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## MCM 2: Public Involvement & Participation

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The Public Involvement and Participation Program is developed and implemented by Environmental Division staff who are supervised by the Environmental and Technical Division Manager for the Public Works Department.

The City of Keizer has selected three Best Management Practices (BMPs) to comply with the requirements specified in the Public Involvement and Participation minimum control measure in Schedule A.3.b of the General Permit. The BMPs are shown in **Table 2**. The goals, strategies, measurable objectives, and implementation timelines for each BMP are described below.

**TABLE 2. PUBLIC INVOLVEMENT & PARTICIPATION BMPs**

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<b>ID</b>	<b>Best Practices</b>
PI-1	Implement a Public Involvement and Participation Program
PI-2	Maintain a Publicly Accessible Website
PI-3	Offer a Stewardship Opportunity

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### **PI-1 Implement a Public Involvement and Participation Program**

#### **Goals**

- Implement a Public Involvement and Participation Program that provides opportunities for the public to effectively participate in the development of the SWMP Document control measures on or before February 28, 2020.
- Comply with all public notice requirements.
- Track implementation and assess progress of the Public Involvement and Participation Program for annual reporting.

#### **Strategy**

The City will continue to implement its existing Public Involvement and Participation Program while working to develop and implement the requirements of Schedule A.3.b. The current program consists of public meetings, stewardship opportunities, and utilization of the City's website to share permit related documents, solicit and receive public comments and intake illicit discharge complaints.

Consistent with public notice requirements, the City has a process in place to receive public comments verbally or in writing during any open comment period.

The Stormwater Advisory Committee (SWAC) provides a venue for the public to provide comments directly to Environmental Division staff on the development of the Stormwater Management Program. The committee was established in May 2008 and is made up of elected officials, representatives from the City of Salem and Marion County, and citizens at large. Meetings may be held more frequently in 2019-20 through development of the SWMP Document and then periodically (as needed) thereafter to keep members apprised of implementation progress and for

staff to receive guidance. Meetings are open to the public and are advertised on the City’s website and shared through local media outlets.

For detailed information on the utilization of the website and stewardship opportunities, please refer to PI-2 and PI-3 below.

Staff will employ a variety of recordkeeping methods such as spreadsheets, documents, databases and GIS applications to track and document implementation of the Public Involvement and Participation Program. Staff will assess progress using the measurable objectives listed for each BMP.

**Measurable Objectives**

1. Continue to implement the existing Public Involvement and Participation Program while working to develop and implement the requirements of Schedule A.3.b.
2. Host regular meetings through the development of the SWMP Document in 2019-20 then meet periodically thereafter
3. Document compliance with public notice requirements
4. Track implementation and assess progress of the Public Involvement and Participation Program annually using the measurable objectives defined for each BMP

**Implementation Timeline**

Year 1	– Continue to implement the existing program – Host monthly SWAC meetings to develop the SWMP Document
Years 2-5	– Host at least two SWAC meetings per year after SWMP Document is final
Annual	– Track program implementation and assess progress

**PI-2 Maintain a Publicly Accessible Website**

**Goal**

- Maintain and promote a publicly accessible website that contains educational materials, contact information for program staff, Stormwater Management Program documents, illicit discharge reporting procedures, and links to all ordinances, policies and/or guidance documents related to the construction and post-construction programs, including education, training, licensing and permitting.

**Strategy**

The City currently maintains a public website. The Environmental & Technical Division’s web pages host the required programmatic content including the following: a process to report illicit discharges, draft documents issued for public comment, links to all ordinances, policies and guidance documents related to the construction and post-construction programs, regulatory documents, program management plans, annual reports, permits, educational materials, and contact information for program staff.

An online resource library will be added to provide educational content complete with tools, tips, and techniques for improving water quality, strategies for pollution prevention, educational brochures, and information on current events. When practical, online content will be paired with social media posts to promote engagement and viewership.

**Measurable Objectives**

1. Update and/or publish all required content to the website on or before February 28, 2020
2. Maintain a publicly accessible website with current content as required in Schedule A.3.b.ii.
3. Review the website annually and update as needed

**Implementation Timeline**

Year 1	– Continue to implement the existing program – Update and/or publish content to the website on or before February 28, 2020
Years 2-5	– Maintain a publicly accessible website with current content
Annual	– Review the website and update content as needed

**PI-3 Offer a Stewardship Opportunity**

**Goal**

- Create (or partner in the development of) one stewardship opportunity during the permit term.

**Strategy**

The City currently offers two stewardship opportunities designed to garner public participation in protecting natural resources: Storm Drain Marking and Invasive Weed Removal. Participation in these programs has steadily decreased over time; therefore, staff will consider new outreach methods to increase participation and/or explore new opportunities for more meaningful involvement.

In addition to this, staff encourages stewardship through partner projects with agencies such as the Claggett Creek Watershed Council and the Marion Soil & Water Conservation District. The City will continue to collaborate on volunteer opportunities in the community as resources allow.

**Measurable Objectives**

1. Continue to offer existing stewardship opportunities and partner on volunteer projects
2. Evaluate participation in existing stewardship programs
3. Explore new stewardship opportunities and develop an implementation strategy
4. Create and promote at least one stewardship opportunity during the permit term

**Implementation Timeline**

Years 1-2	– Continue to implement the existing program
Year 2	– Evaluate and develop an implementation strategy for a stewardship program
Years 3-5	– Implement (or partner to provide) at least one stewardship opportunity
Annual	– Track and assess participation in the program