

Veterans Affairs Medical Center (VAMC)
1970 Roanoke Blvd
Salem, Virginia 24153

MS4 Program Plan



VSMP General Permit Registration Statement for Stormwater Discharges
from Small Municipal Separate Storm Sewer Systems (MS4)

Permit Number: VAR040050

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The Salem VAMC has established minimum control measures identified as Best Management Practices that will be implemented as part of the MS4 program requirements.

**Minimum Control Measure #1
Public Education and Outreach on Stormwater Impacts**

Section II.B.1.c. – The updated program shall be designed to: (1) Identify, at a minimum, three high priority water quality issues, that contribute to the discharge of stormwater (e.g., Chesapeake Bay nutrients, pet wastes and local bacteria TMDLs, high-quality receiving waters, and illicit discharges from commercial sites) and a rationale for the selection of the three high-priority water quality issues; (2) Identify and estimate the population size of the target audience or audiences who is most likely to have significant impacts for each high-priority water quality issue; (3) Develop relevant message or messages and associated educational and outreach materials (e.g., various media such as printed materials, billboard and mass transit advertisements, signage at select locations, radio advertisements, television advertisements, websites, and social media) for message distribution to the selected target audiences while considering the viewpoints and concerns of the target audiences including minorities, disadvantaged audiences, and minors; (4) Provide for public participation during public education and outreach program development; (5) Annually conduct sufficient education and outreach activities designed to reach an equivalent 20% of each high-priority issue target audience. It shall not be considered noncompliance for failure to reach 20% of the target audience. However, it shall be a compliance issue if insufficient effort is made to annually reach a minimum of 20% of the target audience; and (6) Provide for the adjustment of target audiences and messages including educational materials and delivery mechanisms to reach target audiences in order to address any observed weaknesses or shortcomings.

BMP 1A – The Salem VAMC has developed brochures and informational articles to inform its employees, contractors, and veterans of the high priority water quality issues. These materials are distributed and are available to all employees through the Facility intranet page. The Green Environmental Management System (GEMS) Coordinator attends construction project design meetings to inform contractors of their responsibilities under the MS4 program.

The Salem VAMC has identified three high priority water quality issues that may contribute to pollution from runoff at the medical center.

1. Used material storage – The Salem VAMC has several areas where used materials are stored. The materials include; equipment that will be sold or transferred to another owner; material that will be recycled; and containers that will be returned to the vendors. The Heating, Ventilating, and Air-Conditioning (HVAC) Shop stores equipment beside their shop as the equipment is prepared for disposal. Disposal is defined as shipment to a solid waste facility, shipment to a recycling facility, or transfer to another owner as part

