

Greater Lansing Regional Committee for Stormwater Management

Public Education Plan



www.mywatersheds.org

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TABLE OF CONTENTS

INTRODUCTION

This Public Education Plan (PEP) is being prepared for the communities within the Greater Lansing Region to comply with Phase II Storm Water National Pollutant Discharge Elimination System (NPDES) General Watershed Permit requirements and to assist with the watershed management planning process. This creates a concise document for members and the Public Education Program Committee to work from throughout the current permit cycle (2008-2013).

The original PEP was completed in 2003 and updated in 2006; this current version of the PEP will be submitted to MDNRE with the Stormwater Pollution Prevention Initiative on July 1, 2011 as described in the Certificate of Coverage. The PEP was written for all GLRC members, educating on a regional and watershed level. However, each permittee will take their specific watershed and community characteristics into consideration throughout PEP activity implementation. Where applicable each member has included their specific individual efforts throughout the document below.

Permittees, GLRC members participating in the PEP are as follows:

City of DeWitt	Lansing Charter Township
City of East Lansing	Meridian Charter Township
City of Grand Ledge	DeWitt Public Schools
City of Lansing	Lansing Public Schools
City of Mason	Clinton County
Delhi Charter Township	Eaton County
Delta Charter Township	Ingham County
DeWitt Charter Township	Michigan State University

Associate GLRC members include: Windsor Charter Township and Oneida Charter Township.

A. REQUIRED ELEMENTS

The PEP follows the format recommended by the Michigan Department of Natural Resources and the Environment (MDNRE) and includes the nine topic areas required in the permit.

An adequate PEP will implement a sufficient amount of educational activities to ensure that the targeted audiences are reached with the appropriate message(s) for the following topics:

- (1) *Responsibility and stewardship in their watershed*
- (2) *The connection of MS4 catch basins, storm drains, and ditches to area waterways, and the potential impacts these could have on the surface waters of the state*
- (3) *Public reporting of illicit discharges or improper disposal of materials into MS4s*
- (4) *The effects and need to minimize the amount of residential or noncommercial wastes discharged into MS4s, including:*

- Preferred cleaning materials and procedures for car, pavement, and power washing
 - Acceptable application and disposal of pesticides, herbicides, and fertilizers
 - Proper disposal practices for grass clippings, leaf litter, and animal wastes that get flushed into MS4s and the surface waters of the state
- (5) The availability, location, and requirements of facilities for disposal or drop-off of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids
- (6) For property owners with septic systems, the proper septic system care and maintenance, and how to recognize system failure
- (7) The benefits of using native vegetation instead of non-native vegetation
- (8) For permittees with riparian land owners, methods for managing riparian lands to protect water quality
- (9) Additional pollutants unique to commercial, industrial, and institutional entities as the need is identified.

B. PUBLIC EDUCATION PLAN IMPLEMENTATION

Activities listed here correspond directly with the topic areas 1-9 for compliance. Appendix A is part of the watershed action plan table that details the activities below and additional public education activities including a time line, costs and general evaluation mechanisms. More detailed evaluation mechanisms are listed in Appendix B.

Activity No. 1:	Heighten visibility and promote school water/resource monitoring.
Topic Area #:	1
Target Audience:	Municipal council or board, school officials and residents in Tri-County Region.
Messages:	Although water quality has improved, pollutants remain in the water through nonpoint source pollution.
Description:	Presentations to city councils, township administrators and school boards encouraging participation in Project GREEN. Contact teachers currently participating in Project GREEN. Prior to presentations, issue press releases to heighten visibility. Coordinate presentations with city and township staff, Mid-Michigan Environmental Action Council, General Motors, teachers and students.

Timetable: Follow Project GREEN timetable, which includes Spring and Fall field trips. Communication with Project GREEN is ongoing.

Responsibility: **<enter your municipality name here>**
The GLRC Habitat & Recreation Committee has developed and existing partnership with Project GREEN. We continue to partner on efforts regarding monitoring, student participation, etc.

Activity No. 2: Tributary signage at municipality's road and river crossings.

Topic Area #: 1

Target Audience: Drivers, passengers and citizens

Messages: Connection to the river. "You are in the Grand River, Red Cedar River or Looking Glass River Watersheds".

Description: Signs have been placed at roadway/river crossings identifying the Grand River, Carrier Creek, Red Cedar River, Sycamore Creek, Mud Lake Drain and Looking Glass River Watersheds.



Timetable: 97 signs have been purchased and erected. **<enter your municipality name here>** continues to work with the road commission to maintain the signage. **<Include how many signs your community maintains>**

Responsibility: **<enter your municipality name here>** in cooperation with **<your county>** County Road Commission and **<your county>** County Drain Commissioner.

Activity No. 3: Display Illicit Discharge Educational Materials including hot line for reporting illicit discharges and/or illegal dumping, etc.

Topic Area #: 3

Target Audience: Communities and citizens

Messages: How to recognize and report illicit discharges and other improper disposals into the storm sewers.

Description: Information about illicit discharges, illegal dumping or other pollution and how to report such activities is posted on the GLRC website. Each community's number and the state hotline number are listed. **<enter your municipality name here>** has listed the reporting number on our website and lobbies.

Timetable: Currently in place, ongoing activity.

Responsibility: **<enter your municipality name here>** in cooperation with GLRC.

Activity No. 4: Distribute existing brochures and implement other incentives to encourage citizens to properly dispose household hazardous wastes and used motor vehicle fluids.

Topic Area #: 2, 4, 5

Target Audience: Communities and citizens

Messages: Harmful products can enter the river if not disposed of properly

Description: Distribute existing brochures or develop and distribute brochures to the entire watershed. Pass out empty containers at drop-off stations to encourage people to continue to participate. Develop and distribute litter bags for people to keep in their autos or boats to discourage littering. Posters and brochures regarding used motor oil (vehicle maintenance), car washing, pet waste, and fertilizer use have been developed and distributed throughout the Grand, Red Cedar, and Looking Glass River watersheds. **<Include how many posters/brochures your community purchased and where they are displayed>**

Timetable: Currently in place, ongoing activity

Responsibility: **<enter your municipality name here>** in cooperation with GLRC.

Activity No. 5: Publish a series of articles on public responsibility and stewardship.

Topic Area #: 1, 2, 3, 4, 5, 6, 7, 8

Target Audience: Communities and citizens

Messages: GLRC for Stormwater Management efforts and the Municipality's goals, household hazardous waste, lawn and garden care, car washing and maintenance, illicit discharge and illegal dumping and stewardship and volunteer opportunities.

Description: Continue to publish the series of articles for publication in the local newspapers, newsletters or websites. Coordinate efforts between city and township administrators and local media. Articles developed include:

What is a watershed	Pet Waste
Riparian Areas	Storm Vs. Sanitary Sewer
Who/What is the GLRC	Car Washing Article
Onsite Septic System	Adopt Your Catch Basin
Fertilizer	Illicit Discharge
Vehicle Maintenance	Wetlands

All articles are published on the GLRC website including links for more information for riparian land owners, recycling and local household hazardous waste. **<enter your municipality name here>** has published ___ number of articles in our local community newspaper and posted ___ number of articles on our community website. **<enter your municipality name here> has established links to household hazardous waste and recycling programs. Have you published any articles?**

Timetable: Members are requested to publish the entire series annually.

Responsibility: **<enter your municipality name here>** in cooperation with GLRC.

Activity No. 6: Distribute educational materials about septic tank maintenance and travel trailer sanitary waste disposal. Support Eaton and Ingham County efforts regarding Point/Time of Sale inspections for septic systems.

Topic Area #: 5, 6

Target Audience: Communities and citizens

Messages: Leaking septic tanks and improper disposal of waste can affect water quality and wildlife habitat.

Description: Continue to distribute and post on GLRC website existing materials discussing harmful effects of leaking septic tanks and proper maintenance guidelines. Maintain the link from GLRC website to information from local health departments. Publish news article for septic systems.

Timetable: Currently in place, ongoing activity. News article should be published annually.

Responsibility: <enter your municipality name here> in cooperation with GLRC. **If you published the news article, list the date, etc. here.**

Activity No. 7: Work with local Adopt-A-River programs to remove trash and debris from river.

Topic Area #: 1, 8

Target Audience: Communities and citizens

Messages: Bring awareness and ownership of the river to citizens through clean up efforts.

Description: Continue to work with local participating organizations to promote and participate in Adopt A River program activities. Continue to advertise and volunteer at local Adopt A River programs in regional and community newsletters. **<enter your municipality name here> has supported the local programs by....did you publish the provided press release or post this on your website???**

Timetable: Continue semi-annual program participation for existing programs.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 8: Agricultural Annual Meeting participation.

Topic Area #: 1, 7, 8

Target Audience: Communities, citizens and agricultural community

Messages: Bring education and awareness to backyard conservation techniques.

Description: Continue to partner with NRCS and local Conservation Districts to incorporate annual community meeting on water quality friendly agricultural practices. Topics include best

management practices for agricultural operations to reduce pollution. Continue to post educational materials on GLRC website.

Timetable: Continue and increase correspondence during the current permit cycle.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 9: Educate local businesses about environmental friendly practices.

Topic Area #: 1, 2, 4, 9

Target Audience: Local businesses

Messages: Local businesses can operate in an environmental friendly way, reducing pollution and protecting water quality.

Description: Work with Central MI Sustainable Business Forum to identify companies that conduct their business in an environmentally responsible way. Mid-MEAC and chamber or commerce are good starting points. Develop educational information for businesses. Continue to link GLRC website to local Health Department Restaurant Inspection information including reduction of fats, oils and greases in the sewers.

Timetable: Begin/continue correspondence during the current permit cycle.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 10: Develop curb markers and door hangers that state “No Dumping: Flows to Waterways”.

Topic Area #: 1, 2, 3

Target Audience: Communities and citizens

Messages: Bring awareness to the general public that storm drains flow to waterways of the state, to not dump pollutants into the drains.

Description: Continue to maintain existing curb markers and door hangers programs throughout the region. Curb Marker/Door Hanger Volunteer Program Instructions are posted on the GLRC website, will be updated as necessary. Having volunteer conduct placement of the curb markers and door hangers helps raise awareness around the community. <include information specific to your community: how many curb

markers and door hangers you purchased, etc.> Are continuing to monitor your existing markers? Applying more?

Timetable: Continue to implement and maintain existing programs in the community.

Responsibility: **<enter your municipality name here>**

Activity No. 11: Continue to and increase activities of the plan to bring awareness to homeowners and citizens regarding pollution prevention.

Topic Area #: 1, 4, 5, 7, 8

Target Audience: Homeowners and citizens

Messages: Bring awareness to homeowners and citizens about basic changes they can make to help reduce pollution to the local waterways.

Description: Summarize existing homeowner education efforts in the watersheds and develop a plan to address the gaps. Continue to promote the news articles, informational brochures and posters that have been developed, the topic include: reducing pet waste, reducing fertilizer use, vehicle maintenance (no dumping oil), and proper car washing methods. See activity 5 for list of news articles.

Timetable: Continue to promote educational materials, ongoing activity.

Responsibility: **<enter your municipality name here>** in cooperation with GLRC.

Activity No. 12: Continue to promote educational materials regarding low or no phosphorus fertilizer.

Topic Area #: 1, 2, 4

Target Audience: Homeowners, citizens, businesses

Messages: Bring awareness to homeowners and citizens about using low or no phosphorus fertilizer to help protect water quality.

Description: Continue to distribute low or no phosphorus brochures, tip cards, posters and news articles. Provide to businesses and residents. Continue to promote lawn care events and support local businesses that promote phosphorus free fertilizers, like our local Meijer stores.

Timetable: An informational brochure, poster, and news article regarding lawn care has been developed and distributed throughout the Grand, Red Cedar, and Looking Glass River watersheds.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 13: Increase volunteer efforts and public participation in reducing pollution and improving water quality throughout the watersheds.

Topic Area #: 1, 3

Target Audience: Communities and citizens

Messages: Bring awareness to the public that their efforts are needed in order to improve water quality. Longevity of their efforts can make a difference in our waterways.

Description: Continue to support volunteer monitoring initiatives within the watersheds and identify/prioritize needed projects. Seek external funding sources, both in kind, grants, and donation from communities and sponsors. Implement chosen projects; supply volunteer labor toward field projects.

Timetable: This is an ongoing effort with Mid-Michigan Environmental Action Council and it is anticipated to continue throughout the permit cycle.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 14: Riparian vegetation and wetland education

Topic Area #: 1, 7, 8

Target Audience: Communities and citizens, specifically riparian land owners

Messages: Educate riparian land owners about best management practices for them to adopt to improve water quality.

Description: Determine the best media to reach riparian landowners and develop a campaign based on municipal experience. Educational brochure and articles are posted on the GLRC website.

Timetable: Throughout the current permit cycle.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Side note: May do large printing for riparian brochure – Discuss at PEP meeting.

Activity No. 15: Youth Education – environmental curriculum

Topic Area #: 1, 2

Target Audience: School district officials, students, parents

Messages: Educate our youth about how the importance of water quality and how to reduce pollution, increase pollution prevention practices.

Description: Maintain database of school districts and contact list of teachers. Continue to notify local school districts about the free MDNRE curriculum: Michigan Environmental Education Curriculum Support. Maintain this information on GLRC website. Work with teachers one on one and with schools to implement curriculum. Continue working with the Grand Learning Network on place-based education efforts.

Timetable: Continue throughout the current permit cycle.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 16: Develop a “tag line” to be used in multi media materials

Topic Area #: 1, 2, 4, 5, 9

Target Audience: Communities, citizens, businesses

Messages: Tag line created “It all ends up in the Grand River” to promote pollution prevention and water quality awareness.

Description: The universal line will continue to be used through many multi-media avenues including billboards, social networking sites, website, etc.

Timetable: Currently in place, ongoing activity.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 17: Design information display table for GLRC member administrative building lobbies and as an exhibit and for community events.

Topic Area #: 1, 2, 4, 7

Target Audience: Communities, citizens, businesses

Messages: Our actions affect our local watersheds, now is the time to protect our local rivers and streams.

Description: The display is used at many local events including the Quiet Water Symposium, Adopt A River, Lawn Care Events, and many individual community events. Brochures, stickers, bookmarks, etc. are used with the display. GLRC members use the display in their local libraries, lobby, etc. Interested parties also have the opportunity to sign up for volunteer work in watershed. **<enter your municipality name here> if your community has used the display for an event, lobby, etc.**

Timetable: Currently in place, ongoing activity.

Responsibility: **<enter your municipality name here>** in cooperation with GLRC.

Activity No. 18: Use “tag line” for billboard and newsprint advertising.

Topic Area #: 1, 2, 4, 5

Target Audience: Community, citizens, businesses

Messages: To promote our website and the tag line: “It all ends up in the Grand River”. Promotes pollution prevention and water quality awareness and provides an opportunity for many educational topics listed on our website.

Description: The graphic is used for the billboard and newsprint ads in the local community newspapers for several weeks at a time.



Timetable: It is anticipated that the billboard can be on display for a minimum of 60 days, 5 locations in the urban area each year. This is a minimum (and current) level of exposure that is anticipated. Newspaper ads will be purchased as revenue allows.

Responsibility: <enter your municipality name here> in cooperation with GLRC.

Activity No. 19: Update and maintain GLRC website and social networking sites.

Topic Area #: 1, 2, 3, 4, 5, 6, 7, 8, 9

Target Audience: Community, citizens, businesses, local governments

Messages: Protect our rivers, streams, lakes, community.

Description: The GLRC website hosts educational materials related to everything listed in this plan, including a specific section for PEP materials (brochures, newsletters, etc.). Social networking sites are used to promote environmental events, meetings, ideas about pollution prevention and water quality protection.

Timetable: Currently in place, ongoing activity.

Responsibility: <enter your municipality name here> in cooperation with GLRC. <enter your municipality name here> community website is linked directly to the GLRC website.

Activity No. 20: Pet waste reduction signage at municipality's parks and trails.

Topic Area #: 1, 4

Target Audience: Community and citizens

Messages: Picking up pet waste helps reduce pollution (nutrients and pathogens) in our local rivers and lakes.

Description: Signs have been placed at many parks and river/walking trails.



Timetable: 84 signs have been purchased and erected, will continue to maintain them. **<enter your municipality name here>**
<Include how many signs your community maintains>

Responsibility: **<enter your municipality name here>**

Activity No. 21: Youth Education – Children’s Water Festival

Topic Area #: 1, 2, 3, 6

Target Audience: Students, parents, teachers

Messages: Educate our youth about how the importance of water quality and how to reduce pollution, increase pollution prevention practices.

Description: The Children’s Water Festival focuses on groundwater protection but includes many topics related to surface water protection as well. The festival is an annual one-day free event for 4, 5, 6 graders. The festival is in its 15th year and has educated nearly 30,000 students thus far. TCRPC coordinates this event separately from the GLRC but permittees do participate.

Timetable: Annual event

Responsibility: **<enter your municipality name here>** in cooperation with TCRPC and the GLRC. **You may want to add your local schools that attend or if you sponsor/volunteer at the festival.**

Activity No. 22: Presentation series on Low Impact Development (LID) Techniques

Topic Area #: 7, 8, 9

Target Audience: Communities, elected officials, government staff, developers, contractors, citizens

Messages: Learn about building/development techniques that support infiltration on-site, water quality improvements and pollution prevention.

Description: Educational presentations on LID techniques. Topics reviewed thus far or are scheduled include: rain water harvesting, pervious concrete, rain barrel and composting programs, Towar Garden project, native planting and biodiversity, and salt BMPs.

Timetable: Currently in place, ongoing activity

Responsibility: <enter your municipality name here> in cooperation with GLRC. You should list the presentations that you have attended.

If you are a member of the Groundwater Management Board (Lansing, E.L. Meridian, Delta, Delhi, Lansing Twp, MSU) you will want to include this item:

Activity No. 23: Youth Education – Large Groundwater Flow Model developed

Topic Area #: 1, 2, 3, 6

Target Audience: Students, parents, teachers

Messages: Educate our youth about how the importance of water quality/drinking water and how to reduce pollution, increase pollution prevention practices.

Description: A life-size groundwater flow model has been developed by the Groundwater Management Board and is on display at Impression 5 Science Museum. It includes interactive dyes for wells, rain gardens, catch basins, etc.

Timetable: Model will be on display indefinitely.

Responsibility: <enter your municipality name here> in cooperation with the Groundwater Management Board, TCPRC.

C. PLAN FOR EVALUATING IMPACTS

The GLRC conducted a water quality survey during the Fall of 2006. The purpose of the survey was to provide a benchmark to gauge the effectiveness of regional and local public outreach campaigns on water quality issues in the Greater Lansing Region. A four-page survey and cover letter were mailed to a stratified random sample of 1,800 households in the Greater Lansing region, which includes the Looking Glass, Red Cedar and Grand River watersheds; 600 households were selected at random from each of the three watersheds. Approximately 10 days after the surveys were mailed; residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the 1,800 households in the Greater Lansing Region that received a survey, 403 households returned the survey by mail and 273 completed the survey by phone for a total of 676 completed surveys.

The survey results provided a baseline for evaluating the effectiveness of regional and local water quality initiatives over time. These results will be used by the GLRC and other organizations in the region to implement public education programs to meet federal stormwater regulations. Overall, this survey shows that residents are concerned about the quality of the rivers and lakes in Greater Lansing Region. The survey points out that while many residents understand that their actions at home affect water quality, more education is needed. Most importantly, there is a willingness in the Greater Lansing Region to make some adjustments in daily habits to protect the water resources. Thus, there is value added

in protecting water quality that can be achieved with public education efforts that tap the “willingness” to help expressed in this survey.

Since a baseline for evaluating the effectiveness of current (and past) water quality initiatives has been completed, an additional survey will need to be executed to see the level of progress that has been achieved in the region. This will be completed towards the end of the permit cycle to evaluate progress within the longest time frame possible. GLRC members will pay approximately \$30,000 for the survey. Survey costs are calculated according to the Memorandum of Understanding: 50% of the cost is split equally among members and the remaining 50% is divided based on population (excluding the counties and school districts). It is anticipated that the survey will be conducted during the first and second quarter of 2012. This will allow for the results to be included in the watershed management update, which will be completed by July 2013.

Additional evaluation mechanisms are essential to gauge implementation status and assess the effectiveness of the overall program. Identification of quantifiable measures provides both measurability and accountability within the program. These mechanisms are described in Appendix B.

Appendix A: Public Education Program Committee and Permittee Action Plan

Objective Description	Objective Number	Action Number	Action	Lead Agency	Include in SWPPI	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity
						Begin By	Complete By	Comment		
Youth Education	1A	1	Develop database of school districts and contact list of teachers. Contact DEQ for their curriculum dissemination strategy	PEP Com	N	On-Going	Long Term	Maintain	Contact list distributed to Permittees	Completed
Youth Education	1A	2	Conduct information and educational presentations to school boards on stormwater and MDEQ Water Quality Curriculum.	PEP Com	N	On-Going	Long Term	Maintain	Number of School districts promoting curriculum	Provided educational presentation to school districts
Youth Education	1A	3	Purchase curriculum and distribute to School Administrators/Teachers. Post to GLRC Public Web Site.	PEP Com	N	On-Going	Long Term	Maintain	No. of watershed curriculum purchased and distributed.	Provided curriculum information to school districts (no need to purchase)
Youth Education	1A	4	Work with teachers one on one and with schools to implement curriculum	PEP Com	N	On-Going	Long Term	Upon request	Teachers implementing curriculum in their classroom.	Continue to provide notices of training for teachers on curriculum
Youth Education	1A	5	Work to link Project Green and the children's water festival to MDEQ water quality curriculum to broaden and deepen program (e.g. Okemos School District program)	PEP Com	N	On-Going	Long Term	Annually	No. of schools participating in Project Green and MDEQ Curriculum.	Completed - many stormwater management educational sessions have been added

Youth Education	1A	6	Provide (or coordinate presentation by others) classroom presentations on water quality related topics to local educational institutions	Permittees	N	On-Going	Long Term	Upon request	No. of students presented to and no. of presentations made.	
Youth Education	1A	7	Conduct, participate in or support local water festivals or open houses that include watershed education activities	Permittees	N	On-Going	Long Term	Annually	No. of students attending the festival	
Youth Education	1A	8	Provide both educational and project materials to elementary classes for annual water quality awareness fish painting project	Permittees	N	On-Going	Long Term	Annually	No. of classrooms participating	
General Public Education	1B	3	Solicit and train volunteers for curb markers	Permittees	N	On-Going	Long Term	As Needed	No. of participating volunteers for each permittee.	
General Public Education	1B	4	Purchase and install curb markers and door hangers in targeted community locations.	Permittees	Y	On-Going	Long Term	As Needed	No. of curb markers and door hangers installed each permittee.	* ICDC committed to installing markers if purchased by others
General Public Education	1B	5	Compile/Track all Curb Marker Locations and door hanger responses in watershed.	Permittees	N	On-Going	Long Term	Annually	Map area of watersheds marked. No. of Phone calls received in response to door hangers.	
General Public Education	1B	6	Install watershed awareness road signs	Permittees	Y	On-Going	Long Term	Upon request	No. of signs installed by each permittee.	
General Public Education	1B	7	Work with a local advertising firm to develop a stormwater tagline for use in various printed materials.	PEP committee	N	Apr-08	Apr-13		Track the use of the tagline in printed materials	Completed: "It all ends up in the Grand River"
Adopt-a-River Program	1C	1	Work with participating organizations to promote and participate in Adopt-A-River program activities.	PEP Com	N	On-Going	Long Term	Annually	No. of volunteers that participate in the program.	Completed: Semi-annually provide template newsletter article to GLRC members

Riparian Vegetation and Wetland Education	1D	1	Identify municipal locations as candidates to install riparian buffer preservation (no mow). Mark selected areas.	Permittees	Y	Apr-08	Apr-13		Estimate No. of acres of municipal property protected by riparian buffers	
Riparian Vegetation and Wetland Education	1D	2	Install an educational posting within buffer to create a demonstration project and explain and promote the practice of Riparian Buffer BMPs and the reestablishment of native vegetative species.	Permittees	Y	Apr-08	Apr-13		No. of signs installed by each permittee.	
Riparian Vegetation and Wetland Education	1D	3	Determine best media to reach riparian landowners and develop campaign based on municipal experience.	PEP Com	N	Apr-08	Apr-13			Developing riparian owner brochure and will help disseminate the WQ report from the Habitat & Rec Committee
Riparian Vegetation and Wetland Education	1D	4	Develop and maintain a list of riparian land owners.	Permittees	N	Apr-08	Long Term	Maintain	List developed. Frequency of updates.	
Riparian Vegetation and Wetland Education	1D	5	Provide the riparian landowners with educational materials emphasizing protecting and managing the riparian corridor.	Permittees	Y	Apr-08	Long Term	Annually	No. of Brochures distributed by each permittee.	
Homeowner Education	1E	1	Summarize existing homeowner education efforts in the watersheds and develop a plan to address the gaps	PEP Com	N	On-Going	Long Term		A summary of program partnerships developed	Completed - posted information to GLRC website & continue to promote recycling activities
Homeowner Education	1E	2	Locate or create additional homeowner information packet (for example brochures and/or tip cards) for distribution; potentially use advertising to fund printing costs.	PEP Com	N	On-Going	Long Term		No. of packets printed. No. of packets distributed to each permittee.	Completed - Have developed car washing, pet waste, fertilizer, motor oil brochures & posters
Homeowner Education	1E	3	Distribute materials to homeowners and environmental organizations.	Permittees	Y	On-Going	Long Term	As Needed	No. of brochures/tip cards/packets distributed to individual homeowners by each permittee.	

Homeowner Education	1E	4	Conduct a discussion/survey to evaluate success of information distributed. Refer to Section 9.	PEP Com	N	Apr-08	Long Term	Each permit cycle	Evaluate success in changes from information distributed and determine changes needed for future packets.	Have completed baseline assessment survey to steer public education campaign - drafted cost estimate for survey update in 2012.
Homeowner Education	1E	5	Post results and information on GLRC Public Web Site. (Obj 1f)	GLRC Crd	N	Apr-08	Long Term	Continuously	No. of downloads of information.	Completed
Web Site Education	1F	1	Maintain and improve the www.mywatersheds.org website through the GLRC	GLRC Crd	N	On-Going	Long Term	Continuously	NA	Ongoing
Web Site Education	1F	2	Update the www.mywatersheds.org website with watershed wide educational material, watershed monitoring results, permit information and meeting information for the various committees of the GLRC. Include links to all community Web sites.	GLRC Crd	N	On-Going	Long Term	Continuously	No. of hits per page. No. of downloads List of information kept on the web site	Ongoing
Web Site Education	1F	3	Update Permittee specific web sites with community specific educational material for public viewing and reproduction as well as mechanisms for public input and involvement. Include links to the www.mywatersheds.org Web sites.	Permittees	Y	On-Going	Long Term	Continuously	No. of hits per page. No. of downloads List of information kept on the web site	
Public Participation	1G	1	Establish a network of volunteer monitoring initiatives within the watersheds (e.g., MiCorps, Looking Glass River volunteers, etc), and identify/prioritize needed projects.	PEP Com	N	On-Going	Long Term		No. of projects chosen.	Working with the Habitat & Rec Committee who supports a portion of MidMEACs Volunteer Stream Monitoring program
Public Participation	1G	2	Seek external funding sources (both in kind, grants, and donations from communities and sponsors).	PEP Com	N	On-Going	Long Term		No. of grant(s) received.	Ongoing
Public Participation	1G	3	Implement chosen projects; supply volunteer labor toward field projects.	PEP Com	N	Apr-08	Long Term		No. of volunteers and No. of projects implemented.	Solicit volunteers for the Children's Water Festival; connect volunteers with existing community public works projects

Public Participation	1G	4	Encourage participation of communities within the watersheds that are not required to have a Certificate of Coverage and to areas outside the present watershed boundaries.	PEP Com	N	Apr-08	Apr-13		No. of participating communities outside of the watershed boundary or without a COC	Ongoing - some outlying communities attend GLRC meetings regularly; email notifications on relevant water quality improvement information is provided for the entire region
Update Public Education Plan	1H	1	Compare existing plan with objectives and actions from Goal 1 of this WMP.	PEP Com	N	On-Going	Long Term	Each permit cycle	NA	Will complete update for SWPPI submittal to DNRE July 1, 2010
Update Public Education Plan	1H	2	Update PEP to reflect objectives and actions presented in this WMP and present the information to the Permittees.	PEP Com	N	On-Going	Long Term	Per COC	NA	Will complete update for SWPPI submittal to DNRE July 1, 2010
Update Public Education Plan	1H	3	Submit revised PEP to MDEQ.	Permittees	N	On-Going	Long Term	Per COC	Submitted revised PEP	
Business Education	1I	1	Develop a listing of businesses through a watershed wide focus group. Include private salt appliers, restaurants, and automobile service stations.	Permittees	N	Apr-08	Apr-13		NA	
Business Education	1I	2	Work with Central MI Sustainable Business Forum (CMSBF) to identify companies that conduct their business in an environmentally responsible way. Mid-MEAC and Chamber of Commerce are starting point.	PEP Com	N	Apr-08	Apr-13		List of sustainable businesses, presentations to CMSBF and others.	Researched CMSBF

Business Education	1I	3	Develop educational informational for businesses. Such as a Tour of Environmentally Friendly Businesses, Dumpster Stickers, Industry Certifications, and Presentations. Consider requiring permit for private salt appliers.	PEP Com	N	Apr-08	Apr-13			Link to Urban Option and US Green Building Council on GLRC website
Business Education	1I	4	Distribute educational information to businesses	Permittees	Y	Apr-08	Long Term	As Needed	No. of brochures distributed. Survey businesses to measure a change in attitude.	
Newsletter Articles	1J	1	Write a series of newsletter articles dealing with stormwater issues for print in community newspapers. Reprint periodically.	PEP committee	N	Apr-08	Apr-13		No. of articles written and published in community newspapers	Completed
Area Watershed Map	1K	1	Design a map of the Greater Lansing Area watersheds with the urbanized boundaries depicted for use in various printed materials	PEP committee	N	Apr-08	Apr-13		Track the use of the map in printed materials.	Completed
Traveling display	1L	1	Design and print a Greater Lansing Area stormwater display for use by GLRC permittees	PEP committee	N	Apr-08	Apr-13		Track the use of the display by Permittees	Completed
Stormwater Training Program	1M	1	Host and record at least one stormwater training program for rebroadcast on public access television	PEP committee	N	Apr-08	Apr-13		Track rebroadcast of the training event on public access television	???
Billboard Display	1N	1	Work with a local advertising firm to develop a stormwater billboard.	PEP committee		Apr-08	Apr-13		No. of billboards posted in the Greater Lansing Area	Completed - continued as funding allows
Trash and Debris in River	7I	1	Coordinate with existing river clean-up programs to identify new locations and extend programs to other portions within the watershed.	PEP Com	N	On-Going	Long Term	Annually		Promote Adopt-A-River on GLRC website and GLRC members are encouraged to promote

Trash and Debris in River	7I	2	Meet with MSU, school districts, chamber of commerce, parks and recreation department, and O & M departments to coordinate public service following community events.	PEP Com	N	On-Going	Long Term		No. of clean-up events. No. of volunteers. Qty of trash collected.	Provided information to GLRC members regarding events to remove trash & debris
Trash and Debris in River	7I	3	Clean up trash and debris on municipally owned property along water bodies	Permittees	N	On-Going	Long Term	As Needed	Amount of debris removed; length and % of river cleaned; no. of volunteers participating per each permittee.	
Agricultural Annual Meetings	9B	1	Coordinate with the Conservation District to incorporate annual community meeting on agricultural practices into their annual meeting.	PEP Com	N	Apr-08	Long Term		No. of people attending	Have had minimal discussions
Agricultural Annual Meetings	9B	2	Set annual goals during each meeting and review progress made on previous years goals.	PEP Com	N	Apr-08	Long Term		No. and % of annual goals completed previous years and no. set for next year.	
WMP Updates	10A	3	Update Section 5 (Community Outreach) and the appropriate action/evaluation items of the WMP as needed	PEP Com	N	Apr-08	Apr-13		Updates completed and frequency of reviews and updates.	Will be updated according to COC - April 2013
WMP Updates	10A	7	Incorporate revised information from the Committees into the WMP and review and revise the complete WMP as needed. Update the action plan schedule for the next permit cycle. Submit the revised WMP to MDEQ.	GLRC	N	Apr-08	Apr-13	Per COC	Plan update submitted to MDEQ	Will be updated according to COC - April 2013
WMP Updates	10A	8	Review, revise, and approve WMP updates as appropriate. Disagreements with significant components of the WMP will be documented.	Permittees	Y	Apr-08	Apr-13	As Needed	Plan update completed and agreed to	Will be updated according to COC - April 2013

Appendix B: Evaluation Mechanisms for Public Education Plan

Evaluation Mechanisms	Eval No.	Action No	Action	Lead Agency	Begin By	Complete By	Comment	Material Cost Estimate	Labor Hour Estimate	Comments - Activity
Public Awareness Assessment	3	1	Develop a Public Awareness Assessment and provide opportunity for communities to review.	PEP Com	Apr-08	Apr-13		none	40 to 200 hours	Completed
Public Awareness Assessment	3	2	Develop an assessment sampling methodology	PEP Com	Apr-08	Apr-13		none	40 to 200 hours	Completed
Public Awareness Assessment	3	3	Conduct assessment	PEP Com	Apr-08	Long Term	Repeat every 2 to 5 years	Typical Cost: \$200 per survey		Completed
Public Awareness Assessment	3	4	Evaluate the results and make recommendations for changes .	PEP Com	Apr-08	Long Term	Repeat after each survey	TBD	TBD	Ongoing
Public Awareness Assessment	3	6	Post results to the GLRC Web site.	GLRC Crd	Apr-08	Long Term		none	10 hours annually	Completed
Municipal Staff Training Surveys	4	1	Develop a Staff Training Survey to assess and improve current municipal staff training effectiveness.	PEP Com	Jan-06	Long Term	As-needed	none	20 hours of developing survey	This should be done by community
Student Awareness Survey/Tests	5	1	Develop a Student Awareness Survey to assess student knowledge on watershed awareness in schools using the watershed curriculum identified in Goal 1.	PEP Com	Apr-08	Apr-13		none	20 hours of developing survey	Will complete with CWF
Student Awareness Survey/Tests	5	2	Distribute to School Administrators/Teachers.	PEP Com	Long Term	Long Term		Assume schools pay for reproduction/distribution costs	20 hours of distributing	Will complete with CWF

Student Awareness Survey/Tests	5	3	Work with schools to see that the survey/test is administered.	PEP Com	Long Term	Long Term		none	20 hours of coordinating	Will complete with CWF
Student Awareness Survey/Tests	5	4	Compile/Evaluate results to determine education level and areas of improvement needed in education.	PEP Com	Long Term	Long Term		none	100 hours of compiling and evaluating	Will complete with CWF
Student Awareness Survey/Tests	5	5	Post results to the GLRC Web site.	GLRC Crd	Long Term	Long Term		none	10 hours annually	