

**Municipality/Organization:** Town of South Hadley

**EPA NPDES Permit Number:** MAR041020

**MaDEP Transmittal Number:** W-21004665

**Annual Report Number  
& Reporting Period:** April 2017-April 2018

## NPDES PII Small MS4 General Permit Annual Report

### Part I. General Information

Contact Person: Melissa A. LaBonte

Title: WPC Compliance Manager

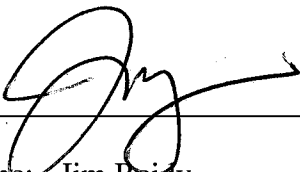
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### Certification:

I certify under penalty of law that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to assure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations.

Signature: \_\_\_\_\_



Printed Name: Jim Reidy

Title: DPW Superintendent

Date: \_\_\_\_\_

4/12/18

## **Part II. Self-Assessment**

*2017 – The Town of South Hadley completed implementation of many of the BMP's specified in the Notice of Intent by 2010. In some cases this was a revised version or an additional item submitted in the annual reports. For 2017, the Town continued its membership in the Connecticut River Stormwater Committee (CRSWC) to meet the requirements of minimum control measures one and two, and continued with previously implemented programs. A copy of the annual report for the CRSWC is attached.*

**Part III. Summary of Minimum Control Measures**

**1. Public Education and Outreach**

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year	Planned Activities in the future:
1 Revised	Informational Brochures	DPW/ML	Reduce litter and contaminants in system	Continued to implement through participation in the CRSWC. No brochures this past year – focus switched to developing educational materials.	Continue to implement through participation in the CRSWC.
2 Revised	Stuffer into sewer bills	DPW /ML	Increased access to information	Notice on back of the October 2017 and April 2018 sewer bills on disconnecting sump pumps and downspouts.	Will continue to post notices on relevant topics.
3 Revised	Website Development	DPW / ML Cable / TA	Increased access to information	Continued to post relevant information.	Continue to post relevant information.
4 Revised	Stencil catch basins	DPW / JB	Reduction of illegal discharges	Completed in Year 5.	No Further Action
5 Revised	School Curricular / flyers  Participation in the Connecticut River SW Committee (CRSWC) in conjunction with PVPC	DPW/ML	Increased awareness of requirements  Increased awareness of SW issues on a larger regional scale.	Continued participation in the CRSWC for Public Education and Outreach. See attached annual report.	Continue participation in the CRSWC for Public Education and Outreach.

**1a. Additions**

21	Lawn & Garden Activities	DPW	Increased access to information Reduce contaminants in system	Continued participation in CRSWC. A new regional website for stormwater is under development and will continue to provide information & resources on this and many other topics.	Continue participation in the CRSWC. The website will be complete with links & relevant information
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## 2. Public Involvement and Participation

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year (Reliance on non-municipal partners indicated, if any)	Planned Activities in the future:
6	TV spots and postings	DPW / ML Cable / TA	Increase public awareness and access to information	Continued participation in the CRSWC. A video project was in the works but fell through, so a 30 second radio spot was produced.	Continue participation in the CRSWC. The 30 second radio spot will air 183 times over 3 weeks beginning April 2, 2018.
Revised					
7	Public Meetings	DPW / JR BOS /RH of PB	Increase public input and awareness	Completed in Year 5.	No Further Action.
Revised					
8	Neighborhood Watch	DPW / JR	Reduction in illicit discharges		
Revised	Stormwater Management Incentives Program	DPW / ML / PVPC	Reduction in illicit discharges	Program Completed in 2012.	No Further Action.
Revised					

### 2a. Additions

8A	Stormwater Video	DPW/ML Cable/RS	Increase public awareness and access to information and Reduction in illicit discharges	<u>Every Drop Counts</u> video still shown occasionally on CCTV, and a link to video on Town website. Project complete.	No Further Action
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### 3. Illicit Discharge Detection and Elimination

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year (Reliance on non-municipal partners indicated, if any)	Planned Activities in the future:
9	Storm System Mapping	DPW / JR	Increased detection of illicit discharges	Continue to assess drainage as part of road projects. Part of mapping project with Wright Pierce to develop mapping, data collection and reporting for stormwater assets using ArcGIS online.	Continue to assess drainage and map assets.
Revised	Identification of Residential I/I Sources.	DPW /ML Ass. / MC	Same	Data on sump pumps collected by Town Assessor during inspections and property transfer surveys.	Continue to identify residential sources of I/I.
10	Household Hazardous Waste Collection Depot	DPW / JS	Reduction of nutrient loading in system	Continued with implemented programs - Household Hazardous Waste (May 20, 2017) and Unwanted Meds collection.	Continue with implemented programs.
Revised					
19	Review/Amend Town By Law on Storm Water Discharges	DPW / JR	Regulatory control of illicit discharges with punitive measures	Completed in Year 5.	No further Action.
Revised					
Revised					

#### 3a. Additions


**4. Construction Site Stormwater Runoff Control**

<b>BMP ID #</b>	<b>BMP Description</b>	<b>Responsible Dept./Person Name</b>	<b>Measurable Goal(s)</b>	<b>Progress on Goal(s) – Permit Year</b> (Reliance on non-municipal partners indicated, if any)	<b>Planned Activities in the future:</b>
11	Review / Amend Town Bylaws	Planning Board / Richard Harris DPW/JR	Increase awareness and compliance by developers	Completed in Year 5 and approved by Attorney General’s Office.	No further Action.
Revised					
12	Subdivision Regulation Modifications	Planning Board / Richard Harris & Conservation Commission	Increase awareness and compliance by developers	Completed in Year 5. Effective July 1, 2008.	No further Action.
Revised					
13	Regular Site Inspections	DPW / JR.,	Increase compliance, enforcement and penalties	No qualifying projects to date.	Will be implemented by the DPW if necessary.
Revised					
14	Site Plan Review Modifications	Planning Board / R. Harris & Conservation Commission	Increase awareness and compliance by developers	No qualifying projects to date.	To be implemented by the Planning Board as necessary.
Revised					
Revised					

4a. Additions					
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**5. Post-Construction Stormwater Management in New Development and Redevelopment**

<b>BMP ID #</b>	<b>BMP Description</b>	<b>Responsible Dept./Person Name</b>	<b>Measurable Goal(s)</b>	<b>Progress on Goal(s) – Permit Year</b> (Reliance on non-municipal partners indicated, if any)	<b>Planned Activities in the future:</b>
9	System Mapping	DPW / JR, JB	Increased illicit discharge detection	See Section 3, #9.	See Section 3, #9.
Revised					
13	Regular Construction Site Inspections	DPW / JR, ML Bldg.Insp./CD	Increase compliance, enforcement & penalties.	No qualifying projects to date.	Will be implemented by the DPW if necessary.
Revised					
14	Site Plan Review Modifications	Planning Board /Richard Harris, ConCom	Increase developer awareness and compliance	No qualifying projects to date.	To be implemented by the Planning Board as necessary.
Revised					
19	Develop Town By Law on discharges from all Town Lands.	DPW / JR, ML	Regulatory control of illicit discharges with punitive measures	Completed in Year 5.	No further action.
Revised					
20	Review Planning Board and Zoning Board Regulations	Planning Board / Richard Harris	Increase developer awareness & compliance	See Section 4, # 11 and 12.	See Section 4, # 11 and 12.
Revised					
Revised					

**5a. Additions**


**6. Pollution Prevention and Good Housekeeping in Municipal Operations**

<b>BMP ID #</b>	<b>BMP Description</b>	<b>Responsible Dept./Person Name</b>	<b>Measurable Goal(s)</b>	<b>Progress on Goal(s) – Permit Year (Reliance on non-municipal partners indicated, if any)</b>	<b>Planned Activities in the future:</b>
15	DPW Operations Manual	DPW / JR, JB	Increase awareness of personnel	Updated as necessary.	Continue updating as necessary.
Revised					
16	Catch Basin Cleaning Program	DPW / JB	Reduction in floatables and deposition into system.	Continued with implemented program.	Continue with implemented program.
Revised					
17	Street Sweeping Program	DPW / JB	Reduction in deposition into system.	Continued with implemented program.	Continue with implemented program.
Revised					
18	Monitoring of Commercial Establishments in IPP Program	DPW / ML	Closer compliance & monitoring of industrial/commercial locations.	As of September 2016, there are no longer any Industries regulated under the IPP Program	Will continue if new industries are regulated under the IPP Program.
Revised					

**6a. Additions**


**7. BMPs for Meeting Total Maximum Daily Load (TMDL) Waste Load Allocations (WLA) <<if applicable>>**

BMP ID #	BMP Description	Responsible Dept./Person Name	Measurable Goal(s)	Progress on Goal(s) – Permit Year (Reliance on non-municipal partners indicated, if any)	Planned Activities in the future:
1	Brochures for public	DPW / ML	Reduction of litter and contaminants into system	See Section 1, #1.	See Section 1, #1.
Revised					
10	Household hazardous waste collection center	DPW / JS	Reduction of nutrients into system	See Section 3, #10.	See Section 3, #10.
Revised					
16	Catch basin cleaning program.	DPW / JB	Reduction of floatables and deposition into system.	See Section 6, #16.	See Section 6, #16.
Revised					
17	Street sweeping program	DPW / JB	Reduction in deposition into system	See Section 6, #17.	See Section 6, #17.
Revised					

**7a. Additions**


**7b. WLA Assessment**      No assessment completed.

**Part IV. Summary of Information Collected and Analyzed**

There was no analysis of storm water, and any information collected has been from responsible parties working on the BMP's for the past year.

**Connecticut River Stormwater Committee  
Annual Report  
April 1, 2017 to March 31, 2018**

**The Connecticut River Stormwater Committee**

The Connecticut River Stormwater Committee is an intergovernmental compact of 17 municipalities that is organized to collaborate in meeting NPDES MS4 permit requirements for stormwater education and outreach (Minimum Control Measure #1). Facilitated and staffed by the Pioneer Valley Planning Commission, the Committee also works together to meet other permit compliance activities where appropriate and needed. Member communities are shown in Table 1 below.

**Table 1: Connecticut River Stormwater Committee Member Communities**

<b>Member Community</b>	<b>Committee Representatives and Departments</b>
Agawam	Tracey DeMaio, Department of Public Works
Belchertown	Steve Williams, Department of Public Works
Chicopee	Quinn Lonczak, Department of Public Works
East Longmeadow	Bruce Fenney, Department of Public Works
Easthampton	Dan Murphy, Department of Public Works
Granby	Dave Derosiers, Highway Department
Hadley	Marlo Warner, Department of Public Works
Holyoke	Michael McManus, Department of Public Works
Longmeadow	Mario Mazza and Peter Vancini, Department of Public Works
Ludlow	Jim Goodreau, Department of Public Works
Northampton	Doug McDonald, Department of Public Works
Southwick	Randall Brown, Department of Public Works
South Hadley	Melissa LaBonte, Department of Public Works
Springfield	Kevin Chaffee, Planning/Conservation
West Springfield	Jim Czach and Connor Knightly, Department of Public Works
Westfield	Casey Berube and Joe Kietner, Department of Public Works
Wilbraham	Tonya Basch, Department of Public Works

\* Member that joined Committee this year.

**Education and Outreach over the Past Year**

The Connecticut River Stormwater Committee has moved forward several education and outreach activities under the 2003 permit. At the same time, the delayed start of the 2016 MS4 permit has provided time for the Stormwater Committee to lay further groundwork for its education and outreach program over the longer term. This includes developing a draft matrix of education and outreach activities for the next permit term, participating in the state-wide stormwater coalition education and outreach subcommittee to procure a consultant to develop a state-wide education and outreach campaign, and most recently, meeting with students from Worcester Polytechnic Institute

who are working with MassDEP to prepare a repository of stormwater education and outreach materials for use by MS4 permittees.

The narrative below summarizes the work of the Connecticut River Stormwater Committee during the 2017-2018 reporting year, which includes the following:

1. Produced 30-second radio spot as part of continued Soak up the Rain stormwater education campaign that will run on 3 stations throughout the Pioneer Valley in April 2018
2. Designed website for Connecticut River Stormwater Committee and began developing content
3. Worked with state-wide coalition on procuring services to help with design and materials for state-wide education program
4. Continued to lead urban tree planting project in Chicopee, Holyoke, and Springfield
5. Continued to lead project in Holyoke to reduce urban flows into Day Brook

In addition to these public education and outreach activities described in fuller detail below, members of the Stormwater Committee have joined PVPC in other MS4 permit related activities, including:

- Conducting a series of two training workshops for municipal staff that were videotaped and organized into specific modules that can now be used for subsequent annual training required by the new permit. Designed in consultation with consultant Wright Pierce, topics covered elements under the "good housekeeping" and the "illicit discharge detection and elimination" categories of the stormwater permit. Funding for these workshops was provided in part by the Massachusetts Department of Administration and Finance's Efficiency and Regionalization grant. The videos have already been shared with other MS4s in the state and are being loaded to YouTube for easy access by any other MS4 in Massachusetts who wishes to use them. Going forward, Connecticut River Stormwater Committee members have decided to use the video training modules as part of annual events where trainees from the region come together, watch the video modules, and then engage in discussion and problem solving. This will provide for more meaningful engagement than trainees watching videos on their own. Such an annual training event might also include field visits to learn about specific and/or sampling techniques. PVPC will plan to host these events as part of its Stormwater Committee work.
- Reviewing and updating municipal land use code in nine communities to meet new construction, and development and redevelopment standards within the 2016 federal stormwater permit. Funding for the code review was provided by the Massachusetts Department of Administration and Finance's Efficiency and Regionalization grant. A 10<sup>th</sup> stormwater committee member community elected to undertake code review through a fee for service arrangement with PVPC. This work included review and update of provisions for control of illicit discharges, erosion and sediment control, stormwater management permitting, subdivision regulations, and zoning. A detailed checklist with recommended code language was developed as part of this work to facilitate review in additional communities going forward.

As there are still many issues to be worked out relative to code, including updating of the Massachusetts Stormwater Standards so that they better relate to the new MS4 permit requirements, and development of model language and procedures to help with off-site mitigation for redevelopment projects, PVPC staff has recommended that communities not

immediately adopt code changes developed under this project. PVPC has noted that these updates are not required to be in place until Year 2 of the permit effective date. PVPC staff is currently working with other members of the state-wide coalition of stormwater coalitions to fold these changes into a state-wide resource package on code updates, including a model bylaw, and the guidance being developed on off-site mitigation.

- Procuring services regionally of Wright Pierce to provide integrated stormwater system mapping and data collection to meet requirements of the new 2016 permit. Seven stormwater committee members—Agawam, Belchertown, Granby, Ludlow, Northampton, South Hadley, and Southwick – are participating in this work. Research conducted in concert with communities prior to this procurement showed significant cost savings in collaborating on this work rather than going it alone.

To date, project work has entailed development of the mapping interface with stormwater infrastructure, and development of forms to ensure that all data required in the new permit (outfall screening and sampling, manhole inspections, catch basin cleaning, etc.) can be captured in the field during inspections and then uploaded to reference with geographically specific locations within Arc GIS mapping of the storm system for analysis in defining priority catchments and annual reporting to EPA.

## 1. Aired Soak up the Rain radio spot

The Stormwater Committee produced a 30-second radio spot to air, starting April 2. The Soak up the Rain spot is narrated by a local radio personality and calls on people to take notice and take action. It will air 183 times in a three-week period on three different radio stations in the region, covering all Stormwater Committee member communities. It will be aired at peak and non-peak listening hours to reach a variety of different audiences. The 30-second spot reads as follows:

When stormwater flows across yards, driveways or parking lots, it picks up leaked car oil, lawn chemicals, litter and animal waste.

This contaminated water ends up in the Connecticut River.

Help keep our river clean. Don't let rain run – soak it up.

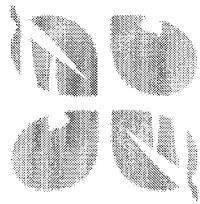
Redirect downspouts to your lawn. Use a rain barrel. Create a rain garden or install porous pavement.

Brought to you by the Connecticut River Stormwater Committee, a coalition of 17 Pioneer Valley communities.

Learn more at [soakuptherain.pvpc.org](http://soakuptherain.pvpc.org)



*Radio stations in the region that will air the Soak up the Rain radio spot.*



# soak up the rain

## Pioneer Valley

[HOME](#) | [LOCAL STORMWATER PROJECTS](#) | [STORMWATER SOLUTIONS](#) | [RESOURCES](#) | [BLOG](#)

### Welcome to Soak up the Rain Pioneer Valley!

Soak Up the Rain Pioneer Valley is a resource to help us reduce the impacts of stormwater runoff from our homes and businesses. Stormwater often flows off roofs and driveways into our streets, picking up fertilizer, oil, pesticides, dirt, bacteria, and other pollutants as it travels into catch basins and pipes and into our local rivers, streams, lakes, and ponds. Reducing this runoff through the relatively easy and cost-effective strategies promoted through Soak Up the Rain helps reduce pollution and flooding, protect water resources, beautify neighborhoods, and save property owners and taxpayers money.

Show us your projects! Soak Up the Rain Pioneer Valley welcomes photos and stories of property owners who are soaking up the rain with:

- Rain gardens (Bioretention areas)
- Tree Plantings
- Permeable Pavements
- Dry Wells
- Green Roofs
- Other Innovations

Two fact sheets to help you get started:

Rain water harvesting (pdf)

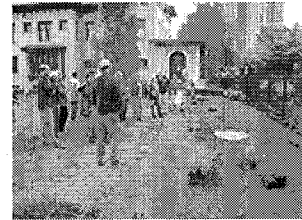
Rain garden bioretention (pdf)

For more information, contact  
Patty Gambarini at  
[pgambarini@pvpc.org](mailto:pgambarini@pvpc.org)

*Soak Up the Rain is an initiative of the  
Environmental Protection Agency Region  
1 office. For more information, visit  
[www.epa.gov](http://www.epa.gov)*

### Featured Stormwater Site

#### Springfield Rain Gardens



### Cool Resources

#### Simple Infiltration Test Instructions

**Soak Up The Rain  
Workshop Presentation,  
Western MA,  
Master Gardener  
Symposium**

**New  
Soak Up The Rain Signs!**



It is hoped that interested listeners will follow the reference to the soak up the rain web page and the Committee will be able to make some determination of the spot's effectiveness by counting the increase in clicks on the web site. Results will provide some direction to the Committee as it continues to develop its 5-year education and outreach program under the new 2016 permit.

Production of the radio spot follows on an unsuccessful 4-month effort toward adapting a stormwater video from West Michigan Environmental Action Council. Members had researched stormwater messaging videos, selected the West Michigan video, engaged a local video producer for the adaptation, and worked out the terms of an agreement with the West Michigan group. The problem arose, when the local video producer learned that the Michigan group had no high resolution video file from which to work. Given that the Connecticut River Stormwater Committee members had talked about more than website use of the adapted video, a low resolution file was not adequate. It was surprising that without a high resolution file of the video, the West Michigan group would take the conversation so far. Nonetheless, this was an important lesson in learning what the right first question is to ask when talking about video adaptation.

## **2. Designed website for Connecticut River Stormwater Committee**

While each stormwater committee member continues to maintain and update stormwater information on each of their municipal websites, there is a need to promote stormwater information on a regional Connecticut River website. The regional stormwater website will provide one website reference for forthcoming publications and media outreach work. Links can be made from the local municipal websites to the regional website and vice versa.

Design of the Connecticut River stormwater website includes "portals" for exploring the site in two ways: as an audience enumerated in the MS4 permit (resident, business, developer, industry) and as someone interested in learning more about a specific stormwater best practice important to water quality issues in the region: lawn and yard care, pet waste management, car care, soak up the rain, turf management, and septic system care. Committee members have been talking too about the importance of finding ways to include materials for educators (stormwater curriculum lessons), and agriculture (perhaps connecting to resources through the Extension Program at the University of Massachusetts, Amherst, and any nonpoint source nitrogen reduction initiatives that may emerge).

Content for the website is currently under development by PVPC. It is expected that additional content will be available through the statewide coalition of stormwater coalitions, which has just hired Water Words that Work to outline a state-wide education and outreach Think Blue campaign with development of some associated materials.

One important facet of this regional Connecticut River stormwater website is building the connection between enjoying and appreciating the resource and connecting to action. As such, PVPC will be working with its current Connecticut River US website, maintained in partnership with the Connecticut River Conservancy, to draw stronger lines between getting out on the resource and taking action for stormwater. The Connecticut River US website has information on paddling, trails, and water quality.

HOME ABOUT US FOR RESIDENTIAL PROPERTY OWNERS FOR BUSINESS, COMMERCIAL AND BUSINESS FACILITIES FOR DEVELOPERS AND CONTRACTORS FOR INDUSTRIAL FACILITIES



# THINK A Clean Connecticut River BLUE: Starts with You!



## DO THE RIGHT THING

Lawn and Yard Care



Pet Waste Management



Car Care



Soak Up The Rain



Turf Management



Septic System Care



GET OUT ON THE RIVER! → Connecticut Rivers™

HOME  
About  
Best Practices

ABOUT US  
Who We Are  
What We Do

FOR RESIDENTIAL PROPERTY OWNERS  
How To  
Best Practices

Design of Connecticut River Stormwater website that is in development.

### **3. Collaborated with state-wide stormwater coalition of coalitions**

On behalf of Connecticut River Stormwater Committee members, PVPC has been active on the larger coalition of state-wide stormwater coalitions committee and the group's education and outreach subcommittee. The group was successful in applying for and receiving a \$200,000 MS4 assistance grant to lay the groundwork for a state-wide stormwater outreach campaign. The campaign will help to define messaging, lay out a plan of work to meet education and outreach permit requirements, and develop a selection of materials for use by coalitions and municipalities. Water Words that Work was just selected as the project consultant at the end of March. PVPC staff is excited by the prospect of working with such a talented consultant that has developed state-wide stormwater campaigns in several states already. At the same time, staff is hopeful that the 5-year education and outreach framework it has been developing with Connecticut River Stormwater Committee members can be further refined with consultant input.

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The following two projects, while specific to certain municipalities, are expanding awareness regionally about stormwater. They also serve to build capacity and know-how in planning, design, and construction of better stormwater management practices. Each project has its own outreach and education component.

### **4. Continue to lead urban tree planting project in Chicopee, Holyoke, and Springfield**

PVPC continues to lead an effort to promote urban tree planting in the region's 3 major cities in partnership with the US Forest Service, Massachusetts Executive Office of Energy and Environmental Affairs, the Valley Opportunity Council, Nuestras Raices, ReGreen Springfield, Conway School of Design, Mass DCR, and the Cities of Chicopee, Holyoke, Springfield. Aimed at reducing stormwater flows to combined sewer areas and promoting greater climate resilience, the project involves an integrated community outreach process involving multiple neighborhood workshops and workshops for public works officials. Once completed, the project will provide the following major deliverables:

- installation of 2,200 trees on local streets and yards
- final engineering design for a green streets in each municipality
- model stormwater tree rebate ordinance

The project is made possible thanks to a \$239,000 grant award to PVPC from the US Forest Service under the State and Private Forestry FY15 Northeastern Area Landscape Scale Restoration Program.

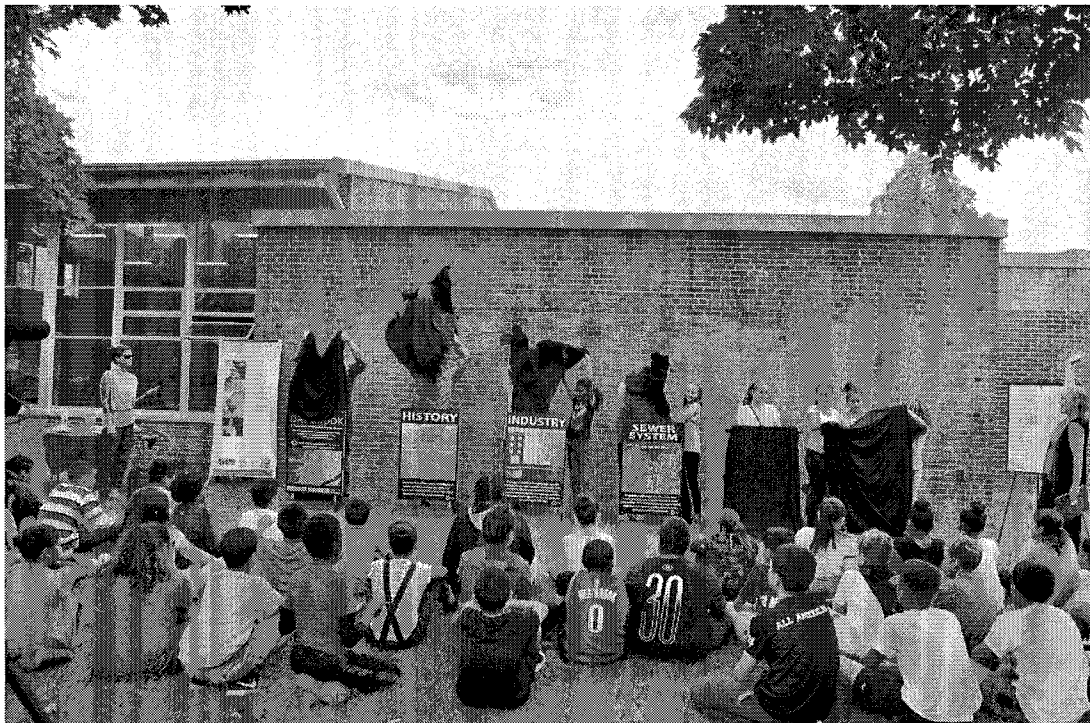
### **5. Continue to lead project in Holyoke to reduce urban flows into Day Brook**

Through an EPA Urban Small Waters Grant, PVPC is developing a green infrastructure plan for Day Brook in Holyoke, which flows from west to east, remaining above-ground from Anniversary Hill Park and Community Field before being conveyed underground beneath the City and routed through the Waste Water Treatment Plant.

In this past year, the project completed work to increase awareness about this "secret stream" running unseen through the urban landscape. Conducted largely by project partner Enchanted

Circle Theater, awareness work this year followed a six-week lesson series that engaged third and fifth graders in learning about stormwater and producing artwork for use in a mural and “storywalk” about Day Brook.

The mural, which relates the unseen journey of Day Brook in Holyoke, was unveiled at a ribbon cutting event at Community Field in June. The event for the mural included stormwater learning stations, including rain gardens in a cup activities. The storywalk unveiling occurred at the Sullivan School in September as part of Arts in Education Week. Students participated in the unveiling and then spent time being stormwater detectives on the school grounds, working in teams to check off items on a treasure hunt list. The story walk, conceived as movable artwork that tells the story of Day Brook in a series of six panels, has been installed for periods of time at the Sullivan School, Community Field, City Hall, and the Public Library.



*Students enjoyed the thrill of unveiling the Day Brook story walk at the Sullivan School in Holyoke. The story walk incorporated student artwork and words telling the history of Day Brook.*