(e) Sampling Data—Any existing data describing the quality or quantity of storm water discharges from the facility must be summarized in the plan. The description should include a discussion of the methods used to collect and analyze the data. Sample collection points should be identified in the plan and shown on the site map.

(f) Summary of Potential Pollutant Sources-The description of potential pollutant sources should clearly point to activities, materials, and physical features of the facility that have a reasonable potential to contribute significant amounts of pollutants to storm water. Any such activities, materials, or features must be addressed by the measures and controls subsequently described in the plan. In conducting the assessment, the facility operator must consider the following activities: raw materials (liquid storage tanks, stockpiles, holding bins), waste materials (empty drum storage), and used equipment storage areas. The assessment must list any significant pollutant parameter(s) (i.e., total suspended solids, oil and grease, etc.) associated with each source.

(2) Measures and Controls. Permittees must select, describe, and evaluate the pollution prevention measures, BMPs, and other controls that will be implemented at the facility. Source reduction measures include preventive maintenance, spill prevention, good housekeeping, training, and proper materials management. If source reduction is not an option, EPA supports the use of source control measures. These include BMPs such as material covering, water diversion, and dust control. If source reduction or source control are not available, then recycling or waste treatment are other alternatives. Recycling allows the reuse of storm water, while treatment lowers pollutant concentrations prior to discharge. Since the majority of printing and publishing activities occur indoors, the BMPs identified above are geared towards only those activities that occur outdoors or that otherwise have a potential to contribute pollutants to storm water discharges.

Pollution prevention plans must discuss the reasons each selected control or practice is appropriate for the facility and how each of the potential pollutant sources will be addressed. Plans must identify the time during which controls or practices will be implemented, as well the effect the controls or practices will have on storm water discharges from the site. At a minimum, the measures and controls must address the following components: (a) Good Housekeeping—Permittees must describe protocols established to reduce the possibility of mishandling chemicals or equipment and training employees in good housekeeping techniques. Specifics of this plan must be communicated to appropriate plant personnel.

(b) Preventive Maintenance— Permittees are required to develop a preventive maintenance program that includes regular inspections and maintenance of storm water BMPs. Inspections should assess the effectiveness of the storm water pollution prevention plan. They allow facility personnel to monitor the components of the plan on a regular basis. The use of a checklist is encouraged, as it will ensure that all of the appropriate areas are inspected and provide documentation for recordkeeping purposes.

(c) Spill Prevention and Response Procedures—Permittees are required to identify proper material handling procedures, storage requirements, containment or diversion equipment, and spill removal procedures to reduce exposure of spills to storm water discharges. Areas and activities which are high risks for spills at printing and publishing facilities include raw material unloading and product loading areas, material storage areas, and waste management areas. These activities and areas and their drainage points must be described in the plan.

(d) Inspections—Qualified personnel must inspect designated equipment and areas of the facility at the proper intervals specified in the plan. The plan should identify areas which have the potential to pollute storm water for periodic inspections. Records of inspections must be maintained onsite.

(e) Employee Training—Permittees must describe a program for informing and educating personnel at all levels of responsibility of the components and goals of the storm water pollution prevention plan. A schedule for conducting this training should be provided in the plan. Where appropriate, contractor personnel must also be trained in relevant aspects of storm water pollution prevention. Topics for employee training should include good housekeeping, materials management, and spill response procedures. EPA recommends that facilities conduct training annually at a minimum. However, more frequent training may be necessary at facilities with high turnover of employees or where employee participation is essential to the storm water pollution prevention plan.

(f) Recordkeeping and Internal Reporting Procedures—Permittees must describe procedures for developing and retaining records on the status and effectiveness of plan implementation. This includes the success and failure of BMPs implemented at the facility.

(g) Sediment and Erosion Control— Permittees must identify areas, due to topography, activities, soils, cover materials, or other factors that have a high potential for soil erosion. Measures to eliminate erosion must be identified in the plan.

(h) Management of Runoff— Permittees must provide an assessment of traditional storm water management practices that divert, infiltrate, reuse, or otherwise manage storm water so as to reduce the discharge of pollutants. Based on this assessment, practices to control runoff from these areas must be identified and implemented as required by the plan.

(3) Comprehensive Site Compliance Evaluation. The storm water pollution prevention plan must describe the scope and content of comprehensive site evaluations that qualified personnel will conduct to: (1) Confirm the accuracy of the description of potential sources contained in the plan, (2) determine the effectiveness of the plan, and (3) assess compliance with the terms and conditions of this section. Comprehensive site compliance evaluations must be conducted once a year for printing and publishing facilities. The individual(s) who will conduct the evaluations must be identified in the plan and should be members of the pollution prevention team. Evaluation reports must be retained for at least 3 years after the date of the evaluation.

Based on the results of each evaluation, the description of potential pollution sources, and measures and controls, the plan must be revised as appropriate within 2 weeks after each evaluation. Changes in the measures and controls must be implemented on the site in a timely manner, never more than 12 weeks after completion of the evaluation.

5. Monitoring and Reporting Requirements

a. Monitoring Requirements. The regulatory modifications at 40 CFR 122.44 (i)(2) established on April 2, 1992, grant permit writers the flexibility to reduce monitoring requirements in storm water discharge permits. EPA has determined that the potential for storm water discharges to contain pollutants above benchmark levels, because of the industrial activities and materials exposed to precipitation, does not