

**STORMWATER DISCHARGE PERMIT APPLICATION
COLLABORATIVE PUBLIC EDUCATION PLAN TABLE**
Effective upon NPDES Permit issuance for a period of 5 years

Public Education Topic	BMP Activity #	BMP Activity Description	Partner Collaboration	Target Audience	Key Message	Delivery Mechanism	Year	Frequency	Reponsible Party	Goal	Assessment
A-J	1	Distribute Informational Materials	Yes	Public	A-J	Print and/or digital materials	1-5	Annually	Permittees	Increase in public contact to improve visibility, and increase awareness, willingness	Number of materials distributed increased website traffic, specific built-in eval or focus groups, overall evaluative survey
A-I	2	Distribute a Watershed Community Calendar	Yes	Residents	A-I	Printed calendar	1, 3, 5	Biennially (even years: 2022, 2024, ...)	HRWC/Permittees	Increase in number of recipients willing to engage in prevention or stewardship	Number distributed, increased website traffic, calendar specific survey, overall evaluative survey
A-J	3	Publish Educational Content in Newsletters, Websites, Social Media	Yes	Public	A-J	Newsletters, social media, websites	1-5	Annually	HRWC/Permittees	Increase in number of recipients willing to engage in prevention or stewardship	Number of newsletters distributed, traffic/following on community sites where materials posted, specific evaluation or overall evaluative survey
A-I	4	Local Print and Digital Advertising	Yes	Public	A-I	Advertising	1-5	Annually Seasonal	HRWC/Permittees	Increase in public contact to improve visibility, and increase awareness, willingness	Number and timing of ads placed, increased website traffic, redemption of offers, overall evaluative survey
A-J	5	Promote Water Resource Protection Workshops	Yes	Residents	A-I	Workshops	1-5	1 per year	Permittees	Increase number of workshop participants	Number of workshop participants or post workshop evaluation survey of participants
A primary, B-I secondary	6	Promote/Support Volunteer Stream Monitoring	Yes	Residents	A-I	HRWC Adopt-A-Stream Program	1-5	Annually 3+ times per year	HRWC/Permittees	Increase program participation and resulting stewardship actions	Number of new and repeat participation in stream monitoring events
A, B, C	7	Promote/Support Storm Drain Labeling	Yes	Residents	A, B, C	HRWC Adopt-A-Stormdrain Program	1-5	On-going	HRWC/Permittees	Increase number of catch basins labeled and program participants	Number of volunteers participating, number of stormdrains labeled, number of flyers distributed
A-I	8	Promote Riparian Land Management Information (optional)	Yes	Riparian Landowners	A-I	Print and/or digital materials	1-5	On-going	HRWC/Permittees	Increase in incidents of riparian landowners implementing BMPs	Number of brochures distributed, hits to community and HRWC websites where materials are posted
A-I	9	Outreach at Local/Regional Fairs and Community Events	Yes	Residents	A-I	Displays at community festivals	1-5	On-going	HRWC/Permittees	Increase in public contact to improve visibility, and increase awareness, willingness	Number of events, materials distributed at events, community volunteers staffing events, contacts made and/or email addresses collected
B, C	10	Promote County Wide Complaint Tracking and Response Systems	Yes (to promote)	Public	B, C	Reporting lines with print and digital promotional information	1-5	On-going	Washtenaw County Environmental Health Div/Livingston County Health Department/Permittees promote	Decrease in number of illicit discharges and improper disposals	Number of phone calls to reporting line, reduction in incidents, results of tracking and response system
A, E, G	11	Livingston County Household Hazardous Waste Reduction	Yes (to promote)	Livingston Residents	G	County-wide collections with print and digital promotional information	1-5	Quarterly	Livingston County Solid Waste Dept/ Drain Commissioner/Permittees promote	Increase in use of program	Number of drop offs/quantity of disposed materials
A, G	12	Livingston County Prescription Drugs and Personal Care Products Disposal	Yes (to promote)	Livingston Residents	A, G	County-wide collection program with print and digital promotional information	1-5	On-going	Livingston County Solid Waste Dept/Sheriff's Office, Community Alliance /Permittees promote	Increase in use of program	Increase in drop offs of prescription drugs at participating locations
A, G	13	Livingston County Electronic Waste Reduction	Yes (to promote)	Livingston Residents	A	County-wide collection of used electronics	1-5	Annually	Livingston County Solid Waste Dept/Permittees promote	Increase in use of program	Quantity of devices collected at events

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A	14	Livingston County Stream and River Crossing Road Signs	Yes (to install and/or maintain)	Livingston and Washtenaw Residents and Visitors	A	Roadside Signage	1-5	On-going	Livingston and Washtenaw County Road Commissions/Permittees promote	Increase awareness of watershed/creekshed existence	Number of signs installed and locations, public report of seeing signs in specific or overall evaluative survey
A-J	15	Washtenaw County Community Partners for Clean Streams	Yes (to promote/participate)	Washtenaw County businesses and Employees	A-I	Stormwater site assessments, planning and education for businesses, institutions and multi-complex land owners	1-5	On-going	Washtenaw County Water Resources Commissioner/Permittees promote	Increase in number of participants in program	Number of participants
J	16	Washtenaw County Pollution Prevention Inspections	Yes (to promote)	Washtenaw County businesses and Employees	J	Inspection of facilities that store, manufacture or use hazardous, toxic or polluting materials	1-5	On-going	Washtenaw County Environmental Health Div/Water Resources Commissioner/Permittees promote	Increase in improvements made as a result of inspection	Number of inspections
A-J	17	Washtenaw County Issues of Environment Radio Show	Yes (to promote)	Washtenaw County Residents	A-J	Weekly radio show on WEMU 89.1 FM	1-5	On-going, quarterly water-related topic	Washtenaw County Environmental Health/Permittees promote	Increase in number of listeners recognizing watershed and taking steps to protect and participating in programs	Number of water quality related program topics covered, projected number of listeners
A-J	18	Washtenaw County Environmental Excellence Awards	Yes (to promote)	Washtenaw County Businesses and Employees	A-J	Annual award program recognizing businesses, institutions, and multi-complex developments	1-5	Annually	Washtenaw County Water Resources Commissioner/Environmental Health Div/Solid Waste/Permittees promote	Increase in number of applicants/participants and award recipients	Number of award recipients
J	19	Washtenaw County Fats, Oils, and Grease and Litter Reduction	Yes (to promote)	Washtenaw County Businesses and Employees	J	Section of Community Partners for Clean Streams Handbook and coordinated with County Food Inspection Program	1-5	On-going	Washtenaw County Water Resources Commissioner/Environmental Health Div/Solid Waste/Permittees promote	Decrease the number of actions or corrections needed	Number of inspections and improvements made as a result
A-J	20	Washtenaw County RiverSafe Homes Program	Yes (to promote)	Washtenaw County Residents	A-J	Incentive program for participation in survey and receipt of educational resources	1-5	On-going	Washtenaw County Water Resources Commissioner/Permittees promote	Increase number of participants	Number of participants or residents who are deemed to have RiverSafe homes
A, B, I	21	Washtenaw County/Ann Arbor Residential Rain Garden Program	Yes (City of Ann Arbor and Washtenaw County others promote)	Washtenaw County Residents	A, B, I	Rain garden education and installation assistance	1-5	Annually	Washtenaw County Water Resources Commissioner, City of Ann Arbor/Permittees promote	Increase number of participants in program	Number of rain gardens installed and number of applicants to program who install a rain garden independently
G	22	Washtenaw County Home Toxics Center	Yes (to promote)	Washtenaw County Residents	G	Home toxics collection center and informational materials	1-5	On-going	Washtenaw County Environmental Health Div/Permittees promote	Increase in use of program	Increase in use of home toxics collection center by residents, number of brochures distributed, ads run, etc.
A, G	23	Washtenaw County Medication Disposal Program	Yes (to promote)	Washtenaw County Residents	A, G	Network of local participating pharmacies and informational materials on program and proper disposal of prescription drugs and personal care products	1-5	On-going	Washtenaw County Environmental Health Div/Water Resources Commissioner/Permittees promote	Increase in use of program	Increase in drop offs of prescription drugs at participating pharmacies

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Key Messages by Topic

Public Education Topic	Key Message
A. Promote public responsibility and stewardship in the applicant(s) watershed.	Watershed definition, location, purpose for protecting, ways to affect, also including recreational and economic benefits of local water resources.
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.	Recognition of and how to locate. Lack of treatment and flow impacts to water quality and water body to which MS4 is connected.
C. Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4.	What it is, promotion of reporting system and how to use, water quality impacts, identification of on-site sewage disposal and symptoms of failure, consequences to water quality.
D. Promote preferred cleaning materials and procedures for car, pavement, and power washing.	Preferred cleaning materials and procedures.
E. Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers.	Proper application and disposal.
F. Promote proper disposal practices for grass clippings, leaf litter, and animal wastes that may enter into the MS4.	Proper disposal.
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.	Identification of household hazardous wastes and proper disposal.
H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure.	Proper care and maintenance, recognition of failure, water quality impacts.
I. Educate the public on and promote the benefits of green infrastructure and Low Impact Development.	Benefits of green infrastructure and low impact development and implementing landscaping for water quality in residential applications.
J. Identify and educate commercial, industrial and institutional entities likely to contribute pollutants to stormwater runoff.	Storage of chemicals to prevent exposure to stormwater runoff, proper disposal of grease and waste from food preparation, best practices for kitchen maintenance and recycling to prevent improper disposal.