

**“Stormwater Wednesdays”** The Center for Watershed Protection (CWP) 2013 Webcast Series.  
**A public education program sponsored by the Stormwater Coalition of Albany County**

- Purchased by the Coalition for **stormwater practitioners, watershed organizations, civic groups, and the general public**, this **LIVE, monthly, 8 Webcast Series** includes **informative presentations** from multiple speakers throughout the nation.
- Recognized for either their **cutting edge research** or **effective implementation of Clean Water Act regulations**, presenters offer up **new ideas, field tested suggestions, and practical insights** into the front line realities of **managing a municipal/MS4 stormwater program** or **building compliant structural stormwater practices**.
- Participants receive various **resource materials** all coordinated by the Stormwater Coalition of Albany County as part of their education and outreach program. Depending on the training policies of individual professional organizations, **CEU credits possible. See the Center for Watershed Protection website ([www.cwp.org/our-work/training/webcasts](http://www.cwp.org/our-work/training/webcasts)) for details.**

**LOCATION:** Albany Pine Bush Discovery Center, 195 New Karner Road

**DATES:** Wednesdays 2/13; 3/13; 4/17; 5/15; 6/19; 9/18; 10/16; 11/20

**TIME:** NOON to 2pm. Arrive promptly!!!

**REGISTRATION:** Contact 447-5645 or [swcoalition@albanycounty.com](mailto:swcoalition@albanycounty.com).

Register for one or multiple webcasts.

**COST:** FREE for attendees!

The Stormwater Coalition thanks the Albany Pine Bush Discovery Center for hosting the Series; others for publicity:

- Albany County Soil and Water Conservation District
- Capital District Regional Planning Commission
- Center for Economic Growth (CEG)
- Capital Region Builders & Remodelers Association
- Eastern NY Stormwater Regional Training Center

**Are these LIVE, FREE webcasts for you??? Take a look and register today!**

**1. February 13, 2013 (12-2pm) Lose 10 Pounds of Pollution Without (Structural) BMPs -- the Joys of Good Housekeeping:**

*“Prevention is better than the cure.” –Desiderius Erasmus*

Good housekeeping refers to the assessment and subsequent alteration of municipal operations to reduce the amount and types of pollution entering the storm drain system. It is also an opportunity to use municipal facilities and operations to demonstrate better (or at least proper) stormwater management and can be a part of a community’s overall stormwater education and outreach program. This webcast will provide a working knowledge of the basic requirements for municipal pollution prevention and good housekeeping measures. The webcast will also discuss public and private stormwater hotspots, their identification and appropriate follow-up.

Note: webcast descriptions and images from CWP



**2. March 13, 2013 (12-2pm) Smart Stormwater Retrofitting in the Urban Environment:**

*“It’s not that I’m so smart, it’s just that I stay with problems longer.” –Albert Einstein*

Finding cost-effective stormwater retrofits in urban landscapes can be challenging and demands “staying with the problem.” In addition to all the usual suspects of limited space, utilities, disturbed soils, and expensive real-estate, it is often hard to design these retrofits with enough storage to capture the desired rainfall depth from the drainage area. Well...you should probably know how technologies that were basically unavailable five years ago can you help to design and implement “smart” retrofits. This is not the science fiction of stormwater, but some very interesting innovations in the use of the Internet, sensors, and other devices that can enhance rainfall capture and treatment within very limited footprints.



**3. April 17, 2013 (12-2pm) Watershed Arithmetic-Crediting & Counting Your**

**Watershed Practices Towards TMDL Goals:**

*“Counting is the religion of this generation. It is its hope and its salvation.” –Gertrude Stein*

In the world of TMDLs and watershed plans with quantitative goals (e.g., X pounds of pollutants reduced), we tend to count what can be counted. The conundrum is that many practices we may undertake in a watershed are difficult to quantify, yet still worthwhile. How do watershed programs undertake the process to deciding what to count and then quantifying benefits? This applies to structural practices, such as stormwater retrofits, as well as non-structural, such as watershed stewardship. There are also a host of practices for which benefits may be difficult to quantify, such as stream restoration, illicit discharge elimination, watershed forestry, and nutrient management. Learn from practitioners who manage these programs how to structure an equitable and science-based program for counting and crediting watershed and stormwater practices. This webcast is hosted in conjunction with the Chesapeake Stormwater Network.

(...see next page, more info)



#### **4. May 15, 2013 (12-2pm) Please Come Audit My MS4:**

*"The best evaluation I can make of a player is to look in his eyes and see how scared they are."*

**–Michael Jordan**

If you are an MS4 manager, are you ready to jump up and say, "Come on down and audit my MS4!" or will it be a case of "I'm sorry you must have the wrong number"? Audits are, by nature, a tense undertaking, but they can also have benefits for the various parties. And, indeed, EPA and its regional offices are ramping up efforts to conduct audits of both Phase 1 and Phase 2 MS4 communities. Preparing for and doing well in an audit is not just a matter of "passing the test," but actually improving your program and doing a better job of protecting your receiving waters. In this webcast, you'll learn from various parties on what to expect before, during and after the audit, how to best prepare your team for an audit and how to get the most out of the experience.



#### **5. June 19, 2013 (12-2pm) Mastering the Language of Talking to Elected Officials:**

*"Better to remain silent and be thought a fool than to speak out and remove all doubt."* –Abraham Lincoln

Abe was on to something when we contemplate talking to elected officials about stormwater and watershed issues. It is not that we shouldn't speak out, but we often are unsure of what words to use, how much detail to include, and how, exactly, to inspire action. Whether you are local, state, or federal government staff, representing a watershed or civic group, have a stormwater-related business, or a concerned citizen, we know a few things to be true about communicating with elected officials: (1) their available time may be very short, (2) they have multiple other issues to deal with, and (3) they may not understand the issue. This webcast will specifically address the best ways to approach and communicate with elected officials, and will feature both noteworthy bloopers as well as success stories.



#### **6. September 18, 2013 (12-2pm) Combining Green & Grey in Combined Sewer Watersheds:**

*"Life is like a sewer... what you get out of it depends on what you put into it."* – Tom Lehrer

Many communities with combined sanitary and stormwater sewers are exploring the best ways to reduce the incidence of combined sewer overflows (CSOs). There has been much made about the battle. . . or more often blending. . . of grey and green infrastructure components to achieve overall CSO reductions. Green infrastructure approaches show promise in that they can reduce stormwater runoff volumes (and associated pollutant loads) entering the combined system and can have multiple benefits, such as helping to "green" the city. Many CSO communities are asking the tough questions, such as how much can green infrastructure actually reduce overflows and how do costs compare to the grey alternatives? How can green infrastructure be incorporated into CSO Long Term Control Plans? This webcast will explore how various CSO communities are seeking to implement green solutions.



#### **7. October 16, 2013 (12-2pm) Stormwater Trading – Markets or Mayhem?:**

*"When Donald Duck traded his wings for arms, was he trading up or trading down?"* –Doug Coupland

Stormwater markets and/or pollutant trading programs are gaining currency (so to speak), at least as an idea of how to introduce some additional efficiency into TMDLs, state and local stormwater programs, and other watershed-based efforts. The idea is quite simple and reflects basic market principles of supply and demand: the "owner" of a regulatory obligation (e.g., pollutant load reduction) trades with another entity who can supply the required reductions at lower cost or with greater efficiency. Some are looking to such programs as the salvation for meeting increasingly ambitious reduction goals. Others view such programs as "getting away with something" or sacrificing watershed health in one place for project implementation in another. Check out this webcast to learn how various trading programs are faring around the country and how the rules of the market can influence whether these trades constitute "markets or mayhem."



#### **8. November 20, 2013 (12-2pm) Stormwater Utilities: Reckoning the Cost**

##### **Side of the Equation:**

*"You'd be surprised how much it costs to look this cheap!"* –Dolly Parton

Stormwater utilities continue to be one of the most promising means to build and sustain a local stormwater management program. Developing an effective stormwater utility demands an understanding of both the revenue and cost side of the equation. There are various, well-understood methodologies for the revenue and rate-setting side of the equation, but getting a good read on the actual costs of operating a program and implementing BMPs seems much more mysterious. With evolving BMP specifications and new innovative practices, developing reliable cost data can be tricky, as cost data are notoriously unreliable, and variable. How can a program developing or modifying a stormwater utility do a better job of honing actual costs, both today and into the future? This webcast will provide resources and case studies on this topic, and we guarantee it will be worth the cost!

