

## **HRWC Information and Education Program Activities July 1, 2009 – November 1, 2010 Annual Report To the Washtenaw Stormwater Advisory Group**

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**Materials posted at:** [www.hrwc.org/our-work/middle-huron/middle-huron-sag/](http://www.hrwc.org/our-work/middle-huron/middle-huron-sag/)

Communities participate in the Huron River Watershed Council's (HRWC) public information and education program using mass media and other outreach methods to promote nonpoint source pollution prevention, stormwater management, and watershed awareness. July 1, 2009 through November 1, 2010 program efforts included:

**Draft of Public Education Plan (PEP) and PEP Table** for use by Washtenaw SAG members.

**Production and distribution of 38,000 printed 2010 Watershed Community Calendars** watershed-wide, presenting a full year of monthly informational pollution prevention tips targeted to homeowners in a single piece. The tips and provided resources are related to permit topic requirements such as illegal dumping, fertilizer and yard care, rain barrels, pet waste, car care, rain gardens and native plants, home toxics, storm drain awareness and general watershed education. The City of Ann Arbor directly mailed and otherwise distributed 24,000 calendars to residents within its jurisdiction. Other Washtenaw SAG members distributed an additional 5,700 calendars through their customer service channels. HRWC provided another 3,000 calendars to the following entities for distribution to the public and their employees: 9 watershed public libraries – South Lyon, Milford, Chelsea, Belleville, Flat Rock, Brighton, Pinckney, Ann Arbor, Ypsilanti; 5 watershed retailers – REI Ann Arbor and Northville, Colton Bay, Bivouac, Sun & Snow, Arbor Farms; 6 businesses – Toyota Technical Center, Thomson Reuters, Michigan Commerce Bank, Google, KeyBank, Arbor Springs; and 1 local housing cooperative – Avalon Housing. The calendar was publicized as available for free to the public in HRWC's quarterly newsletter going to 2,000 individual, business and government members and on HRWC's website. The balance of calendars were distributed by communities in Livingston and Wayne counties.

**Production and placement of public service advertisements:** 15 weeks of fall print ads attached in 2010 in 4 weekly news publications (Ann Arbor Journal, Dexter Leader, Chelsea Standard and Ypsilanti Courier) with a total combined circulation of 32,000 and corresponding web ads targeting residents of Ann Arbor, Ypsilanti, Dexter and Chelsea. 3 months of fall 2010 advertisements in a monthly publication (Ann Arbor Observer) going to City of Ann Arbor residents with a circulation of 60,000 and a readership of 120,000. Ads promoted a dedicated campaign web site, [www.hrwc.org/small-actions](http://www.hrwc.org/small-actions) containing detailed information and additional resources that also permits reader tracking. August 1-October 12 there were 53 unique pageviews to the small-actions page. 42 came from a click through advertisement placed on [www.heritage.com](http://www.heritage.com) the online version of the weekly print publications the other 10 were direct views. We also provided public service ad pdfs for placement in Eastern Michigan University's Eastern Echo, worked with our professional graphic design and copywriting team to update and improve the entire ad campaign, and met with Ann Arbor Radio to consider possibilities for future public education efforts.

**Distribution of print materials and other messaging by HRWC at the following festivals and public outreach events:** Huron River Day July, 2009 and 2010; Ypsilanti Heritage Festival August, 2009 and 2010; Ann Arbor-Ypsilanti Reads 2010; Washtenaw County Earth Day Festival 2010; City of Ann Arbor Green Fair 2010; Ann Arbor Home Grown Festival 2010 (5,000 attendees); HRWC's Millers Creek Film Festival 2010 (220 attendees); and open houses at REI and the Chelsea Center for the Arts. At the three day Ypsilanti Heritage Festival, which draws 80-90,000 attendees each year, HRWC sponsored and hosted a stream-monitoring demonstration and an art activity for children and families. In 2010 we raffled a canoe donated by REI which helped to draw in over 400 festival goers to our display which featured NPS prevention and stewardship messaging. HRWC serves on the steering committee for both the Heritage Festival and Huron River Days.

**Announcements, articles, tips and promotions on HRWC's website and Facebook page, e-mailed monthly to over 2,000 HRWC members and provided quarterly in HRWC's print newsletter** on the following related events and topics: Michigan State University Extension Spring Soil Testing Program for Washtenaw, Livingston, Wayne and Oakland Counties and Fall Conservation Stewards Program, University of Michigan Office of Campus Sustainability E-Waste Recycling Program, rain barrel sales sponsored by Livingston County and other southeastern Michigan communities, information on river-friendly snow removal for residential sidewalks and driveways, spring lawn care, use of native plants, and river stewardship activities and events including stream monitoring and clean-ups.