

Michigan Department of Environmental Quality – Water Resources Division
STORMWATER DISCHARGE PERMIT APPLICATION

Table 2: Public Education Program Best Management Practices (BMPs)

Delivery Mechanism / Activity	Public Education Topics	Target Audience(s)	Key Message	Standard of Effectiveness (recommended)	Mechanism Specific Audience (recommended)	Mechanism Specific Message(s) (recommended)	Milestone(s) (recommended)	Timetable / Timeline		Responsible Party	Cost (recommended)	Evaluation
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Road/stream crossing and watershed signs	A B	Public, Residents, Visitors	Educate on specific watershed. Watershed the public can affect.	Get 50% of people to know the stream names and that they are in a watershed	Drivers and passengers, visitors going by specific sign	Entering a specific watershed; and watershed website	Increase in number of people recognizing the watershed and live in or passing by. Awareness leads to stewardship	Signs have been installed beginning in 2008	Will continue to install until reached 200 sites, approx. 400 to 600 signs, then maintain existing signs. Proposed plan to expand with signs in Parks	SWM/ Road Commission	\$3,000/yr.	Measure the number of residents that went to the website based on the information on the sign; social survey response
Watershed Maps	A B C D E F	School Children, Teachers	Definition of a watershed. Educate on Specific Watershed the public can affect, purpose for protecting the watershed. Effects of human activities on waterways, illicit discharge, what is it? Promoting illicit discharge reporting.	Get 50% of students to know what a watershed is and which one they live in.	Teachers/classrooms	What is a watershed; specific watershed website	Have maps posted in as many classrooms as possible and discussed in class. Also designed to be used as handouts	Printed 2014	Distribute to appropriate teachers for class use. Reprint and send out upon request as needed. Available on website for download and printing	SWM	Development - \$780.00 Printing - \$3,000 Promotion - \$910.00/yr Distribution/work shop - \$5,200.00/per session	Number of teachers incorporating lessons into curriculum.
Benthic Monitoring Program	A B	Residents, School Children	Ways that individuals can affect the watershed through their activities. What is the actual condition of our waters?	Maintain current level of sites monitored or expand that number. Currently 18	Interested volunteers. Produce results for public on website. (general health of Our Water)	Your efforts help us to better understand the watershed.	Consistent trends begin to paint a clearer picture of different reaches.	Program has been running in Flint River Watershed since 1999. Shiawassee Watershed added in 2008	Twice a year	SWM/FRWC to administer program	\$5,150/yr	No. of volunteers and sites surveyed. Use information to aid decision-making.
Project Green WQ monitoring Program	A B C D, E, F, G	School Children, Teachers Groups	Ways that individuals can affect the watershed through their activities. What is the actual condition of our waters? How pollution occurs	Maintain current level of participation or increase number of classrooms.	School children, teachers	Our actions have impacts on local waterways; how to act to better protect adjacent waterbodies.	Increased demand for the program	Program has been running since 1991. Since 2005 it has been under the FRWC administration.	Yearly	SWM/FRWC to administer program	\$7,500/yr for sampling + private funds Up to \$5,000 for analysis	#participating schools/sites survey. Information to aid decision-making. Increased public awareness - social survey.

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 E. Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers. F. Promote proper disposal practices for household hazardous wastes, chemicals, and motor vehicle fluids.
 G. Identify and promote the availability, location, and requirements of collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, and motor vehicle fluids.
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Display Booth for events	A B C D E F G H J	Public, public employees	Definition of a watershed - ways those individuals can affect the watershed through their activities.	Residents adopt the recommended behavior changes.	Home owners, various associations and businesses	Same as "Seven Simple Steps"	Display at 6-functions a year	Developed	Ongoing training of volunteers to man booth, attendance of booth at several events throughout year # of people spoken to	SWM/Cons Dist	\$9,500/yr	Social survey Number of public spoken to, Number of events attended
Website: http://cleargene.seewater.org/	A, B, C D, E, F G, H, I J, K	Public	Have messages on most topics.	Residents adopt the recommended behavior changes.	Permittees, home owners, associations, businesses	Same as key message	Number of hits per year stay the same or increase.	Developed	Expand site as new material becomes available. Update as needed	SWM	100 hrs a year. Plus periodic costs for updates.	Number of hits on the site Number of times brochure is downloaded.
Conservation District presentation to school districts with Enviroscopes	A, B, C, D (Depending on who does the training, the following topics can be covered E, F, G, I)	School Children, Teachers	What is a watershed - Importance of a riparian corridor, effects of human activities on waterways and wetlands.	Make presentation 5000 students/ teachers per year	School children	Our actions have impacts on local waterways; how to act to better protect adjacent waterbodies.	Number of presentations per year.	Developed	Schedule presentations annually to reach at least 5000 students/year	SWM Conservation District	\$16,000/yr	- Number of presentations, - Answer questions on social survey - Improvement in other metrics
Catch basin stenciling program that includes door to door delivery of brochures	A B	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 your front ditch and that it flows to a river	Get 10% of the people in the watershed where the catch basins were labeled to understand where there storm water goes and what the impacts are.	Homeowners; parties distributing brochures and stenciling	Same as key message	Stencil 1000 catch basins/yr - with residents receiving a brochure when stenciling is in their neighborhood	Program began in 2005; materials have been developed	Continue to deliver program plan training and brochure. Repurchase supplies, brochure as needed. Evaluate and modify message as needed when reprinting door hangers	FRWC/CD & SWM maintenance dept.	\$5,300/yr.	Phone or mail survey of residents' awareness of the watershed; number of residents that volunteer to stencil storm drains.

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Distribute brochures promoting the "seven simple steps"	A B C D E F G	Public and public employees	Actions everyone can take to improve water quality. Effects of residential waste on our waterbodies.	Residents adopt the recommended behavior changes.	All residents	Specific to each of the seven steps: Car Care, proper fertilizing, pet waste, water conservation, HHW, storm drains, earth friendly landscaping	Distribute 2500+ /yr	*Seven Simple Steps" brochure has been developed.	Continue to distribute "seven simple steps" through permittees/ events. Evaluate message, amend as needed, reprint as needed	SWM/ Permittees	Reprinting costs	- social survey - Other # of brochures distributed to public
Speakers	B (Depending on who does the training, the following topics can be covered A, C, D, E, F, G, H, I, J)	Home owner associations, non-profit groups, rotary clubs...	What is a watershed - Actions everyone can take to improve water quality, effects of residential waste on our waterbodies; and other specific messages (7 simple steps) The talk is broken into segments by topic so each talk can be customized	Residents adopt the recommended behavior changes.	Home owners, various associations and businesses	Same as "Seven Simple Steps"	Address 10+ groups a year	Developed	Train new volunteers to give presentations as needed	FRWC	\$2,040/yr	- social survey - Other - Number of presentation given, - number of attendees.
Articles on seven measures/ Newsletters on Ph I program	A B C D E F G	Public, non-profit groups, public employees	What is a watershed - Actions everyone can take to improve water quality, effects of residential waste on our waterbodies. The Phase II program. Implementation efforts	Residents adopt the recommended behavior changes. Phase II permittees educated on program	Homeowners, industries, Phase II permittees. Non Municipalities.	Same as key message	Increase sense of community stewardship and actions taken to protect waterways.	Some have been developed, new articles will be to address timely issues.	Submit articles to group, newsletters & newspaper for print	SWM	None	-Articles get published - Responses to the pending social survey
Advertise and distribute flyers about the Household Hazardous Waste Collection Day	G	Public, public employees, businesses	Identification of HHW (household hazardous waste), disposal locations and availability	Increase the number of residents dropping off HHW at events by 10%	Homeowners, businesses (painters, landscapers, etc.)	How and where to dispose of oil-based paint, pesticides, herbicides, etc.	Increase awareness of household hazardous waste and where and when it can be disposed	Develop advertisements/flyers for distribution twice a year	Distribution twice a year of advertisements /flyers developed by HHW group	All Permittees/ HHW Committee	Cost of advertisement / flyers, staff time, and hazardous waste disposal costs	Track the number of residents and the amount of waste collected during HHW Collection.

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C G H Educational materials for Homeowners With Septic Systems to be Given at "Time of Sale". Main Topic: Septic System Maintenance.		Homeowners, public employees, realtors, haulers, inspectors	Proper septic system care and maintenance, how to recognize a system failure, where to go for assistance.	Educate septic system owners on proper care and maintenance, recognizing a failure and correcting	Septic system owners	How to properly maintain your septic system	Educate septic system owners on the proper care and maintenance of their systems and how to recognize failing systems.	Information has been developed. Delivery mechanism is being worked out.	Printing materials beginning in 2009 and distribute through communities & real estate agents.	SWM and TBD	300 - 500 hours "printing" - \$3000.00 Mail/distribution - \$1500.00 (estimated until 2013)	Social survey
A B J Canoe trips		Public, landowners	Purpose for protecting the watershed, ways those individuals can affect the watershed through their activities, improving water quality and habitat and benefits to all.	Realize an increase in the use of the riparian corridor and a corresponding increase of volunteering/ stewardship of the waterbodies	Any resident	People that use the waterbodies for recreation are going to want to protect the waterbodies	Increase in volunteerism	Already ongoing	Schedule events annually 4+year.	SWM/FRWC	\$4,000/yr.	- The number on new people participating in each event. Participant comment
G Presentation information about proper disposal of medications and personal care products on website		Public	Proper disposal of HHW, specifically medications and personal care products	Get 20% of those educated to utilize HHW program to properly dispose of in landfill	Public	Proper disposal of HHW, specifically medications and personal care products	Educate 10% public on program. Increase use of HHW program	Done	Information on WWS website	Water and Waste Services (WWS)	Staff time	Attendance and website hits
A B I J Information to riparian landowners on landscape improvements to protect waterways.		Riparian landowners,	- Importance of riparian corridors - BMPs for riparian lands - Landscaping for water quality - Shoreline stabilization techniques - Native vegetation alternative	residential riparian landowners to learn how to better manage the land.	Lake and stream associations, riparian land owners	How to properly manage and dispose of grass, leaf and animal wastes; how to improve your property to better protect adjacent waterbodies.	Educate the number of riparian land owners in the knowledge of how to protect banks from erosion and water quality. Educate 25% by 2012 and All watersheds by 2014	Mailers and workshop literature developed and printed for distribution 2009	Information is passed out to public at events and available on website	SWM	Printing	Number of information packets given out.

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Pub ed workshop on proper disposal of restaurant waste	K	Business owners	Proper disposal of kitchen waste	Get restaurant owners that have had attended workshop to properly dispose of restaurant waste	Business owners	Proper disposal of kitchen waste	Educate 20% restaurants on program	Program developed by WWS. Will add stormwater information component to their program	Have workshops in permit cycle or distribute information brochure.	WWS	Staff time and TBD workshop costs	Attendance to workshop
What is Green Infrastructure workshop	I	Engineers, Developers	What is Green Infrastructure? Why should we develop with Green Infrastructure? , how to design Green Infrastructure?	Get Developers to support GI	Engineers, Developers	Get Engineers educated on how to design for GI, Get Developers, to buy into green infrastructure	Educate 75% Engineers, 25% Developers	2015	1 workshop before 2016	SWM	Cost of developing/ printing/ workshop	Attendance to workshop, voluntary compliance to GI
Operation and maintenance 1/2 day workshop for municipalities, entities and their contractors (Good House Keeping)	B C D E F K	Public employees, contractors	Good housekeeping practices and their impact on water quality.	Adoption and recording of good housekeeping practices	PowerPt and manual	How to properly manage and maintain public infrastructure and related activities	Educate 50% by 2011 and 90% by 2015; Have maintenance crews adopt protocols on property by 2014	Training is developed	Complete. Schedule training as-needed.	SWM/Tetra Tech	\$6,000/ first yr. up to \$6000/ year	Pass MDEQ inspections
Good House Keeping training video	B C D E F K	Public employees, contractors	Good housekeeping practices and their impact on water quality.	Adoption and recording of good housekeeping practices	Attendance of training by video/ internet	How to properly manage and maintain public infrastructure and related activities	Have maintenance crews/ B&G staff trained within 1 st year of hire or within permit cycle.	Training is developed. Transferring information to a video or internet format is in development	Produce Video/ internet training. Schedule training as-needed.	SWM/Tetra Tech	\$6,000/ first yr. up to \$6000/ year	Pass MDEQ inspections

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Education efforts by individual Permittee

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Provide a link on our website to the ClearGenesee water.org website	A, B, C, D, E, F, G, H, I, J, K	Public Residents Visitors Public Employees and Businesses	Have messages on most topics	Residents adopt the recommended behavior	Permittees, Homeowners, Associations, and Businesses	Same as key message	Stay the same or increase hits per year on site	Done	Done	Municipality	Staff Costs	Number of hits per year and number of downloads per year
Provide literature at the entrances of the Township Hall; Seven Simple steps, Septic Booklet, Riparian Landowners, IDEP Identification	A, B, C, D, E, F, G, H, I, J	Public Residents Visitors Public Employees and Businesses	Educate on various topics relating to watershed and stormwater best practices	Residents adopt the recommended behavior	Permittees, Homeowners, Associations, Riparian Landowners, and Lake & Stream Landowners	Same as key message	Distribution of at least 700 of each brochure yearly	Done	Done	Municipality	Staff Costs and Printing	Number of brochures distributed
Creation of an illicit discharge reporting mechanism (See IDEP Plan Attachment 2 pgs. 25-28)	C	Public and Public Employees	What is an illicit discharge? How to report illicit discharge.	Eliminate known illicit discharges to storm drains and waterways	Public and Public Employees	Recognize and Report illicit discharges or improper disposal of materials that threaten the water supply	Reporting mechanism for IDEP is being used by the communities.	Attachment E has been created and is in place. Attachment C has to be customized will be done by 7-1-2014	Printing can be done as-needed. Website, and Placed on Counter for Public	Municipal	Staff costs printing cost	Is the illicit discharge reporting mechanism being used.
Staff Training on Goodhousekeeping/IDEP Identification	B, C, D, E, F, K	Public employees, contractors	Good housekeeping practices and their impact on water quality.	Adoption and recording of good housekeeping practices	Public Employees	How to properly manage and maintain public infrastructure and related activities	Have maintenance staff trained within 1 st year of hire or within permit cycle.	Done	Schedule training as-needed.	Municipality SWM/retia Tech	Staff Costs	Pass MDEQ inspections

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Participate in HHW Promote? Financial? Host?	G	Public, public employees, businesses	Identification of HHW (household hazardous waste), disposal locations and availability	Increase the number of residents dropping off HHW at events by 10%	Homeowners, businesses (painters, landscapers, etc.)	How and where to dispose of oil-based paint, pesticides, herbicides, etc.	Increase awareness of household hazardous waste and where and when it can be disposed	Distribute advertisements/flyers twice a year Aid in financing twice yearly Hosting as needed.	Distribution twice a year of advertisements /flyers developed by HHW group	Municipality, All Permittees/ HHW Committee	Cost of advertisement / flyers, staff time, and hazardous waste disposal costs	Track the number of residents and the amount of waste collected during HHW Collection.

Many of the Public Education actions are performed by other Permittees or non-Permittee partners. Each Permittee is responsible to execute the permitted Public education efforts regardless of who is actually doing the work. All work identified in the PEP is being done on a Countywide basis. They have not been ranked by priority.

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