

**Attachment # 1 to  
To Agreement Dated: July 1, 2018  
Scope of Service**

**Stormwater Education and Public Participation Program Services and Items to be provided by Clean Valley Council, Inc. until June 30, 2019, and each Renewal Period That May be Exercised Thereafter**

Clean Valley Council, Inc. (CVC) shall provide services to the City of Salem in the form of: labor, products, programs, activities, meetings, supplies, and other public education, outreach, and participation modes in order to facilitate the City's compliance with Minimum Control Measures (MCM)1 and 2 of the City's Municipal Separate Storm Sewer System (MS4) permit. New Total Maximum Daily Load (TMDL) requirements, to go beyond the educational and outreach efforts of MCM 1 and 2, are also included in this scope of services.

1. Stormwater Educational and Public Participation Program Minimum Control Measures (MCMs), MCM #1 Stormwater Education and Outreach and MCM #2 Public Involvement and Participation. Best Management Practices (BMPs) 1.1, 1.3, 1.4, 1.5, 2.1, 2.2, as set forth below, to be completed by Clean Valley Council, Inc. for the City of Salem between July 1, 2018 and June 30, 2019, and annually thereafter so long as this contract remains in effect.
2. On a quarterly basis, CVC shall provide the City with an electronic (MS Excel or equivalent spreadsheet format) report of all CVC services scheduled. Payment will be requested at the beginning of each quarter (July 1, October 1, January 1, and April 1). This quarterly report spreadsheet shall list all of the following for each service scheduled by CVC during the quarter, unless otherwise noted:
  - a. Date of service
  - b. Jurisdiction of service (City of Salem, etc.)
  - c. Location of service (Northside MS, etc.)
  - d. Service type (Program, Publication, Product, Event, Meeting, Public Service Announcement, etc...)
  - e. Program or Activity Title (Name of Program, Event, etc.)
  - f. High Priority Water Issue Addressed
  - g. Number of Programs
  - h. Number of participants (children and adult) or audience reached (actual count or an estimation)
  - i. CVC Staff conducting or facilitating the service
3. An updated Annual Stormwater Report will be submitted no later than August 1<sup>st</sup> for submission with the localities annual reports due in October to DEQ. Formatting will be in MS excel with tables for easy inclusion into other reports.
4. The City reserves the right to approve in advance all services, merchandise, products, activities, or other deliverables. Giveaways will be purchased in the first quarter of the contract for the year and distributed throughout the contract period.

5. Each locality will pay for program supplies, copies and mileage on a quarterly basis prorated for each locality, and is included in the total contract amount. Documentation of the actual costs will be confirmed with the final report in August.
6. CVC will provide photo documentation for all services throughout the year on CVC's Facebook and Instagram sites with tags to the locality.
7. CVC will provide the locality with an option to update the program and renew by February 1st of each year.

## **CVC Services to support**

### **Minimum Control Measure (MCM) 1: PUBLIC EDUCATION AND OUTREACH**

The overall education and outreach program, as a whole, will (a) clearly identify the high priority stormwater issues, (b) explain their importance, (c) include actions the public can take to minimize any negative impacts on stormwater, and (d) provide the appropriate contact on where the public can go for more information.

#### **BMP 1.1: Stormwater Educational Resources, Publications and Programs**

CVC will develop and maintain an inventory of stormwater educational resources, publications and programs.

1. CVC will develop and maintain a series of stormwater educational publications and programs accessible from the CVC's website.
2. CVC shall document and report quarterly: name of resource, source/type of information, webpage link, and contact information, if available.
3. CVC shall review annually to update relevancy and expand to address changes in BMP technology. The annual review shall be completed by January 1st.
4. CVC will highlight revised or new publication or program inventory items.

#### **BMP 1-3: Stream School Seminars**

CVC will conduct and coordinate its "Stream School Seminars" wherein the CVC educator's work collaboratively with a group of individuals and facilitate an array of hands-on aquatic ecology and watershed health lessons.

1. CVC shall conduct stream school seminars within the Locality, such that a minimum of 100 participants are involved. At least 80% of the participants shall be local residents.
2. During the stream school seminars, CVC shall present the localities high priority water quality issues, how they adversely impact streams and the localities efforts towards cleaning up streams.
3. CVC shall document and report quarterly: the date, location of training, number of participants (child and adult totals), instructor name, and description of materials distributed.

#### **BMP 1-4: Stormwater Educational Programs and Activities for Students and Teachers.**

CVC will conduct educational programs in the City of Salem/Roanoke County schools, private and parochial schools located within the City of Salem, and other appropriate locations designated by CVC where these target audiences may be reached.

1. CVC will develop suitable programs and activities that address the localities high priority water quality issues (sediment, e-coli, nutrients, IDDE) and align with the educational standards of learning (SOL).
2. Quarterly, CVC will provide stormwater educational programs and/or presentations to K – 12th graders and/or their teachers in the locality, and/or private and public schools within the locality.

#### **BMP 1-5: Stormwater Educational Programs and Activities for Adult and General Public Audiences**

CVC shall provide programs, news or other public media segments, public service announcements, and/or other stormwater informational programs and activities that are specifically targeted to reach the general public of the Roanoke Area.

1. Creative development, expression, diversity and multi-media communications are all strongly encouraged. The goal of this BMP is to effectively reach the broader adult population that are not accessed via the school-oriented services, and who may not be receptive to such messages when they are targeted towards youth.
2. CVC shall produce, deliver, and/or participate in at least two stormwater educational programs, publications, activities and/or media products for general publication. Examples include, but are not limited to: Go Fest, Kids2Parks, Speaking Event, Earth Summit Evening Session, PSA, Green Academy, etc.
3. CVC shall collaborate with Stormwater staff (and other municipalities) to produce video appropriate for RVTV and/or available on the CVC webpage.

#### **CVC Services to support**

#### **Minimum Control Measure (MCM) 2: PUBLIC INVOLVEMENT AND PARTICIPATION**

##### **BMP 2-1: Storm Drain Stenciling Program**

CVC will conduct a program to mark locations adjacent to (locality) storm sewer system drain inlets with educational awareness notifications such as: "Dump No Waste – Drains to the Roanoke River," or equivalent verbiage to discourage stormwater pollution.

1. CVC will coordinate, facilitate, and directly engage with appropriate student, civic and other volunteer groups.
2. CVC will provide all necessary supplies and project supervision to ensure the drain inlets are properly marked, and that the safety of all participants is maintained, especially when working near roadways and high traffic areas.
3. CVC shall document and report quarterly: Locality, date, area of stenciling, number of stencils marked, and number of volunteers.
4. CVC will mark a minimum of 20 drains annually within the City of Salem.

##### **BMP 2-2: Stormwater Public Events (Community-Wide)**

CVC shall host and coordinate community cleanups and other environmental education events that focus on one community, all of Roanoke Valley, or host a larger regional event.

1. CVC shall facilitate and coordinate at least two events annually to remove litter and waste from local waterways, and provide practical public participation opportunities to

facilitate watershed stewardship and general improvements in local water quality. Examples include, but need not be limited to: Fall Waterways Cleanup, Clean Valley Day, etc.

2. CVC shall facilitate and coordinate at least two events annually to educate about watersheds and other related environmental topics. Examples include, but need not be limited to: Earth Summit, Roanoke Riverfest/Recycle Regatta, Earth Day, etc.
3. CVC shall collaborate with and inform the locality regarding event planning, preparations, and outcomes.
4. Within 30-days following the event, CVC shall provide the locality with an estimate of the number of participants and tonnage of waste removed. Event metrics will also be shared with Longwood University for statewide data collection efforts.

**CVC Services to support**

**Total Maximum Daily Load (TMDL) – No services have been selected at this time.**

**MCM 1: EDUCATION AND OUTREACH**

**MCM 2: PUBLIC INVOLVEMENT AND PARTICIPATION**

