



**Summary of AMAFCA's MS4  
Pollution Prevention/Good Housekeeping Program  
& Control of Floatables Program  
FY 2022 (July 1, 2021 – June 30, 2022)**

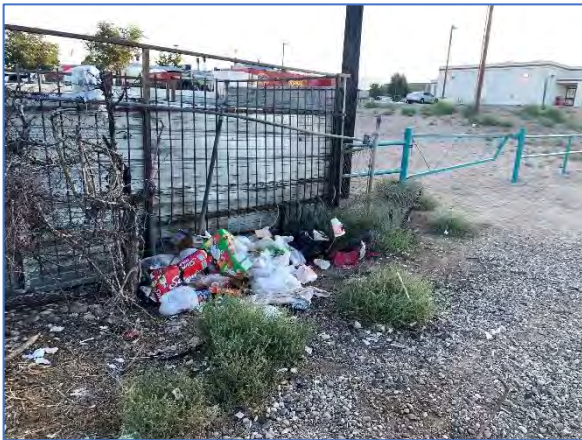
NPDES Permit No. NMR04A000

Part I.D.5.c - Pollution Prevention/Good Housekeeping for Municipal/Co-permittee Operations  
and Part I.D.5.f - Control of Floatables Discharges

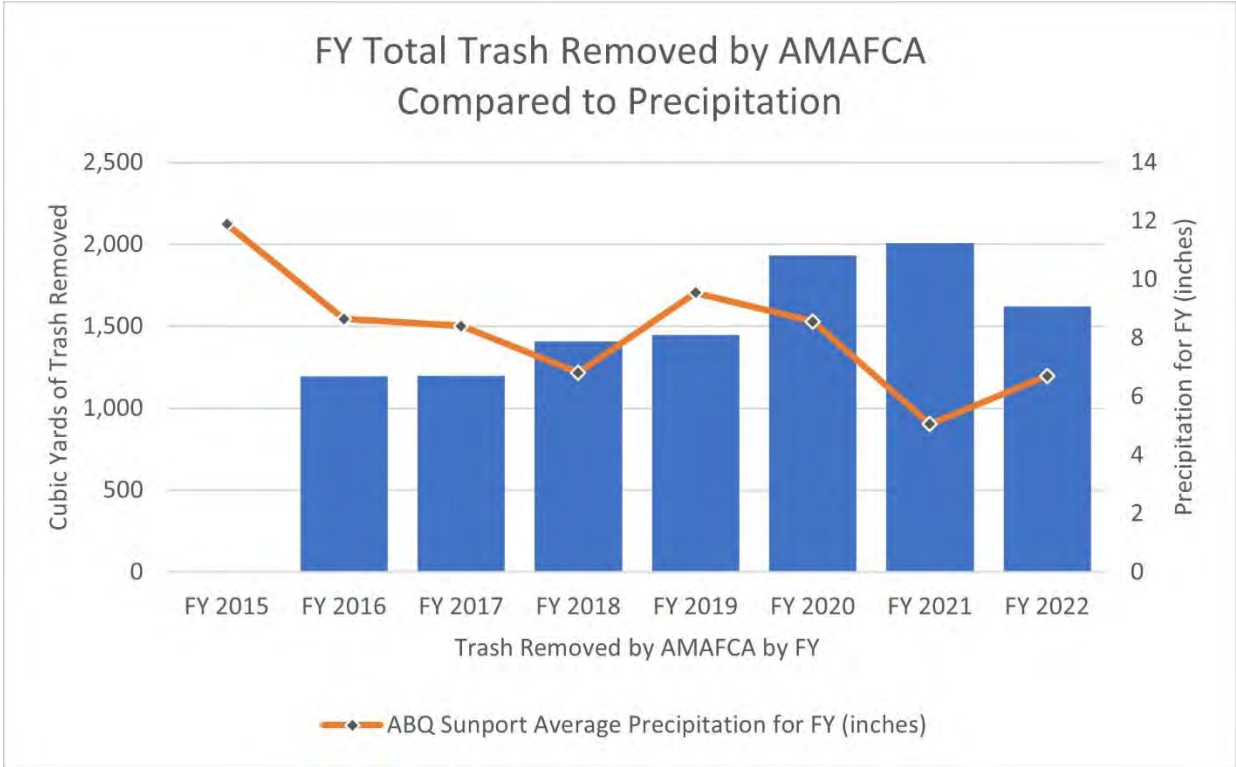
AMAFCA, from its elected Board to its Executive Engineer to its maintenance crew, prioritizes the maintenance, operations, and aesthetics of its facilities. As a result, pollution prevention, good housekeeping, and control of floatables are inherent to AMAFCA activities and are part of the AMAFCA culture. With AMAFCA being a non-traditional Municipal Separate Storm Sewer System (MS4), its pollution prevention and good housekeeping program differs from other MS4s in the community in that its program extends throughout the watershed rather than focusing primarily on industrial-type facilities. In accordance with AMAFCA's Stormwater Management Program (SWMP), AMAFCA has followed and will continue to follow its program practices outlined in the programs' strategies and procedures to reduce pollutant runoff from AMAFCA operations. AMAFCA's pollution prevention, good housekeeping, and control of floatables practices pertain to all AMAFCA facilities.

For example, as part of this MS4 Program and through regular business operations, AMAFCA conducts regular inspections and maintenance throughout the watershed for infrastructure that includes 22 flood control dams, 55 smaller flood-control ponds, 78 miles of arroyo channels, 130 water quality structures, 11 miles of underground conduit structures, and 12 miles of dikes and diversion structures. Related to infrastructure, AMAFCA has become a regional leader in integrating flood control infrastructure and stormwater quality facilities. AMAFCA stormwater quality and debris removal facilities annually collect an average of 55,000 cubic yards of sediment and 1,500 cubic yards of trash/floatables from stormwater before the runoff enters the Rio Grande. The Watershed Based MS4 Permit has an additional minimum control measure (MCM) from the typical six MCMs in MS4 Permits that focuses on the control of floatables. Control of floatables ties into pollution prevention and good housekeeping measures and is another area where AMAFCA programs have a widespread, positive impact to the watershed.

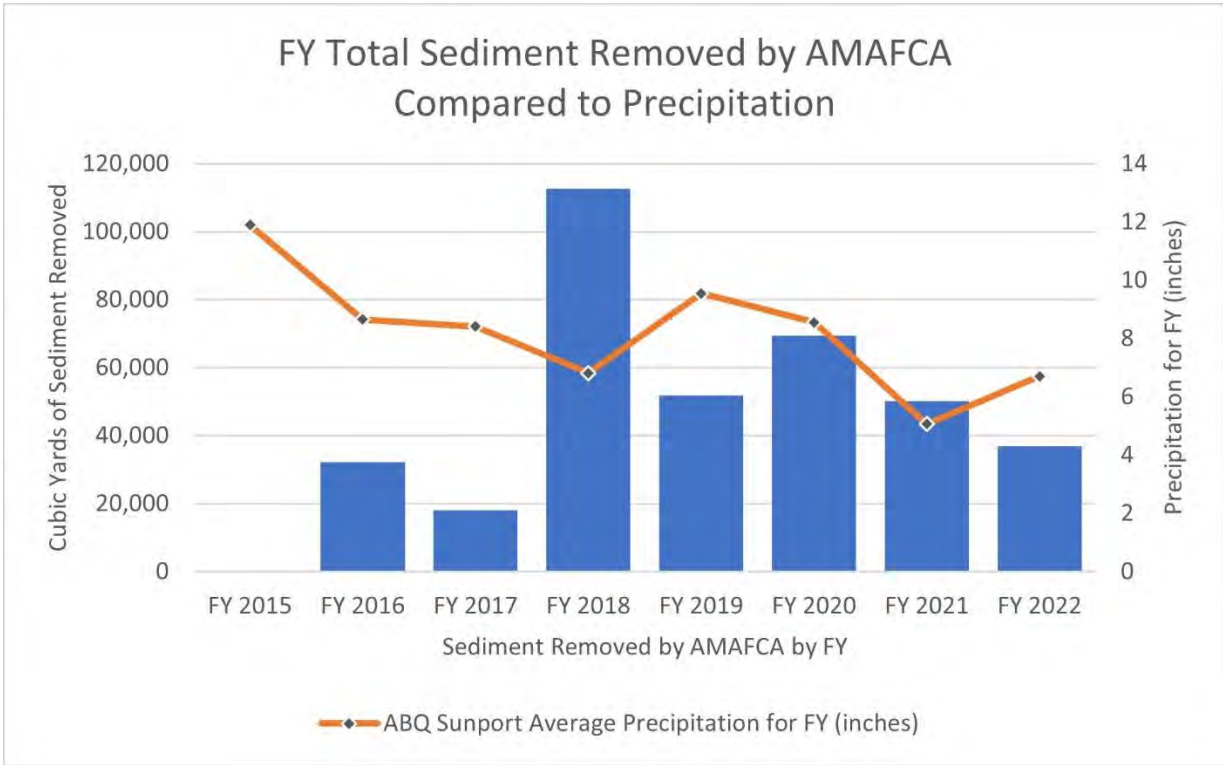
AMAFCA utilizes a detailed crew tracking system to document the AMAFCA crew maintenance and operations activities, many of which support these MS4 Program activities. The tracking includes a list of all AMAFCA facilities, organized by drainage basin. The photos and graphs below highlight the watershed-wide trash, debris, and sediment removed by AMAFCA operations.



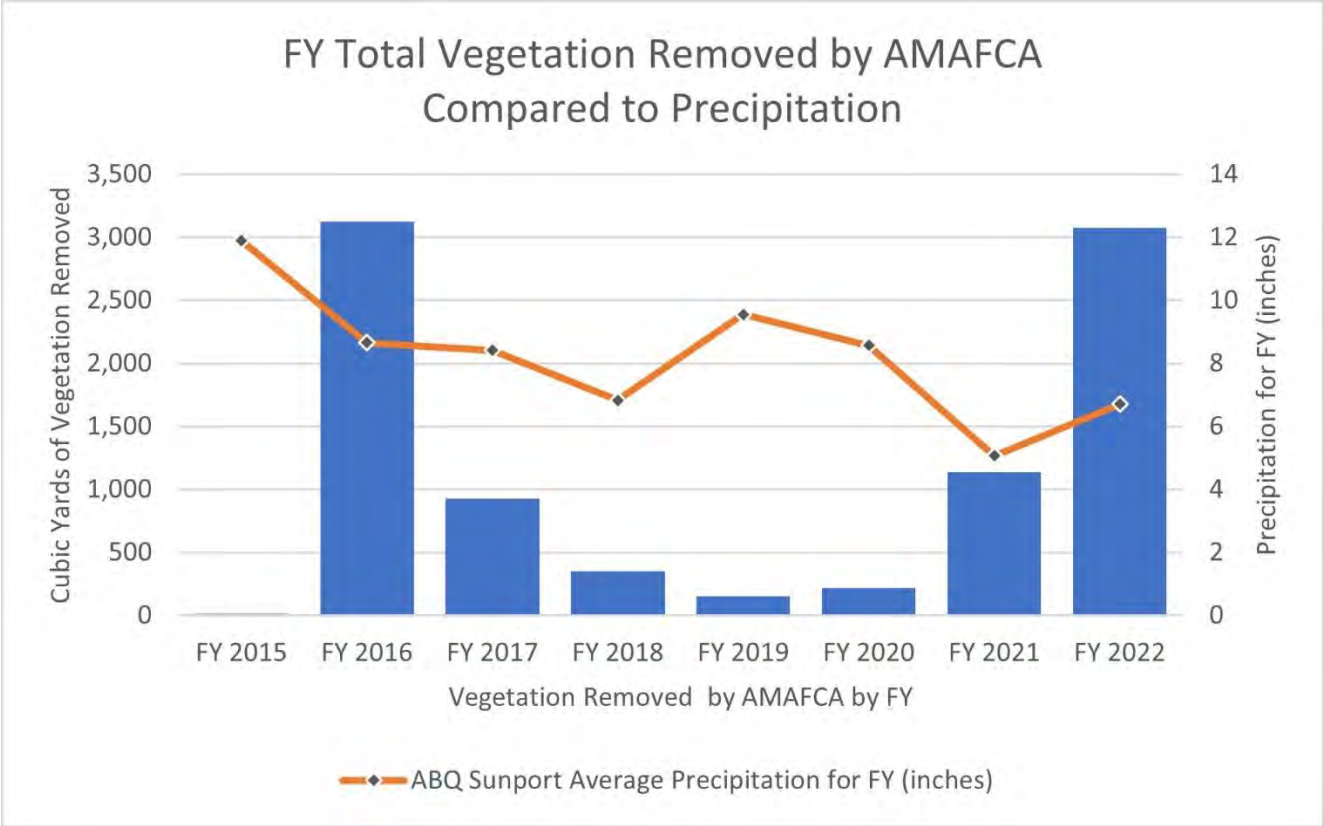
*Capturing Pollutants in AMAFCA Facilities Before They Enter the Rio Grande.*



*Graph Highlighting the Watershed Wide Trash Removed by AMAFCA Operations.*



*Graph Highlighting the Sediment Removed by AMAFCA Operations.*

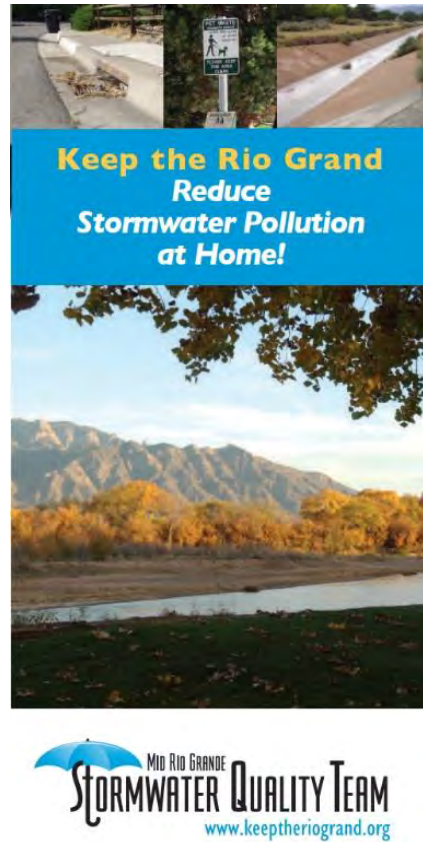


*Graph Highlighting the Vegetation Removed by AMAFCA Operations.*



*AMAFCA Vegetation Removal Activities – Including Use of Local Tumbleweeds to Create the Famous Annual AMAFCA Snowman*

The Pollution Prevention/Good Housekeeping Program & Control of Floatables Program require a litter source control program, including a public awareness campaign and employee training. AMAFCA is a member of the Mid Rio Grande Stormwater Quality Team (MRGSQT – <https://keeptheriogrand.org/>), which has grown to 12 organizations who leverage their resources to ensure MS4 Permit public education and outreach requirements are met with the goal of preventing and reducing stormwater pollution throughout the watershed from reaching the Rio Grande. AMAFCA will continue to collaborate with the MRGSQT and MS4 permittees for the existing litter source control program, including a targeted public awareness campaign as well as coordinated training programs

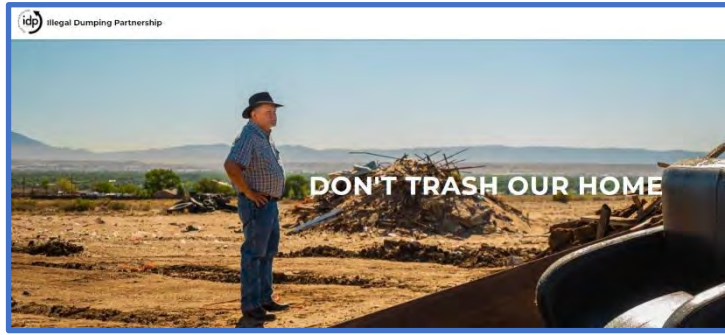


*MRGSQT Outreach Examples – Kiosk and Brochure*

AMAFCA is also a partner in the watershed’s Illegal Dumping Partnership (IDP), a multi-agency task force founded to help combat illegal dumping (<https://www.ihavetrash.com/> and <https://www.bernco.gov/planning/let-s-talk-trash-.aspx>). The table below provides a summary of the outreach and activity completed by the IDP Awareness Campaign in FY 2022.

**Summary of FY 2022 Illegal Dumping Awareness Campaign**

<b>Activity</b>	<b>Measurement</b>
I Have Trash.com website views	3,967
YouTube videos – views - Spanish views: - English views:	92,690 186,521
Digital advertising via mobile geofencing in English and Spanish	1,458,800 estimated audience
Advertising videos in select movie theaters	584,000 estimated audience
TV video commercials in English and Spanish	2,255,000 estimated audience
Billboards (14 outdoor poster billboards)	1,658,600 estimated audience
Illegal dump sites cleaned up by the County	333 sites
Community area cleanups – 14 events	307.06 tons of trash collected
Bernalillo County Public Works contributions for community cleanups and outreach	\$10,000
NM Clean & Beautiful grants	\$16,100
Bernalillo County Planning & Development contributions for outreach & media	\$76,400
In-kind donations from Albuquerque Public Schools (printing) and County Waste Management & Southwest Landfill (roll-offs for community cleanups)	\$59,380



## OUR PARTNERS



### CONTACT US

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**ILLEGAL DUMPING PARTNERSHIP**

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**SOCIAL MEDIA**



Screen Shots from IDP Website