

**Appendix J1.
The Middle Huron River Watershed Management Plan,
Section 2**

**PUBLIC EDUCATION PLAN
TEMPLATE**

for Middle Huron Stormwater Advisory Group Members
Participating in the Watershed Municipal Stormwater Permit
June 11, 2010

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I. INTRODUCTION

Purpose of Public Education Plan

In accordance with the watershed-based 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 of the Middle Huron Stormwater Advisory Group (SAG) 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.

MDNRE Storm Water Discharge Permits

In Michigan the Michigan Department of Natural Resources and Environment (MDNRE) is administering the federal Phase II permitting process. MDNRE has prepared two types of EPA-approved permits. The “watershed-based” permit requirements address the storm water pollution control issues covered in the EPA’s minimum measures, while offering flexibility and cost sharing opportunities. The “jurisdiction-based permit” is closely structured to follow the EPA’s minimum measures for complying with Phase II regulations.

Several communities in the Middle Huron Watershed have applied for and obtained a Certificate of Coverage (COC) under MDNRE’s watershed-based permit and will be working together to complete many of the permit requirements. The permit requires each community to develop a number of programs to comply with federal storm water regulations. One of these requirements is the Storm Water Pollution Prevention Initiative (SWPPI). Development and submittal of this PEP is part of the SWPPI.

Required Public Education Plan Elements

The permittees shall have a program to promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants in storm water to the maximum extent practicable, Watershed Permit Part I.A.4.b.2 (page 10). The public education program may involve combining or coordinating existing programs for public stewardship of water resources. The permittees in

the Middle Huron have elected to meet the PEP requirements by working collaboratively with watershed or regional partners to develop, submit, and implement a watershed-wide or regional PEP. A collaborative PEP shall demonstrate that the audiences of all permittees will be targeted. The PEP is part of and shall be submitted with the Storm Water Pollution Prevention Initiative (SWPPI). Pollution prevention shall be encouraged, Watershed Permit Part I.A.4.b.2 (page 10). Appropriate BMPs for this minimum measure and measurable goals for each BMP shall be submitted to the Department in accordance with Part I.C.1.a.

"Public" shall be defined to include all persons who potentially could affect the quality of storm water discharges, including, but not limited to, residents, visitors to the area, public employees, businesses, industries, and construction contractors and developers.

The PEP is designed to implement a sufficient amount of educational activities to ensure that the targeted audiences are reached with the appropriate message(s) for the following topics (Watershed Permit Part I.A.4.b.2.a (page 11)):

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:
 - i. Preferred cleaning materials and procedures for car, pavement, and power washing
 - ii. Acceptable application and disposal of pesticides, herbicides, and fertilizers
 - iii. 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.

For all applicable topics, the PEP shall identify: (Watershed Permit Part I.A.4.b.2.b (page 11))

1. Target audience(s).
2. Key message(s).
3. Delivery mechanism(s).
4. Timetable.
5. Responsible party (or parties).

The PEP shall describe a method for determining the effectiveness of the public education program. Watershed Permit Part I.A.4.b.2.c (page 11)

The primary goal of this PEP is to address all public education requirements of the MDNRE's Watershed Municipal Storm Water Discharge Permit. In the permit application the public education topics are identified above and shall be referred to by their corresponding number in each description of collaborative activities that addresses the topic as well as on the PEP table.

Middle Huron Stormwater Advisory Group Members Participating in the Watershed Municipal Stormwater Permit

The permitted entities, who comprise the SAG, that are participating in the PEP include the following:

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

It should be noted that, unlike the other participants, Pittsfield Township holds a jurisdictional permit. The Township is participating in this plan where appropriate, but it may also need to engage in additional activities to comply with jurisdictional permit requirements. Refer to the Pittsfield Township SWPPI for more details. Other entities may hold stormwater permits within the Washtenaw County portion of the Huron River Watershed, but they have not chosen to participate in this plan at this time.

II. EXISTING AND PROPOSED PUBLIC EDUCATION ACTIVITIES

To address each of the PEP requirements, the SAG will implement the following specific activities, which include a description, timeline, evaluation component, parties involved, and the required topic that the activity meets according to Watershed Permit Part I.A.4.b.2.a (page 11). Activities will be completed with the involvement of additional parties as noted in each activity description, or in cooperation with all watershed-based permit communities. Time lines for implementation of proposed activities extend from February 2010 (year 1) when implementation of the PEP begins to February 2015 (year 5) when the permit expires.

Activity #1: HRWC and/or Southeast Michigan Partners for Clean Water Informational Materials

Delivery Mechanism: Brochures, tip cards, posters, and other materials developed by HRWC or the regional public outreach campaign, “Our water. Our future. Ours to Protect”, will be utilized. The campaign materials will be distributed at municipal offices, events, and on web sites or direct mailed.

Key Messages: These materials contain information that covers required Topics 1-8. The overall campaign promotes key messages on proper use of fertilizer, car care, landscaping, storm drain awareness, household hazardous wastes, water conservation, pet care, and riparian protection.

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

Time Line: Materials will be created and disseminated throughout the permit cycle regularly

Evaluation: For HRWC produced materials: HRWC will track number produced and method of distribution and conduct follow up surveys, focus groups and/or web hit tracking. For other materials, number distributed by permittees.

Responsible Parties: SEMCOG has materials available free with membership or for purchase, HRWC develops the materials under contract. SAG members will ensure distribution of materials to appropriate target audiences.

Required Topics met: 1-8

Activity #2: Community Watershed Calendar

Delivery Mechanism: Coordinated by HRWC, the Washtenaw Phase I/II will participate in the bulk printing and distribution of a Community Watershed Calendar to all single-family residential households. In year 2 of the permit the calendar will serve as a vehicle to promote public participation in a broad survey to determine overall PEP effectiveness (see page 13, Section IV. Evaluation of Effectiveness).

Key Messages: Calendar will 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 will include key messages associated with 1-8 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; and illegal dumping in storm drains.

Target Audience: Residents.

Time Line: The calendars were published for calendar year 2010 and will be produced and distributed again in years 2 and 4 of the permit.

Evaluation: Number of households receiving calendar; targeted mail, phone call survey or focus group seeking feedback regarding the calendar's specific use; and in year 2 of the permit cycle, results of broad survey of overall PEP effectiveness (see page 13, Section IV. Evaluation of Effectiveness).

Responsible Parties: SAG members, HRWC.

Required topics met: 1-8

Activity #3: Information in Community Newsletters and on Websites

Delivery Mechanism: The SAG members will regularly publish articles in their own newsletters and/or post to their own web sites. Newsletters and/or websites will also be used to show calendars of events and resources for public education and involvement. Potential web site links include SEMCOG's "Our Water. Our Future. Ours to Protect" and Washtenaw County's web site. Information will be included on watersheds, stewardship activities and events, and individual actions the public can take to protect water resources. Articles and information is available from sources such as Washtenaw County, SEMCOG and HRWC. HRWC will produce articles and information under contract quarterly for SAG members. Permittees can also obtain information for publication from Washtenaw County and SMECOG ongoing.

Key Messages: Articles and information will focus on issues represented by all 9 topics.

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

Time Line: Starting in the first year, newsletter articles and information on web sites will be published throughout the permit cycle.

Evaluation: For HRWC produced information, frequency and number of articles, tracking of web hits to HRWC supporting pages and/or phone calls and e-mails to HRWC for related information. Hits on HRWC websites related to release or promotion. For other materials used by permittees, frequency of use in permittees newsletters, number of newsletters distributed, hits on websites.

Responsible Parties: the SAG members will publish newsletter articles and information in various distribution outlets; Washtenaw County, SEMCOG and HRWC will provide articles and information.

Required topics met: 1-9

Activity #4: Local Newspaper and Web Advertisements

Delivery Mechanism: Coordinated by HRWC, the SAG members will pay for local print news media and online advertising.

Key Messages: Watershed awareness and protection, connection of storm drains to natural water bodies, hazardous waste disposal, illegal dumping, lawn care, and car washing. Advertisements will use materials developed by Southeast Michigan Partners for Clean Streams and HRWC.

Target Audience: Residents, visitors, businesses, industries, government employees, and developers

Time Line: Start in Year 1 and ongoing throughout the permit cycle, generally advertising is placed depending on season, messaging and budget.

Evaluation: Frequency and number of advertisements run; number of inquiry calls and web hits received as a result of advertisements.

Responsible Parties: SAG members, HRWC to coordinate ad development, placement and timing.

Required topics met: 1-7

Activity #5: Promote Water Resource Protection Workshops

Delivery Mechanism: The SAG members 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, County Road Commission, MSU Extension, SEMCOG, and the Michigan Water & Environment Association.

Key Messages: Programs may include the following: Watershed Management Short Course, Home*A*Syst/ Lawn*A*Syst consultations and Master Composter 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.

Time Line: Throughout the permit cycle as workshop dates are established.

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

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

Required topics met: 9 in particular, but also 1-8

Activity #6: Promote and Support Volunteer Stream Monitoring

Delivery Mechanism: Coordinated by HRWC, the SAG members will support and assist in promoting the Huron River Watershed Council's Adopt-A-Stream Program. Promotional efforts will include availability of Adopt-A-Stream literature and posting of volunteer event opportunities at Township/City Halls and announcement of volunteer event opportunities on permittee web sites and/or 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.

Time Line: Start promotions in first year; on-going throughout the permit cycle.

Evaluation: Compilation of all promotional efforts; number of citizens participating in Adopt events; resulting stewardship actions taken by participants. Survey participants on how they heard about the events.

Responsible Parties: SAG members, HRWC.

Requirements met: 1 in particular, but also 2-8

Activity #7: Catchbasin/Storm Drain Labeling (for communities with storm sewers)

Delivery Mechanism: (a) The Water Resources Commissioner's Office actively implements a catchbasin marker program through the Community Partners for Clean Streams Program and the Homeowner's Handbook. Subdivision/ condominium developments, businesses and institutional landowners must have final approval of the WRC as a Community Partner for Clean Streams (where appropriate) to be eligible. The markers are installed by Homeowner Associations/residents/businesses.

(b) As opportunities arise SAG members may also implement storm drain labeling with the use of school and community volunteers to assist in affixing labels to storm drains. Along streets where storm drains are affixed, communities will distribute flyers to residential units. Limited to locations with occupancy rates of over 80% (i.e. areas not under recent construction).

Key Messages: The connection of storm drains to local waterways and the impacts of dumping pollutants into these drains.

Target Audience: Residents, Visitors and Commercial Businesses

Time Line: Ongoing throughout permit cycle.

Evaluation: Number of drains labeled and flyers distributed, number of volunteers participating.

Responsible Parties: Washtenaw County Water Resources Commissioner, SAG members, school and community volunteers, HRWC.

Required topics met: 1 and 2 in particular

Activity #8: Promote County-Wide Complaint Tracking and Response System

Delivery Mechanism: SAG members will work with Washtenaw County to publicize County-wide public reporting and response system for illicit discharges or improper disposal of materials into local storm drain systems. Environmental Reporting Line is in place. Washtenaw County Environmental Health administers the Reporting Line. This program is logged and has an updated brochure ready for distribution. Promote use of Environmental Reporting Line through partner newsletters, cable TV, web sites.

Key Messages: Public 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.

Time Line: Ongoing promotional efforts.

Evaluation: Number of calls to Environmental Reporting Line; results of the tracking and response system.

Responsible Parties: Washtenaw County Health Department, Water Resources Commissioner, SAG members.

Required topics met: 4

Activity #9: Promote Soil Testing

Delivery Mechanism: SAG members will work with MSU Extension and HRWC to encourage property owners to have their soil tested in the spring to avoid unnecessary fertilizer applications. MSUE currently runs a soil testing program at approximately 10 participating retailers on Saturdays in April. Master gardeners are present to answer questions and provide guidance. Homeowners drop off samples for testing for a \$15

charge. Local newspaper advertisements, web announcements and a promotional flyer encourage residents to have their soil tested.

Key Messages: Proper use and application of lawn fertilizers containing phosphorus.
Target Audience: Residents.
Time Line: Each spring throughout permit cycle.
Evaluation: Listing of point-of-sale locations where promoted; change in number of soil tests performed.
Responsible Parties: SAG members, HRWC, MSU Extension.
Required topics met: 4ii

Activity #10: Riparian Land Management Brochures

Delivery Mechanism: Coordinated by HRWC, the SAG members will distribute a brochure promoting riparian best management practices to riparian landowners via local realtors and nursery/garden retail businesses. Brochures will also be available at township offices and distributed by government officials and employees who work with riparian landowners or direct mailed to landowners.

Key Messages: Brochures will emphasize BMPs such as landscaping with native plants, buffer zones, and minimizing impervious surfaces to facilitate on-site water retention.
Target Audience: Riparian landowners, realtors, government officials and employees.
Time Line: Brochure available in year 3.
Evaluation: Number of brochures distributed, number of hits to supporting web page or phone calls received by HRWC for additional information.
Responsible Parties: SAG members, HRWC.
Required topics met: 8

Activity #11: Stream and River Crossing Road Signs

Description: The Washtenaw County Road Commission will coordinate the design and placement of stream and road crossing signs on primary roads in the county.
Target Audience: Visitors, residents.
Time Line: Begin within 2 years of COC issuance.
Evaluation: Number of signs.
Parties involved: WCRC and local community officials.
Requirements met: 1

Activity #12: Displays and Outreach at Local and Regional Fairs and Community Events

Delivery Mechanism: SAG members will promote and support stormwater education displays and outreach at local fairs and community events such as Earth Day Festivals, Green Fairs, 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 1-8 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.
Time Line: Ongoing annually.
Evaluation: Number of materials distributed and contacts made, e-mail addresses collected for HRWC or permittee newsletter distribution.
Parties involved: SAG members and HRWC.
Required topics met: 1-8

Activity # 13: Community Partners for Clean Streams

Delivery Mechanism: Community Partners for Clean Streams is a voluntary, no cost to participants, cooperative water quality protection program between the Washtenaw County Water Resources Commissioner's office and Washtenaw County businesses, institutions and multi-complex land owners. Partners assess how their daily site activities affect stormwater quality and commit to proactive ways to improve their activities by way of a Water Quality Action Plan. Partners are recognized for their stewardship in online and newspaper ads, at community events and through the Community Partners monthly online newsletter: "The eMonitor". SAG members will promote program in newsletters, make referrals to WCWRC regarding potential partners, and display brochures, supplied by WCWRC, promoting program.

Key Messages: Commitment to protect water quality through on-site daily activities.
Target Audience: Washtenaw County businesses, institutions, multi-complex land owners.
Time Line: On-going.
Evaluation: Number of participants.
Parties Involved: WCWRC and SAG members.
Required topics met: 1-9

Activity #14: Pollution Prevention Inspections

Delivery Mechanism: The Pollution Prevention Program is responsible for inspecting facilities that store, manufacture, or use hazardous, toxic, or polluting materials.

Key Messages: Inspectors ensure that facilities utilize and dispose of hazardous materials properly, thereby preventing environmental contamination. This program operates in accordance with the Washtenaw County Pollution Prevention Regulation.
Target Audience: Facilities that store, manufacture or use hazardous, toxic, or polluting materials.
Time-line: On-going.
Evaluation: Inspection reports and improvements made.
Parties involved: Washtenaw County Environmental Health and Water Resources Commissioner.
Required topics met: 9

Activity #15: Issues of the Environment Radio Show

Delivery Mechanism: Weekly radio shows; every Wednesday morning from 8:20-8:30am the Washtenaw County Division of Public Works hosts a special guest speaker on the Issues of the Environment Radio Show on WEMU (89.1 FM).

Key Messages: Varies by show topic, but generally addresses environmental stewardship and related issues.
Target Audience: Washtenaw County residents and businesses.
Time Line: Ongoing weekly show, frequency of water quality related topics may be quarterly.
Evaluation: Number of water quality related program topics covered.
Parties involved: Washtenaw County Environmental Health Division.
Required topics met: 1-9

Activity #16: Environmental Excellence Awards

Delivery Mechanism: The Environmental Excellence Awards Program recognizes businesses and non-profit organizations in Washtenaw County that practice environmentally sound behavior in the areas of water quality protection, waste reduction and recycling, and pollution prevention. This award is provided once year.

Key Messages: Water quality protection, waste reduction and recycling, and pollution prevention.
Target Audience: Businesses, institutions, multi-complex developments.

Time Line: Annually.
Evaluation: Number of award recipients.
Parties involved: Washtenaw County Water Resources Commissioner, Environmental Health Division, and Solid Waste Management.
Required topics met: 1-9

Activity #17: Fats, Oils, and Grease and Litter Reduction

Delivery Mechanism: Ninth Section of the Community Partners for Clean Streams Handbook and program presentations. Coordinated with Washtenaw County Food Service Inspection Program.
Key Messages: Proper disposal of cooking fats, kitchen maintenance practices and recycling best management practices.
Target Audience: Washtenaw County businesses.
Time Line: On-going.
Evaluation: Number of participants and number of actions corrected.
Parties involved: Washtenaw County Water Resources Commissioner, Environmental Health Division.
Required topics met: 9 N

Activity #18: River Safe Homes Program

Delivery Mechanism: Online and hard copy surveys determine how activities around the home protect water quality. Improvement resources are included. Participants receive a RiverSafe Homes plaque for satisfactorily completing the survey and a quarterly “eReporter” online newsletter.
Key Messages: Protecting water quality around the home is easy to do and produces significant results.
Target Audience: Washtenaw County residents.
Evaluation: Number of participants.
Party Involved: Washtenaw County Water Resources Commissioner.
Required Topics met: 1-5, 7-8.

Activity #19: Other Public Education Activities Related Specifically to E. coli and phosphorus TMDLs

Delivery Mechanism: The SAG’s TMDL plan and grant work plan indicate that the SAG will be developing TMDL implementation activities ongoing. This PEP will also be revised and updated to include those specific activities. Currently the City of Ann Arbor, Charter Township of Pittsfield and Charter Township of Ypsilanti have enacted ordinances restricting the use of phosphorus lawn fertilizer. They each also have produced and distribute to retailers and service providers point of sale brochures about the ordinances targeting consumers ongoing. Additionally a general brochure encouraging consumers to use phosphorus free lawn fertilizer products has been produced by the City of Ann Arbor for distribution in Middle Huron areas without ordinances and is available from HRWC for permittee use. Key messages about pet waste are included in activities #1-4 above but may also be developed as part of TMDL implementation.
Key Messages: Protect water quality by using phosphorus free lawn fertilizer and disposing of pet waste properly.
Target Audience: Washtenaw County residents and consumers of lawn fertilizer products and services.
Evaluation: Reduction of E. coli and phosphorus.
Party Involved: SAG permittees.
Required Topics met: 4(ii) and (iii).

Activity #20: Residential Rain Garden Program

Delivery Mechanism: The Washtenaw County Water Resources Commissioner works with several families each year to plan, design and install rain gardens on their properties as funding is available. The WCWRC's website provides extensive information to promote and support "do-it-yourself" rain gardeners.

Key Messages: Protecting water quality and preventing stormwater runoff through the use of rain gardens with native plants.

Target Audience: Washtenaw County residents.

Evaluation: Number of participants and number of rain gardens installed and maintained.

Party Involved: Washtenaw County Water Resources Commissioner

Required Topics met: 7

Activity #21: Washtenaw County Home Toxics Reduction Program

Delivery Mechanism: Provides the residents of Washtenaw County with a disposal option for flammable, poisonous, toxic and corrosive materials by providing the Washtenaw County Home Toxics Collection Center in Scio Township, along with informational materials for the public that promote the collection center and proper disposal of home toxics.

Key Messages: The program seeks to address the environmental (including water quality) and public health effects resulting from improper handling and disposal of home toxics, 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: Washtenaw County residents

Evaluation: Number of drop offs/quantity of disposal materials.

Party Involved: Washtenaw County Environmental Health Division and SAG members who promote the Home Toxic Reduction Program

Required Topics met: 5

Activity #22: Proper Disposal of Prescription Drugs and Personal Care Products/Pharmacy Drug Take-Back Program

Delivery mechanism: County website, brochure, video, outlining proper disposal of unused prescription drugs and personal care products; network of local pharmacies (currently eight) participating in a drug-take-back program. County funded contractor to provide drug pick up from participating pharmacies, and proper disposal. Brochures are placed at various local pharmacies, doctors' offices, government buildings. (web site : http://www.ewashtenaw.org/government/departments/planning_environment/environmental_issues/medications_disposal/).

Key Messages: "Don't rush to flush," keep Rx Drugs and personal care products out of our water systems, proper medication disposal.

Target Audience: Washtenaw County residents.

Evaluation: Quantity of pharmaceuticals brought into participating pharmacies.

Party Involved: Washtenaw County Environmental Health and WRC

Required Topics met: 1, 5

III. OTHER INVOLVED ORGANIZATIONS

In implementing this Public Education Plan, the SAG members will pursue cooperative partnerships plus information and resource sharing with several organizations, including:

Organization	Program	Contact if known
Washtenaw County Water Resources Commissioner	Partners for Clean Streams, Illicit Discharge & Dumping Response System, Educational Literature, River Safe Homes	Janis Bobrin
Washtenaw County Road Commission	Watershed Signs	Steve Puuri
Washtenaw County Health Department	Water Quality Monitoring Program	
Washtenaw County Planning and Environment	Household Hazardous Waste Collection Site, composting, waste disposal and recycling	
Huron River Watershed Council	Middle Huron Initiative, Adopt-A-Stream Program, Information and Education Campaign	Ric Lawson Pam Labadie
MSU Extension	Soil Testing, Watershed Management Short Course, Home*A*Syst Program, Lawn*A*Syst Program	
Southeast Michigan Council of Governments	Workshops, educational events, and public education materials	Amy Mangus
Michigan Department of Natural Resources and Environment	Water Resources Division, Surface Water Assessment Section	Bill Creal
Huron-Clinton Metropark Authority and	Environmental Education and Interpretive Programs	Dave Moilanen

IV. 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 carefully developed, 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, such as follow-up phone surveys on direct-mail literature, or redemption rates of bulk mailing and

soil testing coupons. When applicable, these measures will be coordinated with other communities and organizations.

The broad survey will be administered in year 2-3 of the permit cycle in conjunction with Activity #2, the watershed community calendar. The survey's target audience will be residents of the permitted entities and sample size will be based upon their combined household units, such that a large enough sample size will be obtained to generate statistically significant results between subpopulations and with previous surveys. 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 social media. Additional supplemental methods, such as direct mail and phone will be used to obtain a reasonable sample size or to fill in demographic gaps as needed. 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.

V. PROGRESS REPORT

By the date indicated on the Certificate of Coverage, the SAG Members will submit to the MDNRE an Annual Progress Report on the implementation status of its permit and the progress of pollution prevention. This report will include documentation of PEP efforts, a summary of the evaluation of its effectiveness when appropriate, and any proposed revisions or amendments. Reporting on PEP efforts will reflect data gathered on a calendar year basis.