

US EPA ARCHIVE DOCUMENT



# State Innovation Grant Program: Maine

## Stormwater Environmental Results Program (ERP): Voluntary Certification Pilot Program to Reduce Stormwater Pollution from Existing Commercial Businesses' Impervious Surfaces (2007 Competition)

### The State Innovation Grant Program

In 2002 EPA introduced the State Innovation Grant Program to support efforts led by state environmental agencies to test innovative approaches for achieving better environmental results and improved efficiency in permitting programs. Between 2002 and 2007, the State Innovation Grant program competition awarded over six million dollars to support 35 state projects that test permitting innovation for a variety of regulated entities including several small business sectors. A summary of the awards by year appears in the table below.

State Innovation Grant Program Statistics, 2002-2007			
Competition Year	Proposals Submitted	Proposals Selected	Total Program Funding (\$)
2002/2003	29	6	\$618,000
2004	33	9	\$1.425 Million
2005	26	7	\$1.479 Million
2006	25	6	\$1.243 Million
2007	17	7	\$1.611 Million
Cumulative Total	130	35	\$6.376 Million

"Innovation in Permitting" has been the theme of the State Innovation Grant competition since its inception. In the last three competition cycles states received awards for projects in the following three categories:

- **The Environmental Results Program (ERP)** is an innovative approach to improving environmental performance based on a system of the interlocking tools of compliance assistance, self-certification (sometimes, where permissible, in lieu of permitting), and statistically-based measurement to gauge the performance of an entire business sector. The program utilizes a multimedia approach to encourage small sources to achieve environmental compliance and pollution prevention. (See: <http://www.epa.gov/permits/erp/>)
- **Environmental Management System (EMS)** is a system involving a continual cycle of planning, implementing, reviewing and improving the processes and actions that an organization undertakes to meet its business and environmental goals. EMSs provide organizations of all types with a structured system and approach for managing environmental and regulatory responsibilities to improve overall environmental performance and stewardship. (See: [www.epa.gov/ems/info/index.htm](http://www.epa.gov/ems/info/index.htm))
- **Performance Track** is a partnership that recognizes top environmental performance among participating US facilities of all types, sizes, and complexity, both public and private. (See: <http://www.epa.gov/performance/track/>)

NCEI has provided awards also for projects testing watershed-based permitting, and for permit process streamlining in past competitions. For more information on the history of the programs, including information on solicitations, state proposals, and project awards, please see the EPA State Innovation Grants website at <http://www.epa.gov/innovation/stategrants>

### Project Background:

The Maine Department for Environmental Protection (ME DEP) and Massachusetts Department of Environmental Protection (MA DEP) face serious water quality issues in their urban watersheds coming from non-point source stormwater pollution from existing developments. In both States, new and redeveloped properties are required to obtain stormwater permits and adopt best management practices (BMP) for stormwater management under those permits. Developments completed before the imposition of the permit program, however, are not required to obtain these permits. Both states will attempt to address issues related to stormwater run-off from unpermitted ("grandfathered") facilities through this project by creating incentives for and promoting the use of proven stormwater quality management solutions (e.g., BMP technologies) at these facilities to improve water quality in impaired urban streams.

The ME DEP received a US EPA State Innovation Grant in the 2007 competition to implement and evaluate different ERP strategies designed to reduce stormwater pollution. The MA DEP will be a collaborator in this project. This project will 1) test the effectiveness of a voluntary ERP approach for controlling non-point sources, and 2) test different strategies to determine the best approach in attracting business participation.

### Project Description

The ME DEP and MA DEP project team is implementing an ERP-based, voluntary, self-certification storm water control program to address run-off water quality issues in heavily used parking areas at existing commercial developments. The project team will assess the outcomes by pilot testing two different approaches that will allow the states to evaluate the relative effectiveness of relying upon "internal" or "external" drivers in encouraging behavior change, demonstrated by the voluntary installation of BMP technologies.

The main objective is to determine whether an ERP approach can be as-or-more effective than traditional



enforcement and permitting programs in achieving stormwater pollution reductions. This approach should also result in identifiable reductions of pollutants into receiving waters (through the installation of additional stormwater BMP technologies) and an analysis of the relative effectiveness of the two strategic incentive approaches.

The project began with the award of the grant on October 1, 2007 and will take four years to complete.

## Connection to EPA's Goals

This project directly supports EPA's Strategic Goals (<http://www.epa.gov/cfo/plan/plan.htm>):

Goal 1 - protecting and improving air quality through the implementation of anti-idling incentives (Maine only);

Goal 2 - restoring and maintaining aquatic ecosystems by improving water quality through the adoption of storm water management BMP technologies through the ERP;

Goal 4 - protecting, sustaining and restoring communities and ecosystems by improving water quality in urban streams and protecting the health of urban communities.

Goal 5 - protecting human health and the environment through improved compliance, pollution prevention and environmental stewardship through the use of ERP tools.

The project further promotes the use of cross-goals through integrated assessment of watersheds and by making information more accessible to the public and other stakeholders via the internet and through utilization of an automated ERP database.

For more specific information on the ME State Innovation Grant, please visit MEDEP Office of Innovation ERP website at <http://www.maine.gov/dep/innovation/erp/stormwater/index.htm>

## Program Contact:

### Sherri Walker

State Innovation Grant Program  
U.S. Environmental Protection Agency  
Washington, DC 20460 (MC1807T)  
(202)-566-2186; FAX (202) 566-2220  
[walker.sherri@epa.gov](mailto:walker.sherri@epa.gov)

## Project Contacts:

For more specific information on the Maine State Innovation Grant, please contact one of the individuals below:

### Julie. M. Churchill, Project Manager

Office of Innovation and Assistance  
Maine Department of Environmental Protection  
17 State House Station  
Augusta, ME 04330-0017  
(207) 287-7881 FAX: (207) 287-2814  
[julie.m.churchill@maine.gov](mailto:julie.m.churchill@maine.gov)

### Marge Miranda , EPA Project Officer

USEPA REGION 1  
1 Congress Street  
Suite 1100  
Boston, MA 02114  
(617)918-1825 FAX:(617)918-1809  
[Miranda.marge@epa.gov](mailto:Miranda.marge@epa.gov)

### Josh Secunda, EPA Region 1 Technical Liaison

USEPA REGION 1  
1 Congress Street  
Suite 1100  
Boston, MA 02114  
(617)918-1736 FAX: (617) 918-1809  
[Secunda.josh@epa.gov](mailto:Secunda.josh@epa.gov)

### Anne Leiby, EPA Region 1 Technical Liaison

USEPA REGION 1  
1 Congress Street  
Suite 1100  
Boston, MA 02114  
(617) 918-1076 FAX: (617) 918-1809  
[Leiby.anne@epa.gov](mailto:Leiby.anne@epa.gov)

### Scott Bowles, NCEI Technical Liaison

National Center for Environmental Innovation (MC 1807T)  
US Environmental Protection Agency  
1200 Pennsylvania Avenue, NW  
Washington, DC 20460  
(202)566-2208 FAX: (202)566-2220  
[Bowles.scott@epa.gov](mailto:Bowles.scott@epa.gov)