

STORMWATER DISCHARGE PERMIT APPLICATION COLLABORATIVE PUBLIC EDUCATION PLAN

Brighton Township
Charter Township of Ypsilanti
Charter Township of Pittsfield
City of Ann Arbor
City of Brighton
City of Ypsilanti
Eastern Michigan University
Livingston County Drain Commissioner
Livingston County Road Commission
Village of Dexter
Village of Pinckney
Washtenaw County Road Commission
Washtenaw County Water Resources Commissioner

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Exhibit A – Table of PEP Tasks by Topic and Activity

I. INTRODUCTION

Purpose of Public Education Plan

In accordance with the permit requirements for Federal Phase II Storm Water Regulations, this Public Education Plan (PEP) was prepared to instill within the residents, businesses, and officials of the communities in regulated watersheds a heightened level of awareness of the connection between individual actions and the health of their watershed and water resources. The objective of this plan is to promote, publicize, and facilitate watershed education for the purpose of encouraging the public to reduce the discharge of pollutants in storm water.

Federal Phase II Storm Water Regulations

A 1987 amendment to the Federal Clean Water Act required the U.S. Environmental Protection Agency (EPA) to develop regulations setting forth National Pollutant Discharge Elimination System (NPDES) permit application requirements for storm water discharges from municipal separate storm sewer systems (MS4s). An MS4 is a drainage system that discharges to waters of the State and is owned or operated by a federal, state, county, city, village, township, district, association or other public body of government. Such drainage systems may include roads, catch basins, curbs, gutters, parking lots, ditches, conduits, pumping devices, or man-made channels.

Phase I of the NPDES regulations went into effect in 1990, which regulated discharges from communities with populations greater than 100,000. The rules for Phase II of the NPDES regulations were issued in 1999, requiring storm water discharge permits for communities with populations under 100,000 that have MS4s in “urbanized areas” as defined by the U.S. Bureau of the Census.

In Michigan the Michigan Department of Environmental Quality (MDEQ) is administering the federal Phase II permitting process.

Required Public Education Plan Elements

The PEP program is designed to promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants in stormwater to the maximum extent practicable. The plan describes current and proposed best management practices (BMPs) to meet the minimum control measure requirements in a Public Education Plan (PEP).

The PEP may involve watershed or regional partners collaborating to combine or coordinate existing programs for public stewardship of water resources. Permittees shall indicate if they are or will be working collaboratively with watershed or regional partners on any or all activities in the PEP during the permit cycle.

The PEP is designed to implement a sufficient amount of educational activities to ensure that the targeted audiences are reached with the appropriate messages to the maximum extent practicable. The permittee shall identify applicable topics from the topics listed below.

Each applicable topic shall be prioritized based on a procedure for assessing high-priority community-wide issues and targeted issues to reduce pollutants in stormwater runoff.

- A. Promote public responsibility and stewardship in the applicant(s) watershed.
- B. Inform and educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have on surface waters of the state.
- C. Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4.
- D. Promote preferred cleaning materials and procedures for car, pavement, and power washing.
- E. Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers.
- F. Promote proper disposal practices for grass clippings, leaf litter, and animal wastes that may enter into the MS4.
- G. Identify and promote the availability, location, and requirements of facilities for collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids.
- H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure.
- I. Educate the public on and promote the benefits of green infrastructure and Low Impact Development.
- J. Promote methods for managing riparian lands to protect water quality.
- K. Identify and educate commercial, industrial and institutional entities likely to contribute pollutants to stormwater runoff.

For all applicable topics, the PEP shall identify:

1. Target audience.
2. Key message.
3. Delivery mechanism.
4. Year and frequency the BMP will be implemented.
5. Responsible party.

A measurable goal with a measure of assessment shall be included for each BMP and as appropriate, a schedule for implementation (months and years), including interim milestones and the frequency of the BMP.

The PEP shall provide the procedure for evaluating and determining the effectiveness of the overall PEP. The procedure shall include a method for assessing changes in public awareness and behavior resulting from the implementation of the PEP and the process for modifying the PEP to address ineffective implementation.

II. COLLABORATION OF WATERSHED PARTNERS

The permittees identified below have elected to meet the PEP requirements by working with each other and other watershed and regional partners to develop, submit, and implement a PEP that includes both collaborative and individual BMPs:

- Brighton Township
- Charter Township of Ypsilanti
- Charter Township of Pittsfield
- City of Ann Arbor
- City of Brighton
- City of Ypsilanti
- Eastern Michigan University
- Livingston County Drain Commissioner
- Livingston County Road Commission
- Village of Dexter
- Village of Pinckney
- Washtenaw County Road Commission
- Washtenaw County Water Resources Commissioner

III. PROCEDURE FOR IDENTIFYING AND PRIORITIZING APPLICABLE PEP TOPICS

The public education topics A-K listed above in Section II were identified in the permit application. These topics are referred to by their corresponding letter in the Public Education BMPs below as well as on the PEP table.

Watershed-Wide Priority Topics

The procedure for identifying high-priority watershed-wide or targeted issues suited for collaborative public education efforts includes:

- A review of Watershed Management Plans for both the Huron River in the Ann Arbor-Ypsilanti Metropolitan Area (Middle Huron) and the Huron Chain of Lakes including any established Total Maximum Daily Loads for waterbodies in each area.
- A review of data from the Water Quality Monitoring Program.
- A review of the effectiveness of PEP activities (both the accumulated measures of the PEP's individual activities and a measure of the sum of all the activities including results from a survey

of residents administered in conjunction with the distribution of a Community Watershed Calendar, Activity #2 below and referenced in Section VIII. Evaluation of Effectiveness).

- Topics identified by permittees at quarterly group meetings and periodic subcommittee meetings prior to and throughout the permit cycle.
- Discussion and input from the permitted entities regarding individual jurisdictional versus watershed-wide needs, potential public outreach opportunities, and existing and future programs.

The high priority community-wide issues and targeted issues are:

- High levels of phosphorus in stormwater runoff from most monitored tributaries indicating broad sources;
- High E. coli counts in some targeted tributaries in the Middle Huron (Mill and Honey Creeks, and tributaries draining to the Huron River between Argo and Geddes Ponds);
- High conductivity levels (indicating potential dissolved contaminants) in most Middle Huron tributaries;
- Flashy flows in Middle Huron streams indicating the need for infiltration and storage across the watershed;
- A need for greater protection of riparian areas to reduce erosion and slow and treat stormwater runoff; and
- Survey results indicating a need for continued education about stormwater pollution and residential responsibilities.

The high priority community-wide issues and targeted issues were used to **prioritize** topics A-K for **collaborative efforts**. Existing and Proposed Collaborative Public Education BMPs include in some way all topics, but the emphasis will be on Collaborative High Priority Topics. Individual permittees may have additional or other priorities for individual education efforts as shown below and may address these in Existing and Proposed Individual Public Education BMPs:

Collaborative Priority Level	Permittee Priority	Topic Letter	Topic Description
High	High	A	Public responsibility and stewardship in the watershed.
High	Low	B	The connection of the MS4 to area waterbodies and the potential impacts of discharges.
High	High	F	Proper disposal practices for grass clippings, leaf litter, and animal wastes.
High	High	E	Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers.
High	High	I	Benefits of green infrastructure and Low Impact Development.
High	Low	J	Methods for managing riparian lands to protect water quality.
Low	High	H	Proper septic system care and maintenance, and how to recognize system failure.
Low	Low	C	Illicit discharges and public reporting of illicit discharges and improper disposal of materials.

Low	Low	G	Identify and promote the availability, location, and requirements of facilities for collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids.
Low	Low	D	Promote preferred cleaning materials and procedures for car, pavement, and power washing.
Low	Low	K	Identify and educate commercial, industrial and institutional entities likely to contribute pollutants to stormwater runoff.

IV. EXISTING AND PROPOSED COLLABORATIVE PUBLIC EDUCATION BMPs

To address each of the PEP requirements, the permittee will, individually or collaboratively, implement the following specific activities, which include a description, timeline, evaluation component, and the required topic that the activity meets. Activities will be completed with the involvement of responsible parties as noted in each activity description, and/or in cooperation with identified permitted communities.

Time lines for implementation of proposed activities extend from (year 1) when implementation of the PEP begins to (year 5) when the permit expires.

Activity #1: Distribute Informational Materials

Delivery Mechanism: Print and digital materials such as tip cards, brochures, posters, website links, or graphics for emails, websites or social media sites developed by the Huron River Watershed Council (HRWC), or created by the Southeast Michigan Council of Governments (SEMCOG), or others will be utilized. Campaign materials will be distributed at municipal offices, events, on web sites, via cable access or direct mailed as appropriate.

Key Messages: Materials contain information that covers required Topics A-K. For example, the SEMCOG campaign promotes key messages on proper use of fertilizer, car care, landscaping, storm drain awareness, household hazardous wastes, water conservation, pet care, green infrastructure, and riparian protection.

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers.

Year and Frequency: Materials will be disseminated at least annually throughout the permit cycle.

Goal: To increase visibility and awareness of watershed issues and the impacts of pollutants discharged to the MS4 among residents, visitors, public employees, businesses, industries, construction contractors, and developers through repeat messaging and information.

Assessment: Frequency and number, circulation or amount distributed; tracking of web hits to supporting pages; and/or phone calls and e-mails to the permittee for related information.

Responsible Parties: SEMCOG has materials available free with membership or for purchase, HRWC develops materials under contract for permittees working collaboratively. Permittees will individually ensure distribution of materials to appropriate target audiences through their current channels of distribution, see Section VI Existing and Proposed Individual BMPs.

Topics Addressed: A-K

Activity #2: Distribute a Community Watershed Calendar

Delivery Mechanism: Coordinated by HRWC, permittees will participate in the bulk printing and distribution of a Community Watershed Calendar to residents. The calendar will, at least once during the permit cycle, include a mechanism for collecting evaluative feedback to measure the effectiveness of the piece itself or that will measure overall PEP effectiveness, see Section VIII Evaluation of Effectiveness.

Key Messages: Calendars typically feature a different tip each month for increasing public awareness of watershed issues and improving personal actions affecting the health of their watershed. Topics/messages are likely to include key messages associated with A-J of the PEP topics that are suited for homeowners, such as general watershed stewardship; household hazardous waste disposal; proper lawn care; car washing; storm drain pollutants; pet waste; riparian land management; green infrastructure and LID; and illegal dumping in storm drains.

Target Audience: Residents.

Year/Frequency: Biannually.

Goal: Increase in number of recipients reporting willingness to engage in specific MS4 pollution prevention activities and increased awareness of topics.

Assessment: Number of calendars distributed; web site hits; evaluative results of calendar's impact; and broad survey of overall PEP effectiveness.

Responsible Parties: Permittees produce collaboratively but distribute individually.

Topics Addressed: A-J

Activity #3: Content in Community Newsletters, Websites, Social Media

Delivery Mechanism: Permittees will annually publish articles, resources, events and stewardship opportunities in their own newsletters, on websites, through email and/or social media tools. Sources for information include SEMCOG, HRWC, Washtenaw County, and Livingston County, EGLE and/or EPA, and others. Topics will include watersheds, stewardship activities and events, and individual actions the public can take to protect water resources/prevent the discharge of pollutants to the MS4.

Key Messages: Articles and information will focus on issues represented by all 11 topics.

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers.

Year/Frequency: Published annually throughout the permit cycle.

Goal: To increase resident awareness of watershed issues and the impacts of pollutants discharged to the MS4 and willingness to engage in pollution prevention activities or watershed stewardship.

Assessment: Frequency and number of articles, circulation or amount distributed, tracking of web hits to supporting pages and/or phone calls and e-mails for related information.

Responsible Parties: The permittees will publish newsletter articles and information through various distribution outlets; Livingston and Washtenaw counties, HRWC and others will provide content and information, see Section VI Existing and Proposed Individual BMPs.

Topics Addressed: A-K

Activity #4: Promote Water Resource Protection Workshops

Delivery Mechanism: The permittees will assist in promotion of educational workshops and programs for target audiences that will be organized through agencies such as the Washtenaw County Water Resources Commissioner, the Livingston Drain Commissioner, County Road Commissions, MSU Extension, SEMCOG, the Michigan Water & Environment Association, the natural Shorelines Partnership and others.

Key Messages: Programs may include the following: Watershed Management Short Course, Master Rain Gardener and Master Composter program, Michigan Water Stewards program, watershed-friendly golf course management workshop, illicit discharge and connections elimination workshop, road salt BMP/de-icing alternatives workshop, land use/storm water planning workshops, and riparian land management workshops.

Target Audience: Residents, government officials and employees, construction contractors, and developers.

Year/Frequency: 1 per year throughout the permit cycle as workshop dates are established.

Goal: Number of workshop participants.

Assessment: Compilation of all promotional efforts; number of attendees from the communities of the permittees. When possible participants will be surveyed by organizer immediately following workshops.

Responsible Parties: Permittees will promote workshop events as developed by outside agencies.

Topics Addressed: K in particular, but also A-J

Activity #5: Promote and Support Volunteer Stream Monitoring

Delivery Mechanism: Permittees will support and assist in promoting the Huron River Watershed Council's Adopt-A-Stream Program. Efforts will include providing Adopt-A-Stream literature and posting volunteer event opportunities at customer service locations, on web sites and social media outlets and in newsletters. HRWC will provide information ongoing to permittees on Adopt-A-Stream volunteer opportunities prior to events.

Key Messages: Adopt volunteers assess habitat, water quality, and aquatic life in the Huron River and its tributaries as part of an ongoing scientific study. The Program strives to educate watershed residents about their connection to the river and also the current conditions of the Huron River and its tributary streams. In addition, a central goal of the program is to inspire people to take actions that lead to better river protection at home and in their communities.

Target Audience: Residents.

Year/Frequency: Annually spring, fall and winter.
Goal: Increase in participation in volunteer stream monitoring events and resulting stewardship activities (as reported).
Assessment: Compilation of all promotional efforts; number of citizens participating in events; resulting stewardship actions taken by participants as reported through a paper evaluation at the end of each event.
Responsible Parties: Permittees, HRWC.
Topics Addressed: A in particular, but also B-J

Activity #6: Conduct Outreach at Local and Regional Fairs and Community Events

Delivery Mechanism: Coordinated by HRWC and done individually, permittees will promote and support stormwater education displays and outreach at local fairs and community events such as community Earth Day Festivals, Green Fairs, Huron River Days and others. They will also help promote these events through their newsletters and on websites.

Key Messages: Public awareness of watershed issues and improving personal actions affecting the health of the watershed also including key messages associated with A-J of the PEP topics, such as general watershed stewardship; household hazardous waste disposal; proper lawn care; car washing; storm drain pollutants; pet waste; riparian land management; benefits of native plants; and illegal dumping in storm drains.

Target Audience: Residents, visitors, community leaders.

Year/Frequency: 3 per year.

Goal: To increase resident awareness of watershed and MS4 pollution issues and willingness to engage in pollution prevention activities or watershed stewardship.

Assessment: Number of events; number of materials distributed and contacts made, e-mail addresses collected for HRWC or permittee newsletter distribution.

Parties involved: Permittees and HRWC. See Section VI Existing and Proposed Individual BMPs.

Topics Addressed: A-J

Activity #7: Promote County-Wide Complaint Tracking and Response Systems

Delivery Mechanism: Permittees will educate the public on illicit discharges and work with the counties to publicize county-wide public reporting and response system for illicit discharges or improper disposal of materials into local storm drain systems. Environmental Reporting Lines are in place in both Washtenaw and Livingston counties. Washtenaw County Environmental Health administers the Reporting Line for Washtenaw County and Livingston County Health Department administers it in Livingston County. The programs are logged and have an updated brochure ready for distribution. The Counties promote the use of their Environmental Reporting Lines through partner newsletters, cable TV, and web sites.

Key Messages: Prevention and reporting of illicit discharges and/or improper disposal of materials into MS4s.

Target Audience: Residents, visitors, commercial and industrial businesses, local government officials and employees.

Year/Frequency: Ongoing promotional efforts.

Goal: Decrease in the number of illicit discharges and improper disposal of materials into MS4s.

Assessment: Promotion/publicizing efforts; Number of calls to Environmental Reporting Line; results of the tracking and response system.

Responsible Parties: Washtenaw County Health Department, Water Resources Commissioner, Livingston County Health Department, Livingston County Drain Commissioner, Permittees.

Topics Addressed: B, C

V. EXISTING AND PROPOSED COUNTY-WIDE PUBLIC EDUCATION BMPs

Activity #8: Livingston County Household Hazardous Waste Reduction Program

Delivery Mechanism: Permittees will work with the County to publicize. Provides the residents of Livingston County with a disposal option for flammable, poisonous, toxic and corrosive materials by providing quarterly county-wide collections at an established center in Howell, along with informational materials for the public that promote the collection center and proper disposal of household hazardous waste, and information related to recycling. LCDC’s Solid Waste Program developed a “Waste Reduction Guide” to help residents and local businesses dispose of items ranging from batteries to printer cartridges to tires. The LCDC website also identifies services, informational publications, updates on locations and times for disposal and resource links. The LCDC Solid Waste Program gives detailed information on its website on paint disposal and oil recycling. LCDC also sponsors a Mercury Thermometer Exchange to educate residents on the dangers of mercury and reduce the amount being discarded in residential trash. LCDC will also provide information displays for area banks, post offices and public libraries that offer information on travel trailer, vehicle maintenance and other household hazardous waste disposal.

Key Messages: The program seeks to address the environmental (including water quality) and public health effects resulting from improper handling and disposal of household hazardous waste, and is committed to reducing the use of home toxics and keeping citizens informed about the choices and responsibilities associated with purchasing, handling and disposing of toxic substances.

Target Audience: Livingston County residents.

Year/Frequency: On-going quarterly collections.

Goal: Increase the number of residents using the program to dispose of home toxics.

Assessment: Promotion/publicizing efforts including display use; Number of drop offs/quantity of disposal materials; web site hits.

Party Involved: Coordinated by Livingston County Solid Waste Department and LCDC. Promoted by permittees in Livingston County.

Topics Addressed: G

Activity #9: Livingston County Prescription Drugs and Personal Care Products Disposal Program

Delivery mechanism: Permittees will work with the county to publicize. County website and brochure outlining proper disposal of unused prescription drugs and personal care products. Permanent collection sites and system established via the Big Red Barrel project.

Key Messages: Keep Rx Drugs and personal care products out of our water systems, proper medication disposal.

Target Audience: Livingston County residents.

Year/Frequency: Ongoing throughout permit cycle.

Goal: Increase the number of residents using the program to dispose of prescription drugs and personal care products.

Assessment: Promotion/publicizing efforts; web site hits; Quantity of pharmaceuticals collected at events.

Party Involved: Livingston County Solid Waste Department, Livingston County Sheriff's Office, Livingston Community Alliance., Village of Pinckney Police Department. Promoted by permittees in Livingston County.

Topics Addressed: A, G

Activity #10: Livingston County Electronic Waste Reduction Program

Delivery Mechanism: County-wide annual event to properly dispose/recycle used electronics (TVs, computers, etc). Promote proper disposal of used electronic devices to keep out of waste stream. Information distributed to public through brochures, website, and various public events.

Key Message: Keep electronic devices out of landfills by properly recycling.

Target Audience: Livingston County residents

Year/Frequency: Annually.

Goal: Increase the number of residents using the program to dispose of electronic waste.

Assessment: Promote/publicize efforts; web site hits; Quantity of devices collected at events.

Party Involved: Livingston County Solid Waste Department. Promoted by permittees in Livingston County

Topics Addressed: A

Activity #11: Stream and River Crossing Road Signs Livingston and Washtenaw Counties

Description: The Washtenaw County Road Commission and the Livingston County Road Commission each will coordinate the design and placement of stream and road crossing signs on primary roads in their respective county in areas where a need for signage has been identified and not met. Existing signs will also be maintained.

Target Audience: Visitors, residents.

Year/Frequency: Ongoing.

Goal: Raise public awareness of area watersheds and creeksheds.

Assessment: Number of signs, maintenance activities; increase in number of people reporting seeing signs over permit cycle as indicated in the measure overall PEP effectiveness, see Section VIII Evaluation of Effectiveness.

Parties involved: WCRC, LCRC and local community officials, permittees.
Topics Addressed: A

VI. EXISTING AND PROPOSED INDIVIDUAL PUBLIC EDUCATION BMPs

Activity #1: Distribute Informational Materials

Delivery Mechanism: Print and digital materials such as tip cards, brochure, website links, websites or social media sites developed by the Huron River Watershed Council (HRWC) or created by the Southeast Michigan Council of Governments (SEMCOG) or others are utilized. Materials are distributed through our municipal office, the village website and village social media.

Key Messages: Materials contain information that covers required Topics A-K. For example pet care, storm drain awareness, reducing potassium softener discharge and rain gardens.

Target Audience: Residents, property owners, business owners, public employees

Year and Frequency: Materials are available on an on-going effort throughout the permit cycle.

Goal: To Increase visibility and awareness of watershed issues and the impact on the environment, residents, etc.

Assessment: Quantity of materials distributed, social media topic views and shares

Responsible Parties: The Village of Pinckney produces materials prepared by HRWC or SEMCOG. We also share data available on the HRWC social media sites and their website via social media, the village website and newsletters.

Topics Addressed: A-K

Activity #2: Distribute Community Watershed Calendar

Delivery Mechanism: The Village purchases watershed calendars for distribution and handout, key locations for distribution are Village Hall and local library, with handouts being performed at local events throughout the year.

Key Messages: Calendars typically feature a different tip each month for increasing public awareness of watershed issues and improving personal actions affecting the health of the watershed. Topics are likely A-J that are suited to homeowners.

Target Audience: Residents

Year and Frequency: Annually

Goal: To build awareness of pollution prevention activities in the home.

Assessment: Number of calendars distributed

Responsible Parties: Collaborative production; village distribution

Topics Addressed: A-J

Activity #3: Content in Community Newsletters, Websites, Social Media

Delivery Mechanism: Publish articles, resources, events, and opportunities in quarterly village newsletter, on village website, through social media. Sources for messages include: HRWC, SEMCOG, Livingston County, EGLE and others. Topics include watershed activities, volunteer opportunities, protect water/resources.

Key Messages: Articles and information will focus on issues represented by all 11 topics.

Target Audience: Residents, friends of the Village, business and property owners

Year and Frequency: Annually throughout the permit cycle.
Goal: To build awareness of pollution prevention activities in the home and the opportunities to get involved in taking care of the watershed in our community.
Assessment: Frequency and number of articles; walk-in requests for more information.
Responsible Parties: Village to promote messages created by Watershed and other sources
Topics Addressed: A-K

Activity #4: Promote Water Resources Protection Workshops

Delivery Mechanism: Promote workshops and programs organized through cooperative agencies.
Key Messages: Vary by season and year but include Master Rain Gardeners, Master Composter, etc..
Target Audience: Residents, friends of the Village, business and property owners
Year and Frequency: 1 per year throughout the permit cycle or as Watershed provides opportunities
Goal: Reach new participants and educate community on opportunities for environment friendly programs.
Assessment: Number of participants.
Responsible Parties: Village will help in promotion of outside suppliers events.
Topics Addressed: K in particular, but also A-J

Activity #5: Promote and Support Volunteer Stream Monitoring

Delivery Mechanism: Village will promote the Huron River Adopt a Stream Program through Social Media, newsletters and communications with local schools. HRWC will provide the materials for the message.
Key Messages: Adopt volunteers assess habitat, water quality and aquatic life in the local tributaries to the Huron River as part of an ongoing scientific study. The main goal is to inspire people, primarily students in our area, to take action that leads to better river protection at home and in their communities.
Target Audience: Residents, friends of the Village, business and property owners
Year and Frequency: 1 per year throughout the permit cycle or as Watershed provides opportunities
Goal: Reach new participants and educate community on opportunities for environment friendly programs.
Assessment: Number of participants.
Responsible Parties: Village will help in promotion of outside suppliers events.
Topics Addressed: A in particular but also B-J

Activity #6: Conduct Outreach at Local And Regional Fairs and Community Events

Delivery Mechanism: Support HRWC and Livingston County in promoting stormwater education displays and outreach at Art in the Park.
Key Messages: Public Awareness of watershed issues and improving personal actions of the health of the watershed.
Target Audience: Residents and Visitors
Year and Frequency: 1 per year throughout the permit cycle
Goal: Reach new participants and educate community on opportunities for environment friendly programs.

Assessment: Number of participants.
Responsible Parties: Village will help in staffing event if necessary.
Topics Addressed: A-J

Activity #7: Promote County Wide Complaint Tracking and Response System.

Delivery Mechanism: Promote the use of Environment Reporting lines for Illicit Discharges or improper disposal of materials into local storm drain systems.
Key Messages: Prevention and reporting of illicit discharges and/or improper disposal of materials.
Target Audience: Residents, friends of the Village, commercial businesses and local government employees
Year and Frequency: Ongoing promotional efforts in conjunction with County.
Goal: Decrease number of illicit discharges and improper disposal of materials.
Assessment: Number of calls to reporting line.
Responsible Parties: County offices; Village to promote via social media and newsletter.
Topics Addressed: B, C

Activity #8: Livingston County Household Hazardous Waste Reduction Program

Delivery Mechanism: See County Wide Activity #8 above.
Key Messages: Reduction of household hazardous waste in land fills and water supply
Target Audience: Residents, friends of the Village, commercial businesses and local government employees, schools
Year and Frequency: The village is an on-going collection site for battery collection and promotes other hazardous waste events as they are scheduled by County.
Goal: Increase the number of residents using the program.
Assessment: Number of drop offs.
Responsible Parties: County offices; Village to promote via social media and newsletter.
Topics Addressed: G

Activity #9: Livingston County Prescriptive Drugs and Personal Care Products Disposal

Delivery Mechanism: The Village is a permanent collection site and has an established system for the Big Red Barrel project. Promote via newsletters, social media, and local pharmacies.
Key Messages: Keep Rx Drugs and personal care products out of water systems and land fills.
Target Audience: As we are a border community, all Livingston and Washtenaw County residents have access to our Big Red Barrel.
Year and Frequency: Ongoing throughout permit cycle.
Goal: Increase the number of residents using program
Assessment: Measure weight of product collected at each empty
Responsible Parties: County offices; Village Police department.
Topics Addressed: A, G

Activity #10: Livingston County Electronic Waste Reduction Program.

Delivery Mechanism: County-wide annual event to properly dispose/recycle used electronics. Promote proper disposal of used electronic devices to keep out the water

system and land fills. Once received from County information is shared via newsletters, village websites, social media and via the schools.

Key Messages:

Keep electronic devices out of landfills by properly recycling.

Target Audience:

Residents, friends of the Village, commercial businesses and local government employees

Year and Frequency:

Annually through the County.

Goal:

Increase the number of residents using the program.

Assessment:

Quantity of disposed items at event.

Responsible Parties:

County offices; Village to promote via social media, school contacts and newsletter.

Topics Addressed:

A

VII. OTHER INVOLVED ORGANIZATIONS

In implementing this Public Education Plan, the permittees will pursue cooperative partnerships plus information and resource sharing with several organizations, including but not limited to:

Organization	Program	Contact If Known
Huron-Clinton Metropark Authority and Michigan State Parks	Environmental Education and Interpretive Programs	Dave Moilanen
Huron River Watershed Council	Water Quality Monitoring Program, Facilitation of Collaborative Permittee Activities, Information and Education Campaign	Ric Lawson and Pam Labadie
Livingston County Drain Commissioner	Workshops, Illicit Discharge & Dumping Response System, Educational Literature	Matt Bolang
Livingston County Health Department	Waste Water Management Program, Water Quality Monitoring Program	Matt Bolang
Livingston County Road Commission	Watershed signs	Kim Hiller
Livingston Solid Waste Management	Household Hazardous Waste Collection Site, composting, waste disposal and recycling	Robert Spaulding
MSU Extension – Livingston County	Horticulture & Natural Resources, Watershed Management, Lawn Care and other programs	Gretchen Voyle
Michigan Department of Environmental Quality	Water Resources Division, MS4	McKinleigh Cordahl
Michigan Water Environment Association	Water Source Book	Jerry Harte, Executive Director
Southeast Michigan Council of Governments	Workshops, educational events, and public education materials	Amy Mangus

VIII. EVALUATION OF EFFECTIVENESS

Evaluation of the overall effectiveness of the PEP will consist of a combination of both the accumulated measures of the effectiveness of the PEP's individual activities and a measure of the effectiveness of the sum of all the activities through a coordinated survey conducted by the permitted entities.

Evaluation of accumulated measures of the effectiveness of the PEP's individual activities success can be categorized in terms of output (i.e., effort or activity) that measures short-term goals and milestones. Examples of output measurements include tracking web site hits or the number of literature pieces distributed to a target audience. When practicable, measurements of outcome (i.e., results that indicate actual behavior change) will be incorporated into BMP evaluations. Such measures are expected to include public comment and feedback, level of participation in programs and activities, and tools that measure behavior change. When applicable, these measures will be reasonably coordinated with other communities and organizations.

Permittees will collaboratively administer a broader survey once during the permit cycle in conjunction with Activity #2, the watershed community calendar. The survey's target audience will be residents of the permitted entities. The survey will measure public awareness of stormwater pollution and possible solutions, environmental attitudes, capacity, constraints, behaviors and, when appropriate, effectiveness of specific public education activities. The survey will primarily be conducted over the web with respondents recruited by mail and e-mail, through advertising, direct in-person contact and/or social media. Results will serve to provide a basis for evaluating PEP activities going forward, and will provide an opportunity to benchmark social indicators for subsequent permit cycles. Questions will be designed to reasonably compare with previous survey efforts.

IX. PERIODIC PROGRESS REPORT

Permittees will provide documentation of PEP efforts, a summary of the evaluation of its effectiveness when appropriate, and any proposed revisions or amendments to the PEP program in the periodic stormwater reports to the EGLE. Reporting on PEP efforts will reflect data gathered on a calendar year basis.