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**2014 Watershed Community Calendar**

* 37,500 calendars were distributed by the Washtenaw Stormwater Advisory Group and the Livingston Watershed Advisory Group in total.
* 17 communities/local entities participated and distributed either through direct mail or otherwise. Per piece cost of calendar approximately $.90. Additional costs $.20 per piece bulk rate postage and $50 per 1,000 in mailing prep services for communities that direct mailed to residents.

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| **Community** | **2014 Units** |
| Ann Arbor Public Schools | 500 |
| Barton Hills Village | 150 |
| Charter Township of Ypsilanti | 2500 |
| City of Ann Arbor | 21,000 |
| City of Brighton | 3200 |
| City of Ypsilanti | 1500 |
| Eastern Michigan University | 1500 |
| Green Oak Twp | 500 |
| Huron River Watershed Council | 1500 |
| Livingston County Drain Commission | 700 |
| Livingston County Road Commission | 200 |
| Marion Township | 500 |
| Pittsfield Township | 500 |
| Portage Creek Implementation (NPS 319 Program) | 5500 |
| Village of Dexter | 1500 |
| Village of Pinckney | 900 |
| Washtenaw County Road Commission | 300 |
| Washtenaw County Water Resources Commissioner | 300 |
| TOTALS | 42750 |

* 2014 quantity printed = 43,000. Higher than usual due to an HRWC outreach project in the Portage Creek Watershed – Lyndon, Stockbridge, Unadilla, Dexter Twp where we will direct mail 5,500 to residents of those communities -- Nonpoint Source Pollution Control project funded in part through the Michigan Nonpoint Source Program by the United States Environmental Protection Agency under the Clean Water Act Section 319 funding.
* H₂O Hero Handbook (calendar pages 28-31) Detailed tips, resources and contact information that will be available as a separate pdf. The handbook promotes a fun Facebook contest where people can make up a Hero and submit it to [www.facebook.com/huronriver](http://www.facebook.com/huronriver) for a chance to win 1 of 50 t-shirts.
* The following materials related to the calendar are be posted at:  
  <http://www.hrwc.org/our-work/programs/middle-huron-sag/> and <http://www.hrwc.org/our-work/programs/livingston-wag/>
  + 2014 Watershed Community Calendar (low res screen version PDF)
  + Hero Handbook (low res screen version and high res print PDFs)
  + Jpeg images of the calendar and handbook for use on websites, Facebook, emails, etc.
  + Calendar Production Facts and Distribution Summary
  + Ideas for Distributing the Calendar