

**Stormwater Public Education Support for Compliance with APDES MS4 Stormwater Discharge
Permit AKS-05258
Anchorage Waterways Council – July 15, 2015**

Statement of Work Proposal – Years 1 - 5 (2015-2020)

From the A.P.D.E.S. Permit effective 8,1, 2015, with the Watershed Management Services (WMS) of the Municipality of Anchorage (MOA), the Anchorage Waterways Council (AWC) understands that the SOW is geared toward support for the following tasks:

1. Part 2.7.1 & 2.7.2 – *Evaluate at least two watershed plans* - under “General Requirements” by fourth year,
2. Part 2.7.3 – *Complete scoping document for one watershed plan* – under “General Requirements” by fifth year,
3. Part 3.3.3 – *Evaluate animal facility program* - under “Industrial and Commercial Storm Water Discharge Management” by third year,
4. Part 3.6.1 – *Public Education and Involvement* - under “Storm Water Infrastructure and Street Management” annually,
5. Part 3.6.3 – *Annual Meeting* – under “Public Education and Involvement” annually.

The following is a general outline of a strategic plan for the program with costs associated with each year.

Statement of Work Proposal – Year 1 (2015-2016)

Timeline: August 1, 2015 – July 31, 2016

Part 3.6.1 – *Public Education and Involvement* (Year 1 of 5)

Goal: Review results from 2010 Watershed Perception baseline and 2014 follow-up surveys completed by AWC to determine gaps and areas needing particular attention. Review effectiveness of past 5 years of campaigns and make decisions on what should be kept, altered, removed or added.

Actions:

1. Review the following documents:
 - i. Public Watershed Perception survey completed in 2010 by AWC
 - ii. Public Watershed Perception survey completed in 2014 by AWC
 - iii. Other ad hoc surveys completed over the past 5 years, i.e. garden and Scoop-the-Poop event questionnaires
2. Identify the successes and areas of need from AWC’s efforts over the past five years in order to quantify results in terms of public understanding, adoption, and changes in behaviors.
3. Review previously identified audiences, such as the general public, businesses including home-based and mobile, and property owners and managers, that defined education activities for previous “campaigns” for addition of new or deletion of those deemed ineffective or no longer necessary. These audiences are currently compiled in a matrix that will be updated.
4. From review of the past activities, establish the most successful means of delivery for campaigns (tabling, information brochures/rack cards, mailouts, door hangers, PSAs, signage, social media, etc.).
5. Continue with activities that have previously revealed good results and begin new ones.

6. Track all activities in a database.

Year 1 Public Education and Involvement Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$75,000.	\$10,000.	\$300.	\$1,000.	\$86,300.	\$17,260.	\$103,560.

Part 3.3.3 – Evaluate animal facility program (Year 1 of 3)

Goal: Develop a list for review of animal facilities and locations of high domestic animal usage in the Municipality, such as kennels/boarding and pet day care facilities; pens, corrals, and stables; recreational facilities and trails; show and event areas; pet stores; groomers; dog parks; the Alaska Zoo; and other commercial animal facilities.

Actions:

1. Work with MOA’s Animal Care and Control Center (ACCCC) staff to obtain information on their multiple-pet licensing program requirements, staff visits, and reports/complaints.
2. Look at permitting and requirements for other facilities listed above in Goal 1 (Part 3.3.3).
3. Contact Anchorage Water and Wastewater Utility (AWWU) regarding their Industrial Pretreatment program standards in regard to animal facilities.
4. Prepare list of facilities and event locations and develop maps of them for proximity to waterbodies and other pertinent features that would impact stormwater runoff.
5. Begin site visits to facility list. Goal is to review 40-50% of them during year one.
6. Begin to develop draft recommendations for additions or changes to licensing programs and ordinance/regulations that could have positive effects on water quality.

Year 1 Evaluate Animal Facility Program Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$28,320.	\$0.	\$300.	\$0.	\$28,620.	\$5,724.	\$34,344.

Part 2.7.1 & 2.7.2 – Evaluate at least two watershed plans (Year 1 of 4)

Goal: Review the two existing watershed plans for Little Campbell Creek and Chester Creek that have been adopted by the Municipal Assembly. The review is to included information on impervious surfaces, ecologically sensitive areas, thermal impacts, hydromodification of waterbodies, and preservation of vegetation and native soils.

Actions:

1. Form a working group to review the watershed plans.
2. Using the existing watershed plans that were updated during the previous 5 year permit period, begin to review them for actions that have been completed and those that remain undone. Determine, if possible, the reasons for those that have not happened.
3. Focus on the LID aspects of the plans in terms of achieving goals.

- Determine any new issues that may need to be addressed.

Year 1 Evaluate at least two watershed plans Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$5,250.	\$0.	\$0.	\$5,250.	\$1,050.	\$6,300.

Part 2.7.3 – Complete scoping document for one watershed plan (Year 1 of 5)

Goal: Begin determination of another watershed in the Municipality that needs an adopted watershed plan using criteria from 2.71 (above).

- Form a working group to begin the process of developing a watershed plan and begin meetings.
- Establish criteria for which watershed has the most critical need for a plan.
- The format for scoping will be similar to the one used for the Chester Creek Watershed plan. That plan was a three year process of regular meetings, field trips, and other data gathering in order to develop an action plan of needs for the watershed.

Year 1 Complete Scoping Document for One Watershed Plan Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$4,125.	\$0.	\$0.	\$4,125.	\$825.	\$4,950.

Part 3.6.3 – Annual Meeting and Annual Report (Year 1 of 5)

Goal: Develop a presentation for the Annual Meeting outlining progress during Year 1.

Actions:

- Prepare an annual report and develop a presentation that is part of the APDES 2015-2016 Annual Meeting.

Year 1 Annual Meeting and Final Report Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$3,750.	\$0.	\$0.	\$3,750.	\$750.	\$4,500.

Year 1 TOTAL Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$116,445.	\$10,000.	\$600.	\$1,000.	\$128,045.	\$25,609.	\$153,654.

Statement of Work Proposal – Year 2 (2016-2017)

Timeline: August 1, 2016 – July 31, 2017

Part 3.6.1 – Public Education and Involvement (Year 2 of 5)

Goal: Review results from the first year of this permit and make adjustments.

Actions:

1. Continue to evaluate and focus on the best means of delivery for campaigns (tabling, information brochures/rack cards, mailouts, PSAs, signage, social media, etc.)
2. Continue with activities that have previously revealed good results and begin new ones.
3. Track all activities in a database.

Year 2 Public Education and Involvement Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$28,700.	\$10,000.	\$300.	\$2,000.	\$41,000.	\$8,200.	\$49,200.

Part 3.3.3 – Evaluate animal facility program (Year 2 of 3)

Goal: Continue review of licensed animal facilities in the Municipality as outlined in Year 1.

Actions:

1. Continue to work with MOA’s Animal Care and Control Center (ACCCC) staff to obtain information on their multiple-pet licensing program requirements, staff visits, and reports/complaints.
2. Look for any changes in permitting and requirements for other facilities listed above in Goal 1.
3. Review any changes with Anchorage Water and Wastewater Utility (AWWU) regarding facilities and the nature of their wastewater hookup (sanitary sewer or septic).
4. Update list of facilities and maps for proximity to waterbodies and other pertinent features that would impact stormwater runoff.
5. Complete site visits.
6. Finalize draft recommendations for additions or changes to licensing programs and ordinance/regulations that could have positive effects on water quality.

Year 2 Evaluate Animal Facility Program Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$19,750.	\$0.	\$300.	\$0.	\$20,050.	\$4,010.	\$24,060.

Part 2.7.1 & 2.7.2 – Evaluate at least two watershed plans (Year 2 of 4)

Goal: Review the two existing watershed plans that have been adopted by the Municipal Assembly, Little Campbell Creek and Chester Creek.

Actions:

1. Continue reviewing changes in the Little Campbell Creek and Chester Creek watershed plans.
2. Continue reviewing the LID aspects of the plans in terms of achieving goals.
3. Determine any new issues that may need to be addressed.

Year 2 Evaluate at least two watershed plans Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$9,600.	\$0.	\$0.	\$9,600.	\$1,920.	\$11,520.

Part 2.7.3 – Complete scoping document for one watershed plan (Year 2 of 5)

Goal: Continue scoping of the third MOA watershed plan.

Actions:

1. Convene the working group to continue the process of developing a watershed plan. Continue quarterly meetings, field trips, and other data gathering in order to develop an action plan of needs for the watershed. Review Year 1 criteria.

Year 2 Complete Scoping Document for One Watershed Plan Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$4,800.	\$0.	\$0.	\$4,800.	\$960.	\$5,760.

Part 3.6.3 – Annual Meeting and Annual Report (Year 2 of 5)

Goal: Develop a presentation for the Annual Meeting outlining progress from year 2.

Actions:

1. Prepare an annual report and develop a presentation that is part of the APDES Annual Meeting.

Year 2 Annual Meeting and Final Report Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$4,000.	\$0.	\$0.	\$4,000.	\$800.	\$4,800.

Year 2 TOTAL Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$66,850.	\$10,000.	\$600.	\$2,000.	\$79,450.	\$15,980.	\$95,340.

Statement of Work Proposal – Year 3 (2017-2018)

Timeline: August 1, 2017 – July 31, 2018

Part 3.6.1 – Public Education and Involvement (Year 3 of 5)

Goal: Review the results from the first two years of this permit and make adjustments.

Actions:

1. Continue to focus on the best means of delivery for campaigns (tabling, information brochures/rack cards, mailouts, PSAs, signage, social media, etc.)
2. Continue with activities that have previously revealed good results and begin new ones.
3. Track all activities in a database.

Year 3 Public Education and Involvement Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$29,200.	\$3,000.	\$300.	\$1,500.	\$34,000.	\$6,800.	\$40,800.

Part 3.3.3 – Evaluate animal facility program (Year 3 of 3)

Goal: Finalize review of licensed animal facilities in the Municipality.

Actions:

1. Make final contacts to update findings.
2. Prepare draft report and map.
3. Prepare final report and map.

Year 3 Evaluate Animal Facility Program Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$3,490.	\$0.	\$300.	\$0.	\$3,790.	\$758.	\$4,548.

Part 2.7.1 & 2.7.2 – Evaluate at least two watershed plans (Year 3 of 4)

Goal: Review the two existing watershed plans that have been adopted by the Municipal Assembly, Little Campbell Creek and Chester Creek.

Actions:

1. Continue work from previous two years on the existing Little Campbell Creek and Chester watershed plans.
2. Continue reviewing the LID aspects of the plans in terms of achieving goals.
3. Prepare draft report.

Year 3 Evaluate at least two watershed plans Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$13,600.	\$0.	\$0.	\$13,600.	\$2,720.	\$16,320.

Part 2.7.3 – Complete scoping document for one watershed plan (Year 3 of 5)

Goal: Continue scoping of the proposed watershed plan.

Actions:

1. Convene the working group to continue the process of developing a watershed plan. Continue meetings, field trips, and other data gathering in order to develop an action plan of needs for the watershed.

Year 3 Complete Scoping Document for one Watershed Plan Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$5,100.	\$0.	\$0.	\$5,100.	\$1,020.	\$6,120.

Part 3.6.3 – Annual Meeting and Annual Report (Year 3 of 5)

Goal: Develop a presentation for the Annual Meeting outlining progress during Year 3.

Actions:

1. Prepare an annual report and develop a presentation that is part of the APDES Annual Meeting.

Year 3 Annual Meeting and Final Report Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$4,250.	\$0.	\$0.	\$4,250.	\$850.	\$5,100.

Year 3 TOTAL Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$55,640.	\$3,000.	\$600.	\$1,500.	\$60,740.	\$12,148.	\$72,888.

Statement of Work Proposal – Year 4 (2018-2019)

Timeline: August 1, 2018 – July 31, 2019

Part 3.6.1 – Public Education and Involvement (Year 4 of 5)

Goal: Review the results from the previous three years of this permit and make adjustments.

Actions:

1. Continue to focus on the best means of delivery for campaigns (tabling, information brochures/rack cards, mailouts, PSAs, signage, social media, etc.)
2. Continue with activities that have previously revealed good results and begin new ones.
3. Track all activities in a database.
4. Review all permit requirements to confirm that they have been addressed.

Year 4 Public Education and Involvement Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$31,200.	\$3,000.	\$300.	\$1,500.	\$36,000.	\$7,200.	\$43,200.

Part 2.7.1 & 2.7.2 – Evaluate at least two watershed plans (Year 4 of 4)

Goal: Finalize comments on the two existing watershed plans that have been adopted by the Municipal Assembly, Little Campbell Creek and Chester Creek.

Actions:

1. Summarize work from previous 3 years on the existing Little Campbell Creek and Chester watershed plans.
2. Prepare final report on the status of these 2 plans.

Year 4 Evaluate at least two watershed plans Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$9,000.	\$0.	\$0.	\$9,000.	\$1,800.	\$10,800.

Part 2.7.3 – Complete scoping document for one watershed plan (Year 4 of 5)

Goal: Continue scoping of the watershed proposed for an adopted plan.

Actions:

1. Re-convene the working group to continue the process of developing a watershed plan. Continue meetings, field trips, and other data gathering in order to develop an action plan of needs for the watershed.
2. Develop a preliminary draft scoping plan and put out for review.

Year 4 Complete Scoping Document for one Watershed Plan Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$10,800.	\$0.	\$0.	\$10,800.	\$2,160.	\$12,960.

Part 3.6.3 – Annual Meeting and Annual Report (Year 4 of 5)

Goal: Develop a presentation for the Annual Meeting outlining progress during Year 4.

Actions:

1. Prepare an annual report and develop a presentation that is part of the APDES Annual Meeting.

Year 4 Annual Meeting and Final Report Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$4,500.	\$0.	\$0.	\$4,500.	\$900.	\$5,400.

Year 4 TOTAL Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$55,500.	\$3,000.	\$300.	\$1,500.	\$60,300.	\$12,060.	\$72,360.

Statement of Work Proposal – Year 5 (2019-2020)

Timeline: August 1, 2019 – July 31, 2020

Part 3.6.1 – Public Education and Involvement (Year 5 of 5)

Goal: Review the results from the fourth year of this permit and make adjustments.

Actions:

1. Continue to focus on the best means of delivery for campaigns (tabling, information brochures/rack cards, mailouts, PSAs, signage, social media, etc.)
2. Continue with activities that have previously revealed good results.
3. Track all activities in a database.
4. Re-do the Watershed Education Perception survey.
5. Compile the results from the Watershed Education Perception survey in a report and compare to previous surveys.

Year 5 Public Education and Involvement Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$33,200.	\$7,000.	\$300.	\$1,500.	\$42,000.	\$8,400.	\$50,400.

Part 2.7.3 – Complete scoping document for one watershed plan (Year 5 of 5)

Goal: Finalize scoping of the proposed watershed proposed to become an adopted plan.

Actions:

1. Re-convene the working group to continue the process of developing a watershed plan. Discuss comments from reviewers.
2. Prepare a final scoping plan.

Year 5 Complete Scoping Document for one Watershed Plan Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$11,400.	\$0.	\$0.	\$11,400.	\$2,280.	\$13,680.

Part 3.6.3 – Annual Meeting and Annual Report (Year 5 of 5)

Goal: Develop a presentation for the Annual Meeting outlining progress during Year 4.

Actions:

1. Prepare an annual report and develop a presentation that is part of the APDES Annual Meeting.

Year 5 Annual Meeting and Final Report Budget Summary

Staff	Contractual	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$4,750.	\$0.	\$0.	\$4,750.	\$950.	\$5,700.

Year 5 TOTAL Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$49,350.	\$7,000.	\$300.	\$1,500.	\$58,150.	\$11,360.	\$69,780.

2015-2020 TOTAL Budget Summary

Staff	Contractual	Mileage	Materials & Supplies	Sub-total	Indirect (20%)	Total
\$343,785.	\$33,000.	\$2,400.	\$7,500.	\$386,685.	\$77,377.	\$464,022.