

**CHAPTER TWO**

**PUBLIC INVOLVEMENT/PARTICIPATION PROGRAM**

The Public Involvement/Participation Program section of this SWMP addresses the importance of public involvement in the protection of storm water. Community participation provides for broader public support, shorter implementation schedules, a broader base of expertise, and the development of important relationships with other community and government programs. The BMPs described in this section include opportunities for the public to play an active role in the development and implementation of the storm water management program. Such opportunities include: the public notice process, efforts to reach out and engage all economic and ethnic groups, and additional community programs to foster public input.

This program will be integrated with the Public Education and Outreach Program to incorporate education with hands-on programs. The following BMPs describe implementation tasks and assessment tasks to be completed by the City for the Public Involvement/Participation Program.

**PUBLIC INVOLVEMENT**

Objective: Provide opportunities for public involvement in the development and implementation of the storm water management program. Provide additional opportunities for public awareness of the problems and solutions regarding storm water.

Permit Requirement: II.F.2.a. and b. – Public Participation/Involvement

Description of Tasks:

Public Notice: Public notice requirements shall be conducted in accordance with the State Administrative Procedures Act. Public notices shall be published and public comments received. Appropriate responses will be documented.

Open Houses: Open houses will be conducted by the City and held in conjunction with other City meetings such as City Council meetings. Education materials about storm water quality will be handed out. In addition, the SWMP, Annual Reports and other documents will be available for public comment.

Goals and Assessment: The table below represents measurable goals for this BMP to be implemented and assessed during the permit term. The purpose of measurable goals is to gauge permit compliance and program effectiveness following the schedule identified.

Year	Task/Goal	Assessment	Lead Entity/Funding
2004 – 2007	Public Access to Documents and Information/ Add link for storm water information to City Web Site	Document information and links provided on City Web Site.	City Public Works/ General Fund
2004 – 2007	Open Houses/ Provide storm water programs informational material.	Document representation of local events and meetings, assess the response	City Public Works/ General Fund
2003-2007*	Public Notice/ Incorporate public notice requirements	Document the public notices advertised and the number and content of responses to the notices	City Public Works/ General Fund
2003-2007*	Storm water articles / Include in newsletters	Document the articles sent	City Public Works/ General Fund
2003-2007*	Citizen Advisory Committee/ Review and discuss Storm Water and related issues with City Water Utility Board	Document materials presented and committee input.	City Public Works/ General Fund

\* Fiscal year July to July

### **PUBLIC PARTICIPATION**

Objective: Reduce pollutants to receiving waters by identifying storm drains and increasing public awareness of problems and solutions.

Permit Requirement: II.F.2.c – Public Involvement/Participation

Description of Tasks:

Storm Drain Inlet Identification Program: A program utilizing community groups to glue markers on storm drain inlets to discourage illicit dumping and littering. Typical groups that participate in the Storm Drain Inlet Identification program are Boy Scouts, Girl Scouts, and school groups. The City supplies the groups who wish to participate with curb markers and glue, and the locations of where the markers are needed. The City documents the number of participants and storm drains that are marked. This program includes a public education component by educating the participating groups on the impacts of illegal dumping on water quality.

Adopt-a-Stream/Street Program: A program designed to provide opportunities for groups and organizations to be publicly recognized for helping annual stream cleanups.

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<b>Year*</b>	<b>Task/Goal</b>	<b>Assessment</b>	<b>Lead Entity/Funding</b>
2003-2007	Storm Drain Inlet Identification Program/ Make markers available	Document number of groups and catch basins identified	City Public Works/ General Fund
2004-2005	<u>Adopt-a-Stream/Street Program/</u> Develop Program	Document Program	City Public Works/ General Fund
2004-2007	<u>Adopt-a-Stream/Street Program/</u> Implement Program	Document cleanup activities	City Public Works/ General Fund

\* Fiscal year July to July