamics, describe pollution prevention techniques, and list stormwater resource and contact information.

Task 3: Public Outreach
Subtask 3.1  Upcoming events, program successes and contact information will be promoted through mass media sources.

Subtask 3.2  Stormwater displays will be set up at regional libraries, schools, banks and public.

Subtask 3.3  Stormwater management and pollution prevention messages will be provided to participating MS4s for inclusion in municipal utility bill mailings to their residents.

Subtask 3.4  CES will include fertilization and nutrient management fact sheets or other applicable information in with lawn and garden soil test result mailings for residents of participating MS4s.

Subtask 3.5  Education committees will help determine potential locations (at parks and along roads that cross urban streams) to install signs identifying waterways and their watershed.
**Task 4: Public Education**

**Subtask 4.1** Educational programs for school youth will focus on the water cycle, watersheds, stormwater dynamics, water quality and pollution prevention using the EnviroScape surface runoff model, groundwater simulator, hands-on exercises from Project WET, Project WILD, and Project Learning Tree and creekside classrooms.

**Subtask 4.2** Educational presentations will be given at civic meetings, POAs, annual Master Gardener Training sessions, public libraries, etc. to illustrate stormwater dynamics, identify potential pollutants and pathways, describe techniques to reduce stormwater pollution and encourage voluntary BMP implementation.

**Subtask 4.3** The Urban Home*A*Syst environmental risk self-assessment tool will be promoted in conjunction with civic presentations, Master Gardener training, fact sheets, displays, and the stormwater website.

**Task 5: Public Participation**

**Subtask 5.1** Using a “Train-the-Trainer” process, stormwater and pollution prevention will be included in the 40 hours of training for 45-50 new Benton and Washington County Master Gardeners.

**Subtask 5.2** Education committee members, Master Gardeners and other potential volunteers will be utilized to staff stormwater displays at festivals, fairs and other events.

**Subtask 5.3** Organizations including POAs, civic clubs, local Stream Teams, Extension Homemakers, Master Gardeners and youth groups will be approached to stencil storm drains with messages like “Do Not Dump, Drains Directly to River/Lake” as community service projects.

**Subtask 5.4** Similar citizen and youth groups will be encouraged to clean up/adopt local creeks.

**Task 6: Municipal Employee Training**

**Subtask 6.1** Conduct training sessions for municipal employees on EPA’s Phase II stormwater management regulations for small MS4 jurisdictions.

**Subtask 6.2** Conduct training sessions for municipal employees on Good Housekeeping BMPs (including vehicle maintenance and washing, spill response, stream maintenance, materials storage, and landscaping/turf management) as well as illicit discharge detection and elimination.

**Subtask 6.3** Conduct training sessions for municipal employees on construction site regulations, SWPPPs, erosion and sediment control BMP selection, installation, maintenance and inspections.
Task 7: Evaluation and Reporting

Subtask 7.1 Evaluation tools will be used to assess the impact of stormwater outreach and education efforts including youth educational programs, public presentations, Master Gardener trainings and the Urban Home*A*Syst self-assessment guide.

Subtask 7.2 Results of measurable goals will be tracked quarterly and submitted to NWARPC and MS4 Stormwater Compliance Group members.

Subtask 7.3 Annual reports will be compiled and submitted to NWARPC and each participating MS4.