

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: Five volunteers stenciled 30 storm drains located along South Pollard Street and Washington Avenue on July 20, 2015.

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

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 and fund the recycling collection center at the Lake Drive Plaza Shopping Center 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, September 26, 2015, Boxley and Goodwill held an E-Cycling Event at Boxley Support Center for Roanoke Valley, Bedford and Botetourt Counties residents.

On Saturday, September 26, 2015, the National Prescription Drug Take-Back Program was held at several locations in the Cities of Roanoke and Salem, Counties of Roanoke, Botetourt, and Craig, and Town of Vinton at Hardy Road Kroger. The drug-take back event instead of leaving medications unsecured in the home or flushing them down the commode will help prevent drug abuse and protect the Roanoke Valley's waterways. The Vinton Hardy Road Kroger drug take-back event collected 207.1 pounds of drugs. Medication was safely collected and safely burned in the State's incinerator.

On Friday, October 9, 2015, CVC along with the Upper Roanoke River Roundtable, Smith Mountain Lake Association, and Ferrum College with partial funding from Virginia DEQ and Novozymes, co-organized Roanoke River Currents Conference at Ferrum College. The day-long conference highlights key topics and issues relating to Roanoke River watershed with five breakout sessions – EC/FC, SED, Nutrients:

- Pipelines and Water Resources
- Lake Management: Water Quality, Invasive Species, and Other Issues
- Stormwater Management and Blueways
- Citizen Monitoring
- TMDLs in the Basin

On Saturday, October 17, 2015, Town of Vinton along with other jurisdictions in Roanoke Valley, CVC, and area businesses participated in the Fall Waterways Cleanup Event. The event was originally scheduled for October 3, 2015, but due to flooding, it was postponed until October 17, 2015, to coincide with the 2015 Outside Go Festival. After the clean-up event, volunteers were invited to attend the Go Fest and visited the CVC outreach and information booth. A tie-dye Fall Waterways t-shirts were given away to 500 clean-up volunteers. 47 registered teams comprised of 727 volunteers participated in the clean-up event and they collected 26.3 tons of trash and 233 tires – EC/FC, SED, Nutrients.

On November 19, 2015, the CVC sponsored an Earth Summit at the Jefferson Center, a day-long event designed to give high school students and the teachers from around the Roanoke Valley the chance to explore and understand the current environmental topics. The theme for this 15th Annual Earth Summit was “As rain water travels downhill, it picks up contaminants such as litter, per waste, oil, heavy metals, fertilizers, and anything else in its path! This polluted water then washes from the storm drains directly into the nearest creek or river.” The attendees met with local environmental professionals, participated in breakout sessions, and connected with like-minded peers. The breakout sessions were: Rain Barrel Workshop, Stormwater Management Solutions; and Home Stormwater Footprints – EC/FC, SED, Nutrients.

On Saturday, February 6, 2016, CVC set-up an outreach and information booth at the Tons of Fun annual event at Tanglewood Mall. Stormwater programs, Indoor Stream School were held and 872 stormwater educational giveaways were given out to an estimated 900 attendees – EC/FC, SED, Nutrients.

On Saturday, April 9, 2016, during the Annual Spring Clean Valley Day, clean-up volunteers braved the snowy clean valley day. On Saturday, April 16, 2016, members of the Vinton Town Council and leadership team picked up trash and tires along Hardy Road, Clearview Drive, Washington Avenue and the community recycling center at the Lake Drive Plaza. The Clean Valley Day and the Town’s clean-up event were featured by WDBJ Channel 7 and The Vinton Messenger. The 1,055 volunteers representing 51 teams participated in the 2016 Clean Valley Day Event, collected 78 tons of trash and 4.5 tons of tires – EC/FC, SED, Nutrients.

On Friday, April 19, 2016, CVC supported the City of Roanoke’s Train the Trainer Workshop with advertising, demonstrations of rain barrels, training support, and handing out stormwater related giveaways to 32 attendees – EC/FC, SED, Nutrients.

The Town’s 2016 Arbor Day Tree Planting Event and Earth Day Celebration Assembly were held on Friday, April 22, 2016, at the Herman L. Horn Elementary School. The event including the trees planting, was well received by the elementary students, school staff, parents and attended by Vinton elected officials and personnel; Roanoke County public school board member, superintendent, administrative personnel; and the school beekeeper. The highlights of the program were the presentation by Virginia State Forester to the students, parents, and other attendees, on the importance of taking care of the environment and the planting of and importance of trees; “Trashy” Students parade and the announcement of the “Trashy” Queen and King. At the end of the program, the school choir group and the music teacher entertained the attendees with songs, followed by the ceremonial tree planting by Smokey Bear, distinguished guests, and the children. The event was covered by a reporter from The Vinton Messenger, which was published on April 25, 2016. Additionally, the event was also filmed and produced by RVTV Channel 3, which was posted on the RVTV YouTube Channel.

On Saturday, April 30, 2016, the National Prescription Drug Take-Back Program was held at several locations in the Cities of Roanoke and Salem, Counties of Roanoke, Botetourt, and Craig, and Town of Vinton at Hardy Road Kroger. The drug-take back event instead of leaving medications unsecured in the home or flushing them down the commode will help prevent drug abuse and protect the Roanoke Valley’s waterways. The Vinton Hardy Road Kroger drug take-

back event collected 444 pounds of drugs. Medication was safely collected and safely burned in the State's incinerator.

On Saturday, June 4, 2016, CVC, Rotary Club of Roanoke and the Grandin Village Business Association's Grandin Chillage organized the Recycled Regatta and River Fest throughout Smith Park and Green Goat Restaurant. It was a day- long celebration of the Roanoke River, with a focus on river advocacy and engagement through fun activities; Duck Race, Recycled Regatta Homemade Boat Race and environmental information booths such as CVC's environmental and stormwater educational information table including rain barrel raffle, Mill Mountain Garden Club Pet Waste table with dog waste bags dispenser giveaway, and the City of Roanoke rain barrel demonstration booth. The event was well covered by local television networks and a great article with pictures by The Roanoke Times – EC/FC, SED, Nutrients.

Other environmental events for public involvement and participations were:

1. Roanoke Regional Home Builders Show at Salem Civic Center, Home Show, September 26, and September 27, 2015: 1,825+ attendees – EC/FC, SED, Nutrients.
2. Regional Earth Day Celebration, Saturday, April 23, 2016 at Rivers Edge: 1,200 attendees – EC/FC, SED, Nutrients.

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

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 streambanks. 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.