

Appendix J2. The Middle Huron River Watershed Management Plan, section 2.

PEP TABLE BY TOPIC

Middle Huron Stormwater Advisory Group
 Watershed Municipal Stormwater Permit

Public Education Topics	Target Audience(s)	Key Message	Standard of Effectiveness (recommended)	Delivery Mechanism/Activity #	Mechanism Specific Audience (recommended)	Mechanism Specific Message(s) (recommended)	Milestone(s) (recommended)	Timetable / Timeline		Responsible Party	Cost (recommended)	Evaluation
								Development	Implementation			
1. Personal watershed stewardship	residents, visitors, businesses, public employees, industries, construction contractors and developers	- Definition of Watershed - Education on the specific watershed(s) the public will/can affect - Purpose for protecting the watershed - Ways that individuals can affect the watershed through their activities	get 50% of people in a watershed to understand what a watershed is	1. Brochures, tip cards, and other materials	distributed to homeowners throughout watershed	Same as key message		Use existing Southeast Michigan Partners for Clean Streams or WRC informational materials or tip card materials developed by HRWC or WRC in years 1, 3 and 5	produce, print and distribute in years 1, 3 and 5	HRWC to coordinate and produce under contract, communities to distribute	cost of staff hours, graphic design, photography, printing and mailing or delivery	number of materials distributed increase in hits to HRWC websites, post mailing survey and/or evaluative focus group, overall evaluative survey
				2. watershed community calendar	distributed to homeowners throughout watershed	Same as key message	Measure of number of people recognizing the watershed they live in	develop information, photos, graphics for calendar in spring/summer years 2(2011) and 4 (2013)	produce, print and distribute calendar in years 2 (2011) and 4 (2013)	HRWC to coordinate production and printing under contract, communities to distribute	cost of staff hours, graphic design, photography, printing and mailing or delivery	number of calendars distributed, increase in hits to HRWC's website based on the information in the calendar, follow up survey, overall evaluative survey
				3. Seasonal articles in community newsletters and information and links on community websites	residents, businesses, industries	Same as key message	Measure of number of people that understand the definition of a watershed and how they can effect the watershed	develop and produce seasonal articles quarterly and/or as needed	distribute to communities for use in newsletters and post to websites on going	HRWC, WCWRC to develop materials for articles and websites, communities to distribute	cost of staff hours, printing and mailing	number of newsletters distributed, hits to community website where materials posted, overall evaluative survey
				4. advertisements in local newspaper and on local media websites	residents, owners and employees of local businesses and industries	Shortened ad appropriate version of key message seasonally timed	Measure number of people implementing recommended steps to prevent pollution	HRWC to produce new or update existing ads as needed or use of existing SEMCOG ads	Advertising placed seasonally (depending on key message) throughout permit time frame	HRWC to coordinate production and placement of advertising	cost of staff hours, graphic design, and advertising rates	number and timing of ads places and hits to HRWC's website based on the information presented, overall evaluative survey
				6. Promote and support volunteer stream monitoring as a means to protect the watershed	residents	Same as key message	increase in number of volunteers participating in program	HRWC has existing monitoring program and materials	Communities to promote monitoring events/opportunities on-going	HRWC to run stream monitoring program and provide events and materials, communities to promote	materials development, printing, staff time to run monitoring program	number of volunteers participating in monitoring events on a repeat basis and their commitment to program

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1. Personal watershed stewardship	residents, visitors, businesses, public employees, industries, construction contractors and developers	- Definition of Watershed - Education on the specific watershed(s) the public will/can affect - Purpose for protecting the watershed - Ways that individuals can affect the watershed through their activities	get 50% of people in a watershed to understand what a watershed is	7. Catch basin marker program through Community Partners for Clean Streams and Homeowners Handbook and as opportunities arise for individual SAG members to install labels with the help of school and community volunteers	Residents, visitors, commercial businesses	Connection of storm drains to local waterways and impacts of dumping	Number of catch basins and stormdrains labeled	WRC already has existing catch basin marker program, SAG members will develop as opportunity arises	WRC currently implements, SAG members will implement as able throughout permit cycle	WRC, individual SAG members	cost of staff hours to coordinate and materials	Number of residents, businesses that install marks/labels, number of volunteers participating, number of stormdrains labeled, number of flyers distributed
				11. Stream and river crossing road signs	Residents, visitors traveling by car or on foot	Entering watershed or creek or river specific information	Measure of number of people recognizing the watershed they live in or the water body near them	WCRC already has a program in place for sign production and placement	As appropriate locations are identified throughout the permit cycle	WCRC	cost of staff hours to coordinate, materials, installation	Number of signs installed and locations
				12. Displays and outreach at local community events and fairs staffed by SAG members and HRWC and community volunteers	Residents	Promote watershed awareness and simple steps at home for protecting	Measure of number of people recognizing watershed and taking steps to protect	SAG members and HRWC to use existing materials produced by HRWC, SEMCOG, WRC	SAG members and HRWC identify and commit to opportunities to exhibit as they arise	SAG members and HRWC	cost of staff hours, materials	Number of events, number of materials distributed at events, number of community volunteers staffing at events, number of contacts made and/or email addresses collected
				15. Issues of Environment Radio Show	Washtenaw County residents and visitors	Promote watershed awareness and simple steps at home for protecting	Measure of number of people recognizing watershed and taking steps to protect	Radio show is already an ongoing weekly program of Washtenaw County Environmental Health Division	Water quality issues are addressed at least quarterly	WCEHD	cost of staff hours, overhead and equipment	Number of water quality related program topics covered

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1. Personal watershed stewardship	residents, visitors, businesses, public employees, industries, construction contractors and developers	- Definition of Watershed - Education on the specific watershed(s) the public will/can affect - Purpose for protecting the watershed - Ways that individuals can affect the watershed through their activities	get 50% of people in a watershed to understand what a watershed is	16. Environmental Excellence Awards Program which recognizes businesses and non-profits in Washtenaw County that practice environmentally sound behavior in areas of water quality protection among others	Businesses, institutions, multi-complex developments	Water quality protection, waste reduction and recycling and pollution prevention	increase in number of applicants/participants and award recipients	Existing program run by WRC	Continuing throughout permit cycle	WRC, other SAG members to promote	staff costs and materials	Number of award recipients
				18. River Safe Homes Program -- online and hard copy surveys of homeowners determining and informing of home activities that protect water quality	Washtenaw County residents	Protecting water quality around the home is easy to do and produces significant results	Increase in participants	Existing program run by WRC	Continuing throughout permit cycle	WRC, other SAG members to promote	staff and materials costs	Number or participants or residents who are deemed to have RiverSafe homes

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2. Ultimate storm water discharge location and potential impacts	residents, schools, owners and employees of local businesses and industries, boy/girl scouts, volunteers groups	Storm drains discharge to water bodies. Storm water discharged from separate storm sewer systems does not receive treatment prior to discharge. Impacts of storm water pollutants in the watershed. Knowledge of separate storm water drainage system in a neighborhood and the water body to which the storm water is discharged	get 50% of the people in the watershed to understand where their storm water goes and what the impacts are	Activities 1, 2, 3, 4, 7, 12, 15 and 18 identified above								
3. Public reporting of illicit discharges	Residents, visitors to the area, public employees, businesses, industries, construction contractors and developers	- Illicit Discharge - what it is and what to look for - Promotion of illicit discharge reporting system and how to report an illicit discharge - Water quality impacts associated with illicit discharges and improper waste disposal - Identification of failing on-site sewage disposal systems - physical symptoms to watch for - Consequences and penalties associated with illicit discharges and improper waste disposal	Eliminate all illicit discharges to storm drains and waterways	Activities 1, 2, 3, 12, 15 and 18 identified above 8. Promote County-wide complaint tracking and response system.	Residents, visitors, commercial and industrial businesses, local govt officials, and employees	Protect water quality by reporting illicit discharges and improper disposal of materials into catch basins, storm drains, etc.	Increase in reporting	Washtenaw County Environmental Health has and administers Environmental Reporting Line with brochure ready for distribution	Continuing throughout permit cycle	WCEHD to administer and promote complaint and tracking response system, SAG members to promote when possible	staff, equipment, materials	Number of phone calls to reporting line, reduction in incidents, results of tracking and response system

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5. Waste management assistance	Residents, visitors to the area, public employees, businesses, industries, institutions, construction contractors and developers	requirements, and availability for household hazardous wastes & other chemicals. - Motor vehicle fluids - Travel trailer sanitary wastes - Recreational boating sanitary wastes (recommended for inclusion in PEP) - Yard wastes - Disposal of prescription drugs and personal care products	dropping of household hazardous waste during household hazardous waste collection events by 25% and increase quantity of pharmaceuticals turned into pharmacies participating in drug take-back program	22. Proper disposal of prescription drugs and personal care products/pharmacy take back program	Residents of Washtenaw County who use and dispose of personal care products and prescription drugs	Don't flush drugs and personal care products. Take drugs to participating pharmacies for proper disposal.	Increase in quantity of pharmaceuticals turned into pharmacies participating in take back program	Program ongoing and administered by Washtenaw County Environmental Health Division and WRC	Continuing throughout permit cycle	WCEHD and WRC, SAG members and HRWC to promote		Increase in drop offs of prescription drugs at participating pharmacies
6. Septic System Maintenance	Septic system owners, riparian land owners, septic haulers, realtors, home inspectors, new homeowners	- Proper Septic system care and maintenance - How to recognize system failure - Impact failing systems have on water quality - Where to go for assistance	Educate all septic system owners on proper care and maintenance and how to recognize failing systems	Activities 1, 2, 3, 4, 12, and 15 identified above								
7. Benefits of native vegetation	Landowners, road maintenance crews, parks and recreation staff, landscaping companies and hardware stores.	Using native plants, specifically for a vegetative riparian buffer or rain garden is vital to stream health and improving water quality - wildlife habitat - reduced cost of mowing - reduced chance of introducing invasive aquatic nuisance species	Increase the use of native plants by residents in home gardens	Activities 1, 2, 3, 4, 12, 15, 16, and 18 identified above								

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8. Management of riparian lands	Riparian land owners, developers, contractors, engineering firms, recreational users, lawn care companies, landscapers, lake & stream associations, golf courses, sportsmen	- Importance of riparian corridors - BMPs for riparian lands - Protection through use of conservation easements - Lawn maintenance for water quality - Landscaping for water quality - Shoreline stabilization techniques - Proper management of grass clippings, leaf litter, animal wastes, and other wastes	Inform residential riparian landowners how to better manage the land to protect water quality	Activities 3, 15, 16 and 18 as identified above								
				10. Distribute brochure to residents offering tips on best practices	riparian home owners, members of lake associations	Same as key message	Number of brochures distributed and measurement of hits to website disseminating information	Develop content or update existing direct mail brochure by Jan 2011	Provide to communities to distribute or direct mail spring 2011	HRWC to develop or obtain brochure and coordinate printing and mailing	cost of staff hours, printing and mailing	number of brochures distributed, hits to community and HRWC website where materials are posted
			Inform riparian landowners related businesses how to better manage the land to protect water quality	5. Promote presentations and workshops to targeted audiences	Lake and stream associations, lawn care companies, and landscapers	How to properly manage and dispose of grass, leaf and animal wastes, proper fertilizer use, use of buffers or native vegetation, etc.	Number of riparian land owners and related businesses who attend workshops	Develop presentation by March 2011	Deliver all presentations by Dec 2012	MSU Extension and/or HRWC and/or SEMCOG or other entities	cost of developing presentation, staff hours and printing of surveys forms	Number of workshop participants or post workshop evaluation survey of participants
9. Entity specific pollutants	Commercial operations, industrial operations and institutions	• Chemicals (I.e. salt for deicing) need to be stored under cover and handled in a manner that reduces the exposure of the chemicals to storm water runoff. • Grease, food wastes and litter form food preparation establishments (restaurants, school cafeterias	Reduce the amount of spillage during chemical handling	Activities 3, 5, 15, and 16 identified above								
				13. Community Partners for Clean Streams Program wherein partner businesses, institutions and multi-complex land owners assess daily site activities for improvement and implement a Water Quality Action Plan	Washtenaw County businesses, institutions and multi-complex land owners	Commitment to protect water quality in onsite daily activities	Increase in number of participants in program	Program currently administered by WRC	Ongoing throughout permit cycle	WRC	staff and materials costs	Number of participants
				14. Pollution prevention inspections program	Facilities that store, manufacture, or use hazardous, toxic or polluting materials	Inspectors ensure proper use and disposal of hazardous materials	Increase in improvements made as a result of inspection	Program currently administered by WRC and WCEHD	Ongoing throughout permit cycle	WRC and WCEHD	staff and materials costs	Number of inspections and improvements made as a result

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		(res, school cafeterias, etc...)	Proper disposal of cooking fats, kitchen maintenance practices and recycling best management practices	17. Fats, Oils, Grease and Litter Reduction is specifically addressed by the Community Partners for Clean Streams program in conjunction with the Washtenaw County Food Service Inspection Program	Washtenaw county businesses and entities engaged in food service	Proper disposal of cooking fats, kitchen maintenance practices and recycling best management practices	Number of actions needed correction decreases	Program currently administered by WRC and WCEHD	Ongoing throughout permit cycle	WRC and WCEHD	staff and materials costs	Number of inspections and improvements made as a result