

CITY OF VALDOSTA
STORM WATER MANAGEMENT PROGRAM (SWMP)

MINIMUM CONTROL MEASURE (MCM) – B
PUBLIC INVOLVEMENT / PARTICIPATION

40 CFR Part 122.34(b)(2) Requirement: The permittee must, at a minimum, comply with State and local public notice requirements when implementing a public involvement/ participation program.

Best Management Practice (BMP) #1: Curb Marker Program

1. Target audience: Volunteers
2. Description of BMP: The City utilizes volunteers to apply curb markers that read “No Dumping Drains to Creek” to catch basins and distribute door hangers within the City limits. The City provides all necessary supplies, safety equipment, and a map of the catch basins to be marked.
3. Measurable goal(s): The City will host four curb marker events during the reporting period.
4. Documentation to be submitted with each annual report: The City will provide a summary that includes the event date, number of participants, number of curb markers installed, number of door hangers distributed and location in each annual report.
5. Schedule:
 - a. Interim milestone dates (if applicable): N/A
 - b. Implementation dates (if applicable): 2006
 - c. Frequency of actions (if applicable): Four events
 - d. Month/Year of each action (if applicable): Annually
6. Person (position) responsible for overall management and implementation of the BMP: Stormwater Manager
7. Rationale for choosing BMP and setting measurable goal(s): By placing curb markers throughout the City, this will raise awareness on urban runoff and discourage practices that generate non – point source pollution.
8. How you will determine whether this BMP is effective in reducing pollution to stormwater in accordance with Part 5.1.4 of the Permit: By raising public awareness of urban runoff, the curb marker program should discourage practices that generate stormwater pollution.

BMP #2: Community Outreach Cleanups

1. Target audience: Volunteers
2. Description of BMP: The City in conjunction with the Keep Lowndes Valdosta Beautiful (KLVB) program will organize, promote and participate in community cleanups (e.g. Rivers Alive, Great American Cleanup, National Make A Difference Day, etc.).
3. Measurable goal(s): The City will participate in three community cleanup events during the reporting period.
4. Documentation to be submitted with each annual report: The City will provide a summary of the event results (e.g. locations, number of volunteers / organization, and volume of trash collected) and media coverage (if available) in each annual report.
5. Schedule:
 - a. Interim milestone dates (if applicable): N/A
 - b. Implementation dates (if applicable): 1998
 - c. Frequency of actions (if applicable): Three events
 - d. Month/Year of each action (if applicable): Annually
6. Person (position) responsible for overall management and implementation of the BMP: KLVB Executive Director
7. Rationale for choosing BMP and setting measurable goal(s): Trash management and annual cleanups increases the aesthetic quality of our community, encourages public involvement, raises awareness and reduces the amount of trash entering our waterways.
8. How you will determine whether this BMP is effective in reducing pollution to stormwater in accordance with Part 5.1.4 of the Permit: Community cleanups are hands – on opportunities that are effective at increasing public awareness of pollution sources and will help keep trash and debris out of the streams.