Greater Lansing Regional Committee for Stormwater Management

Public Education Plan



www.mywatersheds.org

APRIL 2010

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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. Were applicable each member has included their specific individual efforts throughout the document below.

| 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 |

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

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 here="" municipality="" name="" your=""> The GLRC Habitat & Recreation Committee has developed and existing partnership with Project GREEN. We continue to partner on efforts regarding monitoring, student participation, etc.</enter> |
| 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. |
| | Please Protect The Red Cedar River Watershed mywatersheds.org Sycamore Creek |
| Timetable: | 97 signs have been purchased and erected. <enter b="" your<=""> municipality name here> continues to work with the road commission to maintain the signage. <include b="" how="" many<=""> signs your community maintains></include></enter> |
| Responsibility: | <enter here="" municipality="" name="" your=""> in cooperation with <your county=""> County Road Commission and <your< p=""> county> County Drain Commissioner.</your<></your></enter> |

| 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 here="" municipality="" name="" your=""></enter> has listed the reporting number on our website and lobbies. |
| Timetable: | Currently in place, ongoing activity. |
| Responsibility: | <enter here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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<br="">posters/brochures your community purchased and where they are displayed></include> |
| Timetable: | Currently in place, ongoing activity |
| Responsibility: | <enter here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |

| Activity No. 5: | Publish a series of articles or stewardship. | n public responsibility and |
|------------------|---|--|
| Topic Area #: | 1, 2, 3, 4, 5, 6, 7, 8 | |
| Target Audience: | Communities and citizens | |
| Messages: | | bld hazardous waste, lawn and d maintenance, illicit discharge |
| 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 |
| | for more information for ripar local household hazardous w name here> has published _ community newspaper and p our community website. <en here> has established links</en | he GLRC website including links ian land owners, recycling and vaste. <enter b="" municipality<="" your=""> number of articles in our local ostednumber of articles on ter your municipality name s to household hazardous ams. Have you published any</enter> |
| Timetable: | Members are requested to p | ublish the entire series annually. |
| Responsibility: | <pre><enter municipality="" na<br="" your="">GLRC.</enter></pre> | ame here> in cooperation with |
| Activity No. 6: | | |
| Topic Area #: | 5, 6 | |
| Target Audience: | Communities and citizens | |
| Messages: | Leaking septic tanks and imp water quality and wildlife hab | proper disposal of waste can affect itat. |

| Description: Timetable: Responsibility: | 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. Currently in place, ongoing activity. News article should be published annually. |
|---|--|
| | 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<br="">municipality name here> has supported the local programs bydid you publish the provided press release or post this on your website???</enter> |
| Timetable: | Continue semi-annual program participation for existing programs. |
| Responsibility: | <enter here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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</include |

| | 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 here="" municipality="" name="" your=""></enter> |
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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: | <pre><enter here="" municipality="" name="" your=""> in cooperation with</enter></pre> |
|-----------------|--|
| | 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| Activity No. 16: | Develop a "tag line" to be used in multi media materials |
| Topic Area #: | 1 2 4 5 0 |
| - | 1, 2, 4, 5, 9 |
| Target Audience: | r, z, 4, 5, 9 Communities, citizens, businesses |
| - | |
| Target Audience: | Communities, citizens, businesses Tag line created "It all ends up in the Grand River" to promote |
| Target Audience: Messages: | Communities, citizens, businesses Tag line created "It all ends up in the Grand River" to promote pollution prevention and water quality awareness. The universal line will continue to be used through many multi- media avenues including billboards, social networking sites, |
| Target Audience: Messages: Description: | Communities, citizens, businesses Tag line created "It all ends up in the Grand River" to promote pollution prevention and water quality awareness. The universal line will continue to be used through many multi- media avenues including billboards, social networking sites, website, etc. |

| 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 here="" municipality="" name="" your=""> if your community has used the display for an event, lobby, etc.</enter> |
| Timetable: Responsibility: | Currently in place, ongoing activity. <enter here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> |
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC.</enter> | | | | | | | |
|------------------|--|--|--|--|--|--|--|--|
| 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 here="" municipality="" name="" your=""> in cooperation with GLRC. <enter here="" municipality="" name="" your=""> community website is linked directly to the GLRC website.</enter></enter> | | | | | | | |
| 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. | | | | | | | |
| | Please Protect The Grand River | | | | | | | |



| Timetable: | 84 signs have been purchased and erected, will continue to maintain them. <enter here="" municipality="" name="" your=""> <include community="" how="" maintains="" many="" signs="" your=""></include></enter> |
|------------------|---|
| Responsibility: | <enter here="" municipality="" name="" your=""></enter> |
| 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 15 th 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 here="" municipality="" name="" your=""> in cooperation with TCPRC and the GLRC. You may want to add your local schools that attend or if you sponsor/volunteer at the festival.</enter> |
| 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 is includes interactive dyes for wells, rain gardens, catch basins, etc. |
| Timetable: | Model will be on display indefinitely. |
| Responsibility: | <enter here="" municipality="" name="" your=""> in cooperation with the Groundwater Management Board, TCPRC.</enter> |

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 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

| | | | | | | | Schedu | ıle | | |
|--------------------------|------------------|---------------|---|----------------|------------------|--------------|--------------|--------------|--|---|
| Objective Description | Objective Number | Action Number | Action | Lead Agency | Include in SWPPI | Begin By | Complete By | Comment | Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms) | Comments - activity |
| 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 | 18 | 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 | 18 | 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 | 18 | 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 regulary; email notifications on relevant water quatly 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 | 11 | 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 | 11 | 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 | 11 | 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 | 71 | 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 | 71 | 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 | Ν | 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 | 71 | 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 frequencey 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 |

| 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 |

Appendix B: Evaluation Mechanisms for Public Education Plan

| 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 | |