

## **MCM 2:PUBLIC PARTICIPATION AND INVOLVEMENT**

The Town of Vinton in conjunction with Roanoke County, City of Roanoke, Clean Valley Council (CVC), Inc., Roanoke Valley Resource Authority (RVRA), and Upper Roanoke and River Roundtable (URRR) Committee will continue to have the community involved with clean-up projects along local streams and riparian corridors through the annual Spring Clean Valley Day and Fall Waterways Clean-up.

This control measure is intended to implement programs that help inform and educate Town citizens about the components of the stormwater management program. Support from citizens is crucial for the success of the stormwater management plan. To get the citizens' support, the Town has and will continue to coordinate several programs to engage citizens' interest in stormwater high-priority water quality issues of excess in sediment, bacteria, and nutrients, as listed:

### **BMP 2-1. A Storm Drain Marking Program**

Coordinate a storm drain marking program with area schools, organizations, and businesses to engage group involvement and educate people about the consequences of dumping waste into the storm drain system.

### **BMP 2-2. Cleanup and Environmental Events to Bring Attention to Current Stormwater Issues**

Conduct public events to bring attention to current stormwater issues and allow feedback from citizens on the condition of the Town's Stormwater Management Program, from a citizen's point of view. The 2013 General Permit increased this requirement from 1 event per year to 4 events per year.

### **BMP 2-3. Staff and Citizens Representatives in Regional Environmental Organizations**

Staff and/or Town citizens serve on the regional organizations such as Roanoke Valley Alleghany Regional Commission (RVARC), Clean Valley Council (CVC), Inc., Roanoke Valley Greenway Commission, Roanoke Valley Urban Forestry Council (RVUFC), Roanoke Valley Resource Authority (RVRA), and Western Virginia Water Authority (WVWA).

### **BMP 2-4. Post Town's VSMP MS4s General Permit Registration Statement and Annual Report on the Town's website for Citizen Access**

Posting of the Town's VSMP Municipal Separate Storm Sewer Systems (MS4s) General Permit and Annual Report on the Town's website which citizens may view and comment upon.

Included in this document is a detailed description of the objective and Measurable Goal of each BMP, the strategies to ensure consistency with identified TMDL's and the three identified high-priority water quality issues, the status of the Town's compliance with each BMP, and an evaluation of the BMP and any proposed modifications needed to better achieve the goals of the stormwater program. The TMDL compliance is broken down by the identified impairment type: E. coli, fecal coliform (EC/FC) and sediment (SED).

## **BMP 2-1. A Storm Drain Marking Program**

**Goal:** The Town, in conjunction with CVC, will coordinate a storm drain marking program with local schools, neighborhoods, businesses, and other organizations, to stencil messages on storm drains that educate people about the consequences of dumping waste into the storm drain system.

**Measurable Goal:** Four volunteers stenciled 38 storm drains located along South Pollard Street, Washington Ave, Cleveland Avenue, Maple Street, Blair Street, Lee Avenue, Jackson Avenue, Walnut Avenue, Gus Nicks Boulevard, and 1st Street on June 6, 2017.

**TMDL Consistency:** The storm drain marking program is an outreach method to inform and remind citizens that what goes into the storm drain goes directly to local creeks and streams. The stenciling activity and message will make the citizens understand that the storm drains are not treated by the sanitary sewer, therefore they will be less likely to allow pet waste, other non-stormwater waste, illicit discharges to enter the storm drain through the road-side inlets (EC/FC, SED).

**Evaluation and Modification:** The Town finds this BMP to be an effective method of getting citizens informed on the stormwater issues and illicit discharges. The Town proposes to continue with this BMP and will continue to coordinate this program with Clean Valley Council. The Town will continue to document the marking of the storm drains as an effort to enhance the education and outreach of its stormwater management program.

Year	Storm Drains Stenciled	Number of Participants
2013 – 2014 (Year One)	58	3
2014 – 2015 (Year Two)	37	4
2015 – 2016 (Year Three)	30	5
2016 – 2017 (Year Four)	38	4

## BMP 2-2. Clean-up and Environmental Events

Town Staff continues to be involved in the coordination of regional clean-up and environmental events such as the annual Spring Clean Valley Day and Fall Waterways Cleanup Events; Prescription Drug Take-back Program; Earth Day; Earth Summit; and public forums on environmental issues related to water quality and impaired water bodies.

The Town coordinated with CVC, Roanoke County, and City of Roanoke to conduct public forums in conjunction of the Fall Waterways Cleanup Event, describing what the three localities (Town, City, and County) were doing concerning stormwater management issues. The forums allowed for input and concerns to be received on stormwater issues. After evaluating the success, these three Valley governments believe that combining the forum with a stormwater and/or other environmental events would improve the effectiveness of the BMP by increasing public attendance.

The Town will continue to publicize its curbside recycling program in its efforts to increase awareness about the importance of recycling. The Town will continue its participation in the Annual Spring Clean Valley Day, Annual Fall Waterways Clean-up, and Drug Take-back events, and Earth Day. Town staff and Town-appointed citizens are also board members of the CVC, RVTV, RVRA, Roanoke Valley Greenway Commission, WVWA, and Roanoke Valley Alleghany Regional Commission (RVARC), which enables special environmental events and projects to be done regionally to reduce costs and reach a wider audience.

**Goal:** The Town to continue to participate in the clean-up and environmental events to address stormwater issues including impairment to the water bodies. The Town will continue to have Town residents and/or personnel to serve as board members on regional organizations.

**Measurable Goal:**

On Saturday, October 1, 2016, Town of Vinton along with other jurisdictions in Roanoke Valley, CVC, and area businesses participated in the Fall Waterways Cleanup Event. T-shirts were given away to 500 clean-up volunteers. 43 registered teams comprised of 698 volunteers participated in the clean-up event and they collected 21.57 tons of trash – EC/FC, SED, Nutrients. Packets included information on Roanoke River Keepers and Citizens Guide to Understanding Stormwater Brochures.

On October 14 - 16, 2016, Town of Vinton participated in Go Fest, a valley-wide event created for families to appreciate and enjoy a wide variety of outdoor activities, lively presentations, and environmental education events. Our booth shared environmental education for all ages with the green game and stream schools each day. There were 5,000 attendees and our giveaways included pencils, lanyards, macro-invertebrate bookmarks, and Citizens Guide to Understanding Stormwater Brochures.

On Saturday, February 4, 2017, CVC set-up an outreach and information booth at the Tons of Fun annual event at Tanglewood Mall. A valley-wide family day geared towards hands-on activities for children. Our booth simulated a water quality study using an original board game based on macro-invertebrate activity. Educational giveaways were given out to an estimated 10,000 attendees – pencils, macro-invertebrate bookmarks and Citizens Guide to Understanding Stormwater Brochures.

On Saturday, April 1, 2017, the Annual Spring Clean Valley Day was held for the 39<sup>th</sup> consecutive year in the Roanoke Valley. The Clean Valley Day and the Town's clean-up event were featured by WDBJ Channel 7 and The Vinton Messenger. The 1,053 volunteers representing 68 teams participated in the 2017 Clean Valley Day Event, collected 31.43 tons of trash. Our giveaways included information on Roanoke River Keepers (Brochure), Citizens Guide to Understanding Stormwater (Brochure), and Recycling (Brochure).

On Saturday, April 16, 2017, more than a dozen members of the Vinton Town Council, leadership team, and family members picked up trash and tires along Hardy Road, Clearview Drive, Washington Avenue, Bypass Road, Mountain View Road, and former site of the recycling drop-off center at Lake Drive Plaza.

The Town's 2017 Arbor Day Earth Day Celebration held on Thursday, April 13, 2017, started at the Roanoke County Vinton Branch Library, and moved to the Vinton History Museum for a ceremonial tree planting.

**TMDL Consistency:** At least four times a year, the Town is involved in one or more public events to promote the Town and celebrate Roanoke Valley's citizens' commitment to regional water quality. In addition to litter, debris, and hazardous waste; excess of pet waste (EC/FC), erosion (SED) of stream banks, and nutrients are common themes at each of these events since these are regional three high-priority water quality issues (EC/FC, SED, and Nutrients).

**Evaluation and Modification:** The Town finds this BMP to be an effective method in involving citizens in addressing to address stormwater issues based on the citizens' involvement and attendance in these events.

Year	Environmental/Clean-up Events	Participants/Attendees
2013 – 2014 (Year One)	15 Regional/Local Events	>25,000
2014 – 2015 (Year Two)	12 Regional/Local Events	>20,000
2015 – 2016 (Year Three)	12 Regional/Local Events	> 25,000
2016 – 2017 (Year Four)	4 Regional/Local Events	>15,000

### **BMP 2-3. Staff/Citizens Representatives in Environmental Organization**

The Town continues to have staff and/or Town citizens serve on the regional organizations such as Roanoke Valley Alleghany Regional Commission (RVARC), Clean Valley Council (CVC), Inc., Roanoke Valley Greenway Commission, Roanoke Valley Urban Forestry Council (RVUFC), Roanoke Valley Resource Authority (RVRA), and Western Virginia Water Authority (WVWA).

**Goal:** To continue to have staff and/or citizen representatives on environmental focused regional organizations to enable Town's participation in regional events and projects, and to increase wider involvement in environmental and stormwater quality issues.

**Measurable Goal:** The Town continues to participate and promote regional environmental events as listed under BMP 2-2. These events lead to increase involvement of Town residents in environmental events and increase citizens' awareness in environmental and stormwater quality issues. The Town will continue to document the public involvement and participation in these regional environmental events of annual Fall Waterways Clean-up and Spring Clean Valley Day Events, E-Waste Recycling Event, Earth Day, Annual Greenway Festival by the River, and other environmental related events.

**TMDL Consistency:** The Town staff and/or citizen involvement on these regional organizations and the environmental events makes citizens aware on the importance of taking care of the environment. The continued construction of greenways and trails in the Valley and annual event at the Roanoke River Greenway have made the residents of the Valley appreciate the trails along the local waterways for them to recreate and to keep these waterways clean from pet waste, litter, and/or excess sediment and eroded stream banks. Additionally, these environmental events inform and educate the citizens on the high-priority water quality issues in Roanoke Valley (EC/FC, SED and Nutrients).

**Evaluation and Modification:** Based on media coverage and well attended by general public of these events, the Town finds this BMP to be an effective method by having Town's representatives serve on these regional committees. The Town will continue to have staff and appointed citizens to serve on these regional environmental committees.

### **BMP 2-4. Post MS4s General Permit and Report on Website for Citizens' Access**

The Town continues to post the Town's Municipal Separate Storm Sewer Systems (MS4) Program documents on the Town's website which citizens may view and comment upon. This form of public viewing will allow Town citizens to become knowledgeable about the goals of the program and have information

with which to comment on existing issues and influence changes in future programs. Each annual report as required will be posted on the website to keep citizens current on annual evaluations of the program's effectiveness and any proposed changes to the stormwater program.

**Goal:** The Town will continue to post the MS4 permit application and each subsequent annual report submitted to Department of Environmental and Quality (DEQ). Each annual report will be posted on the Town's website to keep citizens current on annual evaluations of program effectiveness.

**Measurable Goal:** The Town will continue to post on the stormwater website the Town of Vinton 2013-2018 VSMP General Registration Permit Statement, Town of Vinton MS4 Program Plan, March 28, 2013, and the MS4 annual reports. Additionally, the hard copies of these documents are also made available in the office of the Department of Planning and Zoning for review. No comments were received from the citizens regarding the Program Plan or the annual reports posted.

**TMDL Consistency:** Access to the MS4 Program Plan and Annual Reports gives Town of Vinton citizens a good education about all of the local streams and rivers, their impairments, and any approved TMDLs. In addition, the program plan and annual report detail the Town's and regional efforts to address these issues locally and regionally. This BMP helps to inform citizens on ways to get involved with current water quality issues, the three identified high-priority water quality issues, and on available outreach programs, with the goal of helping them to minimize any impacts that they may have on local water quality. (EC/FC, SED)

**Evaluation and Modification:** No modifications are planned for this BMP. The Town of Vinton believes that the Town's website and the stormwater webpage allow the Town citizens to be informed and stay current on the Town's VSMP and MS4 general permit program-related documents. The Town has and will continue to post the MS4 permit application and each subsequent annual report submitted to Department of Environmental Quality (DEQ). The permit information will be posted no more than 30 days after the Town receives permit approval and coverage from DEQ. Each annual report will be posted to the website no more than 30 days after annual renewal date. Any appropriate correspondence between the Town and DEQ will also be posted on the website for the public to view.