



Alabama Stormwater
Association

Fall 2021 Update

Presented by
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Alabama Department of Transportation

Clear Water Alabama
Cullman, AL
Sep. 15, 2021

Important Questions

- **Why do we need** the Alabama Stormwater Association?
- What **first steps** started ASA off in the right way?
- What has ASA **accomplished so far**?
- Why has ASA been **successful**?
- What does ASA have in store for the **future**?



The Realities of Environmental Players

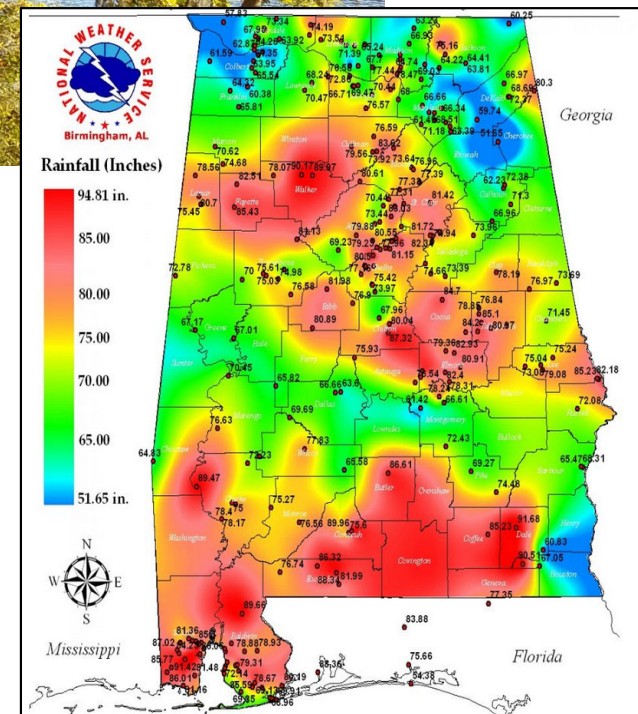
- **Affiliations**

- Local government
- State government
- Federal government
- Contractors
- Consultants
- Vendors
- Utilities
- Industry/businesses
- Academia
- Nonprofit
- Citizen groups
- Individual citizens



- **Geographic locations**

- Different areas with specific characteristics & concerns



The Realities of Environmental Players

- **Motivations**

- Protecting the environment
- Protecting the public
- Educating the public
- Environmental research
- Enforcing regulations
- Serving various public interests
- Making/saving money

- **Resources**

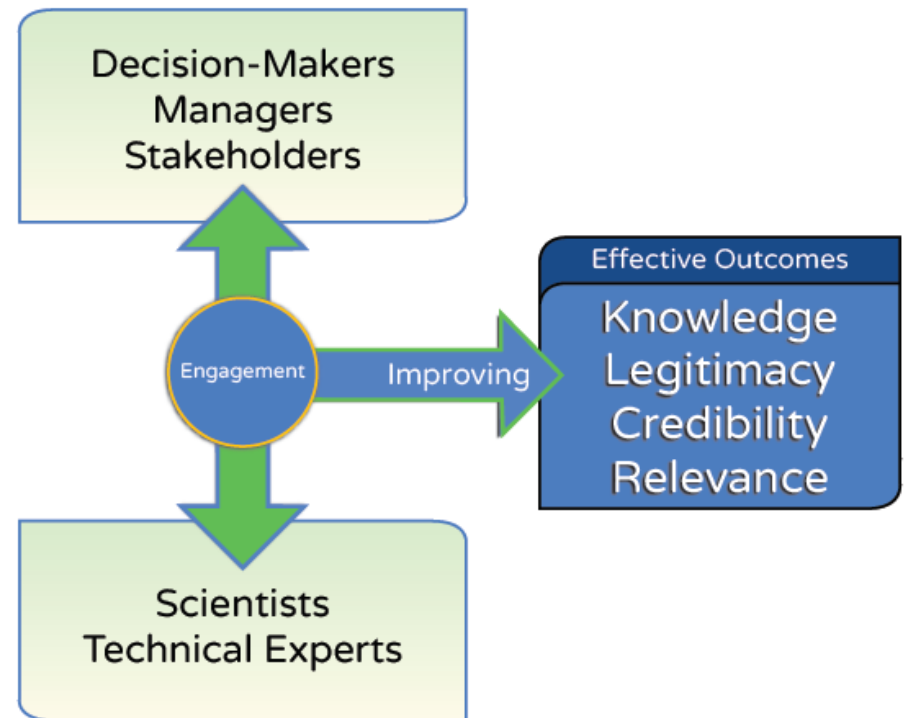
- Budget limitations
- Time constraints
- Minimal or no environmental staffing
- Priorities of administration/management



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Connection as a Key BMP

- Importance of connection
 - Identifying pressing problems
 - Understanding priorities
 - Generating trust
 - Developing viable solutions
- Need for a new, comprehensive stormwater connection mechanism in Alabama
 - Many (good) organizations have narrow focus or limited reach
 - Successful mechanisms established in other states (e.g., Tennessee)



Connecting Alabama's Varied Interests

- Initial steering committee formed to establish ASA
 - Diverse, representative group of professionals
- Steering committee evolved into the ASA Board of Directors

Current Directors:

Eve Brantley, PhD – Alabama Cooperative Extension System
Barry Fagan, PE/PLS, ENV SP, CPMSM, CPESC, CESSWI – Volkert, Inc.
John M. Harris – City of Opelika
Ashley Henderson, PE – Alabama Soil & Water Conservation Committee
Wade Henry, PE, CPMSM, CPESC – Alabama Department of Transportation
Scott Hofer, PE – Jefferson County Department of Health
Tom McCauley, CHMM – Auburn University
Case O'Dell, CPESC, CFM – City of Tuscaloosa
Scott Rogers, PhD, PE, CPMSM – Alabama Department of Transportation
Gina Romine, CFM – City of Madison
Mike Shelton – Weeks Bay National Estuarine Research Reserve
Jeremy Ward, CPMSM, CPESC, CSI – City of Gadsden

Past Directors:

Daniel Ballard, ASLA, PLA – Alabama's Water Environment Association
Rosemary Ginn, PE, CPMSM, CFM – City of Mobile



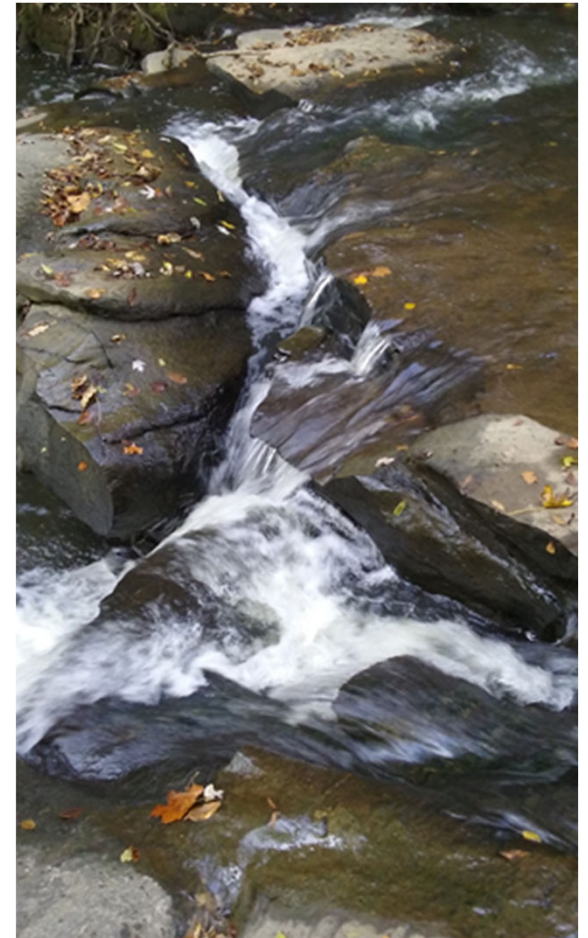
ASA's Vision & Mission

- **Vision:**that [ASA] become an incubator and promoter of stormwater innovation, collaboration, communication, and connection for the good of Alabama and for the protection and restoration of the waters within and beyond its borders.
- **Mission:**to help protect and restore the quality of Alabama resources through stormwater-related connection.



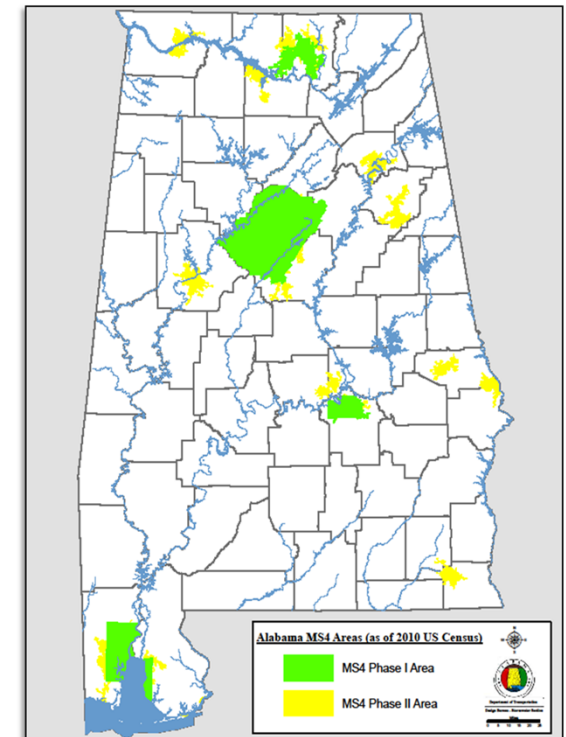
Character & Values of ASA

- We represent Alabama waters and promote their protection and restoration.
- We do not represent or endorse people, entities, organizations, products, or professional services,...
- ...but we do see and seek mutual benefit through service in our association and through the participation of a comprehensive community of professionals and stakeholders.
- We are respectful, professional, collaborative, inclusive, honest, and a positive force for good.



Building Buy-In

- **Strategy for starting ASA**
 - Address real needs instead of abstract concerns
 - Do not spread focus too thin
- **MS4: The foundation for cultivating demand**
 - Many important stormwater management aspects under one program
 - Not emphasized by other stormwater organizations
 - Many new MS4 permits had been issued recently
 - Professionals hungry for orientation
- **Developed comprehensive contact list**
 - Started with an ADEM MS4 contact list
 - Much “detective work” to fill in gaps
 - Blessing in disguise: many one-on-one conversations
 - **> 300** individuals on the list now



Making a “Productivity Down Payment”

- “Storming” or stalling?
 - ASA began with much discussion, but no visible action
- Needed to demonstrate demand for & potential benefit of ASA
 - Tangible activity → “proof of concept”
- Half-day seminars
 - **Applicable** – topics aligned with pressing MS₄ concerns
 - **Actionable** – content practical & understood without (much) technical background
 - **Affordable** – no attendance fee & free lunch
 - **Accessible** – only day travel needed (centralized location, strategic timing)
- General outcomes
 - Positive feedback on seminar programs
 - Overall increasing seminar attendance & interest
 - “Gateway” to broader participation in ASA & beyond



Successful Half-Day Seminars



“MS4 Audit Expectations & Preparation”
ALDOT Central Office, Montgomery, AL
Oct. 5, 2017
67 attendees



“Tools for Construction Site Stormwater Runoff Control & Compliance”
ALDOT Central Office, Montgomery, AL
Feb. 5, 2019
74 attendees



“Cheap & Easy MS4 Public Education & Public Involvement”
Moody Civic Center, Moody, AL
Mar. 20, 2018
57 attendees



**“Post-Construction Stormwater Management:
Getting Started & Sustaining Success”**
Sloss Furnaces National Historic Landmark, Birmingham, AL
Aug. 15, 2019
95 attendees

More Success = More “Storming”

- **Broadening scope vs. addressing niche issues**
 - Original ASA vision intended to include all stormwater interests
 - Concerns about losing MS4 uniqueness
 - Considering long-term sustainability
- **“Best of both worlds” approach**
 - Continue holding half-day seminars with MS4 applicability
 - Include stormwater professionals/stakeholders with non-MS4 interests
 - Operate viably as *unincorporated nonprofit association* & take “baby steps” toward formal incorporation
- **Becoming more robust**
 - Acquiring sponsor support
 - Joining larger professional networks (NMSA)
 - Co-facilitating events with other organizations (*IECA MS4 Conference, Clear Water Alabama*)
 - Online knowledge sharing & collaboration....



An Unexpected Challenge: COVID-19

- Pandemic accelerated plan to begin holding “virtual seminars”
- Will apply lessons learned to online activities after pandemic

“The Use of High-Definition Stream Survey to Document Channel Conditions for MS4 Stormwater Permitting”
Apr. 29, 2020
81 registrants



“Using SARS-CoV-2 Virus Detection as an Advance Warning System for Municipal, Industrial and University Facilities”
Nov. 17, 2020
49 registrants

Testing Wastewater for COVID-19

Laboratory Testing

- SARS-CoV-2 specific analysis of samples by RT-qPCR, highly specific, clinical method modified to address matrix interference and to achieve low detection limit, minimum 3-day TAT
- Multiple positive and negative control samples confirm the reliability of the results

Reporting Options

1. Data report with results, sample meta-data, and QA/QC data for defensibility, reliability, and usability
2. Sewer-specific database and GIS platform to aid in the temporal and spatial analysis of the SARS-CoV-2 results
3. Running analysis of on-going data collection to detect increasing or decreasing temporal trends of SARS-CoV-2 and spatial location in the sewage collection system to assist with decision making

ADEM

ADEM Inspections

“Reissuance of the Construction General Permit: A Discussion with ADEM”
Mar. 23, 2021
123 registrants

The ASA Web Site

<https://alabamastormwater.org>

Alabama Stormwater Association

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Make A Difference...

ALABAMA STORMWATER ASSOCIATION
Become a Member

News ~

January 11, 2021 / News

ADEM to reissue Construction General Permit

ADEM will accept comments through January 21, 2021 on the draft Construction General Permit (CGP); the reissued CGP is expected to...

Read More

December 30, 2020 / News

ASA Finishes 2020 Strong

It's been a crazy 2020 for ASA and for all of us individually, but we wish to take a moment...

Read More

August 4, 2020 / News

ASA Joins National Municipal Stormwater Alliance to strengthen Partnerships

The Alabama Stormwater Association recently joined the National Municipal Stormwater Alliance (NMSA). NMSA is a 501(c)(3) organization with state and...

Read More

Events ~

- IECA Wet Weather Stormwater Conference ("MS4 Conference") - **June 7, 2021 – June 9, 2021**
- Basin Banter with Bill ~ Tallapoosa - **June 30, 2021**
- Alabama Soil and Water Conservation Society Annual Conference - **August 18, 2021 – August 20, 2021**
- StormCon ~ Milwaukee - **September 13, 2021 – September 15, 2021**
- Clear Water Alabama - **September 15, 2021 – September 16, 2021**

[Calendar](#)

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Month Week Day June 2021 Go

June 2021

MON	TUE	WED	THU	FRI	SAT	SUN
31	1	2	3	4	5	6
7	8	9	10	11	12	13
All day: IECA Wet Weather Stormwater Conference ("MS4 Conference")	All day: IECA Wet Weather Stormwater Conference ("MS4 Conference")	All day: IECA Wet Weather Stormwater Conference ("MS4 Conference")				
14	15	16	17	18	19	20
				21	22	23
				24	25	26
				27	28	29
				30	1	2
				3	4	5

Become a Member

Fill out the form below.

First Name * Last Name *

Street Address1

City *

Phone *

Email *

Select Membership

Message

SEND

Seminar Videos

March 23, 2021

CGP Discussion with ADEM

▶

November 17, 2020

COVID Surveillance

▶

April 9, 2020

HD Stream Survey

▶

February 5, 2019

Tools for Construction Stormwater - Part 1

▶

February 5, 2019

Tools for Construction Stormwater - Part 2

▶

October 5, 2017

MS4 Audit Preparation Part 1

▶

October 5, 2017

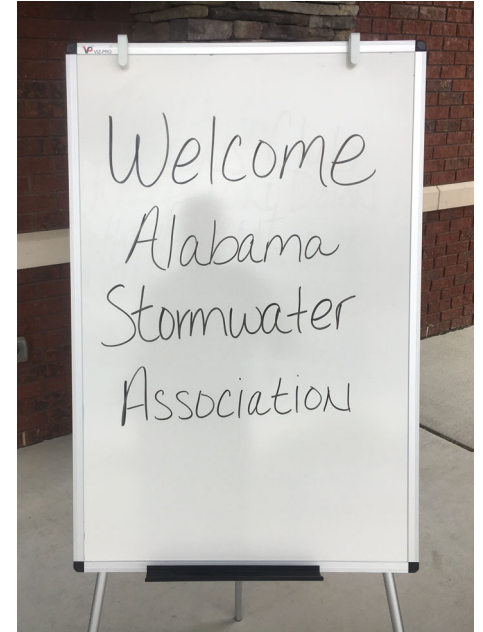
MS4 Audit Preparation Part 2

▶

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Moving Forward

- **Keep doing what has worked**
 - Resume half-day seminars (2-3 per year)
 - Continue virtual seminars (as necessary/appropriate)
 - Continue connecting & partnering with aligned organizations
 - Maintain & add to contact list
 - Maintain & continue developing Web site
- **Long-term goals**
 - Make Web site primary means of coordination
 - Complete incorporation process
 - “Formalize” membership (categories & dues structure)
 - Hold regional activities focused on local issues
 - Host larger-scale meetings (annually?)



For more information, e-mail us at
alabamastormwater@gmail.com

or visit our Web site at

alabamastormwater.org



Alabama Stormwater
Association

Our Sponsors

Volkert

Hydro-Engineering Solutions

Goodwyn Mills Cawood

Alabama Association of Conservation Districts

Board of Directors

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