

Clinton River Watershed Anchor Bay Lake St. Clair Direct Drainage

Collaborative Public Education Plan

**Approved:
March 21st, 2023**

**Submitted by the Clinton River Watershed Council on behalf of
Macomb County, Oakland County
and the MS4 permit holders that participate in the
Clinton River Watershed Council's Stormwater Education Program**

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I. INTRODUCTION

This watershed wide Public Education Plan (PEP) was developed to inform the public within the Clinton River Watershed about their role in protecting water quality and preventing stormwater pollution. This plan was created by the municipalities and other partners in the Clinton River Watershed with the input of stakeholders and professionals in the environmental education field. This plan outlines the public education goals and messages that must be communicated under the requirements of the National Pollutant Discharge Elimination System (NPDES) Phase I and Phase II regulations. The PEP also describes the existing and future efforts the communities and other partners will undertake to achieve these education goals, and how these efforts will be evaluated.

II. PARTNERS & STAKEHOLDERS

This watershed wide PEP is submitted on behalf of Macomb County, Oakland County and the MS4 permit holders that participate in the Stormwater Education Program facilitated by the Clinton River Watershed Council (CRWC). Municipal staff, county agencies, and CRWC participated in the development of the PEP. The CRWC Stormwater Education program was developed to assist communities that must comply with the NPDES Phase I or Phase II stormwater discharge regulations. Activities facilitated by CRWC, Macomb and Oakland Counties, and the MSU Extension Office will be reported on behalf of the following permit holders and their nested MS4's.

Avondale School District	City of Grosse Pointe Shores	City of Utica
Charter Township of Chesterfield	City of Fraser	City of Warren
Charter Township of Clinton	City of Harper Woods	Independence Township
Charter Township of Harrison	City of Hazel Park	Macomb Intermediate School District
Charter Township Orion	City of Madison Heights	Macomb Township
Charter Township of Oxford	City of Mount Clemens	Macomb County
Charter Township of Shelby	City of New Baltimore	Oakland County
Charter Township of Washington	City of Orchard Lake Village	Oakland University
City of Center Line	City of Pontiac	Oxford Area Community Schools
City of Keego Harbor	City of Rochester	Rochester Community Schools
City of Eastpointe	City of Rochester Hills	Village of Lake Orion
City of Fraser	City of Roseville	Village of New Haven
City of Grosse Pointe	City of St. Clair Shores	Village of Oxford
City of Grosse Pointe Farms	City of Sterling Heights	Village of Romeo
City of Grosse Pointe Park	City of Sylvan Lake	
	City of the Village of Clarkston	
	City of Troy	

Clinton River watershed communities, subwatershed groups, and partners agreed that approaching stormwater education on a watershed, cross-jurisdictional basis is both cost-effective and environmentally sound. The watershed approach allows the partners to share information and resources to address stormwater concerns at their source. Similarly, developing and implementing a public education program on a watershed basis provides a consistent and effective mechanism for protecting water resources across the region, while leveraging financial resources in each community.

During preparation of this PEP, various municipal staff, environmental organizations, county agencies, and the MSU Extension offices were contacted.

The following information was compiled to identify and organize existing stormwater education materials and programs:

- Existing materials or programs used to educate the public about watersheds and water quality protection (e.g. brochures, videos, displays, school programs, etc.).
- Existing audiences to target for watershed education (e.g. homeowners associations, lake associations, churches, civic groups, business associations, etc.).
- Existing communication methods that could be used to disseminate watershed education (e.g. cable access channel, email, website, newsletter, water bills, etc.).

III. CLINTON RIVER WATERSHED COUNCIL'S STORMWATER EDUCATION PROGRAM

The CRWC is a nonprofit organization dedicated to protecting, enhancing, and celebrating the Clinton River, its watershed, and Lake St. Clair. For over 50 years, the CRWC has worked collaboratively with local governments, businesses, individuals, and other community groups to address water quality and land use issues in the watershed. Stormwater runoff is the leading source of pollution in the Clinton River today, thus CRWC's efforts are focused primarily on decreasing the amount of stormwater and stormwater pollution reaching our streams, rivers, and lakes. CRWC works to achieve its mission by providing education and stewardship programs to the more than 1.5 million people, 63 communities, and 4 counties in the Clinton River watershed.

Upon the request of a number of communities, CRWC developed the Stormwater Education Program to assist its members in meeting their Phase I or Phase II public education requirements. The components of the Stormwater Education Program are outlined in this PEP, along with materials and programs offered by the counties, CRWC, and MSU extension. These materials and programs will be supported and promoted by the MS4 permittees named in this PEP. In subscribing to the Stormwater Education Program, each participating entity has entered into contract with the watershed council. CRWC has agreed to provide the programs outlined in this plan.

As outlined in this PEP, CRWC's program includes the following major components:

- Education of the public and recruitment of volunteers in each subwatershed through a variety of outreach methods (presentations, workshops, websites, cable TV, print media, etc.).
- Regular volunteer training sessions and establishment of water quality monitoring sites throughout each subwatershed.
- Quarterly stormwater management forums for municipal staff, City Council members, planners, engineers, consultants, MDEQ MS4 permit staff, and other watershed stakeholders to share information and discuss topics related to stormwater management, planning, and infrastructure development.
- Coordination of other on-going education and stewardship efforts, including River Day, Weekly Clean, Clinton Clean-Up, paddling events, water festivals, Adopt-A-Stream citizen science program, the Stream Leaders student river monitoring program, and the RiverSafe LakeSafe program.

- Engage and collaborate with municipalities to promote and facilitate CRWC's WaterTowns™ place making initiative focused on connecting communities to their waterways through education, green stormwater infrastructure, history, art, and ecology.
- Development and distribution of supporting print and web-based materials.

IV. GOALS & OBJECTIVES

The goal of this PEP is to promote, publicize, and facilitate watershed education for the purpose of encouraging the public to reduce the discharge of pollutants in stormwater to the maximum extent practicable. Pollution prevention shall be encouraged.

“Public” is defined to include all persons who potentially could affect the authorized stormwater discharges, including, but not limited to, residents, visitors to the area, public employees, businesses, industries, construction contractors, and developers.

This PEP is designed to ensure that the targeted audiences (“public”) are reached with the appropriate messages for the following nine topics as required in the 2003 NPDES Phase II stormwater permit:

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 in 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 as well as other landscape practices that enhance water quality such as rain gardens and rain barrels.
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.

10. Green stormwater infrastructure development and benefits.

All PEP participating permittees were required to apply for a new MS4 permit in their respective permit cycle years. The following key messages will be covered within the Clinton River Watershed and Lake St. Clair Direct Drainage Collaborative Public Education Plan. This Collaborative PEP was developed and will be implemented to continue meeting the PEP requirements of the 2003 MS4 permit as well as the new MS4 permit going forward.

- A. Promote public responsibility and stewardship in the applicant's watershed(s).
- 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.
- C. Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4.
- D. Promote preferred cleaning materials and procedures for car, pavement, and power washing.
- E. Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers.
- F. Promote proper disposal practices for grass clippings, leaf litter, and animal wastes that may enter into the MS4.
- G. Identify and promote the availability, location, and requirements of facilities for collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, and motor vehicle fluids.
- H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure.
- I. Educate the public on and promote the benefits of green stormwater infrastructure and Low Impact Development.
- J. Promote methods for managing riparian lands to protect water quality.
- K. Identify and educate commercial, industrial, and institutional entities likely to contribute pollutants to stormwater runoff.

V. REQUIRED ELEMENTS –EDUCATION ACTIVITIES

Appendix A details the activities and methods that the **Clinton River Watershed Council, Macomb County, Oakland County, and MSU extension will perform on behalf of the participating communities.** The matrix breaks out the activities according to the elements and key messages that they address and describes the target audiences, delivery mechanisms, timeline, responsible parties, and evaluation methods for each activity. An overall evaluation plan is also included in Section VI.

VI. EVALUATION PLAN

A variety of mechanisms will be employed. Some will quantify the usage of materials (e.g. number of materials distributed, website hits) and participation in events (e.g. number of attendees at a presentation or workshop, number of participants at an event). These mechanisms can be useful in determining whether the education effort is reaching the audience; however it is difficult to evaluate behavior change resulting from the education activity using these purely quantitative methods.

The CRWC will use an online survey tool to measure post contact behavioral changes. For example; email addresses will be collected from all CRWC facilitated event attendees, 60-90 days following the event an email with a link to the online survey will be sent asking the participant some questions about their general knowledge and behavior changes. While the surveys are not scientifically significant the results of the survey can help mold the Public Education Efforts throughout the Clinton.

Through CRWC's Adopt-A-Stream monitoring program, it is possible to evaluate long-term changes in water quality. The results are compiled in an annual data summary, which allows a simple mechanism for measuring improvements or declines in water quality across the various subwatersheds. This data is managed in a document that records water quality monitoring results for up to the past five years. Improvements in water quality cannot be attributed solely to a successful public education effort, but indicate the overall effectiveness of the stormwater management efforts in the community, subwatershed, and watershed-wide.

VII. REPORTING

The Clinton River Watershed Council will provide a Biennial Progress Report on this Public Education Plan to the Michigan Department of Environmental Quality. This Biennial Report of the watershed wide collaborative PEP is submitted by the CRWC on behalf of Macomb County, Oakland County and the MS4 permit holders that participate in the Stormwater Education Program facilitated by CRWC. Activities facilitated by CRWC, Macomb and Oakland Counties, and the MSU Extension Office will be reported on behalf of the permit holders and their nested MS4s.

VIII. APPENDIX A: ACTIVITIES DETAIL TABLE 1

IX. APPENDIX B: COMMUNITY SPECIFIC ACTIONS TRACKING SPREADSHEET

X. APPENDIX C: LETTERS OF COMMITMENT FOR SERVICES AND PROGRAMS

1. Macomb County Public Works Office
2. Oakland County Water Resources Commissioner's Office
3. MSU Extension

PEP TOPIC	BMP IDENTIFIER	BMP DESCRIPTOR	PARTNER COLLABORATION	TARGET AUDIENCE	Key Message(s) Addressed Green =High Priority Orange= Medium Priority Yellow= Low Priority										FREQUENCY	RESPONSIBLE PARTY	MEASURABLE GOAL	
					PEP Element A - Personal Watershed Stewardship	PEP Element B - Ultimate Storm Water Discharge Locations and Potential Impacts	PEP Element C - Public Reporting of Illicit Discharges	PEP Element D - Car, Pavement PowerWashing	PEP Element E- Pesticides, Herbicides, Fertilizer Education	PEP Element F-Grass Clippings, Leaf Litter, Animal Waste Disposal	PEP Element G - Waste Management Assistance	PEP Element H- Septic System Maintenance	PEP Element I - Benefits of Green Infrastructure LID	PEP Element J - Mgt. of Riparian Lands				PEP Element K - Commercial, Industrial, Institutional Education
Watershed Wide Activities																		
A-C, E-G, I, J	Michigan Green Schools Program	This program was signed into law at the state level in 2006. The program encourages public and private schools to participate in energy savings and environmental activities to be designated as "Michigan Green Schools".	YES	K-12th grade students and teachers	x	x	x		x	x	x		x	x	Annually	Oakland Macomb	Minimum participation of 100 schools annually in each county.	
A-G, I,J	River Day	CRWC will recruit, host and promote events. MS4 permit communities will promote River Day events.	YES	Citizens including the general public and county and municipal employees	x	x	x	X	x	x	x		x	x	Annually	CRWC	Promote and publicize a minimum of 15 events annually.	
A,B,C,J, K	Clinton Cleanup	CRWC will recruit, host and promote events. MS4 permit communities will promote Clinton Clean Up events. Recruitment of volunteers is targeted to the general public, as wells as commerical, industrial and corporate partners.	YES	Citizens including the general public and corporate employees/volunteers	x	x	x							x	x	Annually In September	CRWC	Host a mininum of 12 events annually 150 volunteers and 150 bags of trash removed.
A,B,C,J, K	Weekly Clean	CRWC will recruit, host and promote weekly clean up in the watershed. Recruitment of volunteers is targeted to commerical, industrial and corporate partners.	YES	Citizens including the general public and corporate employees/volunteers	x	x	x							x	x	33-34 weeks a year	CRWC	Host weekly events beginning in April through the third week of November, with a total volunteer count of 375 and approximately 3,000 lbs of trash removed annually.
A-G, I,J	School Program - Clinton River Water Festival at Oakland University	Participate in the Clinton River Water Festival at Oakland University, providing staff for event planning, registration, volunteer guiding, and presentations at the festival. CRWC and Oakland County representatives serve on the planning committee that meets a minimum of 5 times annually. This water festival educates students in the Oakland County portion of the Clinton River watershed.	YES	4th-5th grade students, teachers; corporate volunteers	x	x	x	x	x	x	x		x	x	Annually in May	Oakland CRWC	Maintain a level of 1100 students per year plus 150 adults chaperones and teachers and 100 volunteers.	

A-G, I,J	School Program - Lake St. Clair Water Festival at Macomb Community College	Participate in the Lake St. Clair Water Festival, providing staff for event planning, registration, volunteer guiding, and presentations at the festival. CRWC and Macomb County Public Works representatives serve on the planning committee that meets a minimum of 10 times annually. This water festival educates students in the the the Clinton River, Lake. St. Clair, and Anchor Bay (sub)watersheds.	YES	4th-5th grade students,teachers; corporate volunteers	x	x	x	x	x	x	x	x	x	x	x	x	Annually in May	Macomb CRWC	Maintain a level of 1500 participants.
A-J	Stormwater Management Forum	CRWC will plan, promote, and host quarterly stormwater management forums. These forums bring decision makers and stakeholders within our watershed together to share information and discuss relevant topics in stormwater management.	YES	County and Municipal Employees, NGO/NPO employees, MS4 permittees, City Councils, engineers, city planners, public works operators, industrial and commercial facilities management and employees.	x	x	x	x	x	x	x	x	x	x	x	x	Quarterly	CRWC	Quarterly forums, at least 1 presenter at each forum with a minimum of 15 attendees.
A-K	Stormwater Education: Community Presentations and Workshops	Presentation on watersheds, stormwater pollution, green infrastructure, and lifestyle practices that preserve and protect water resources. (CRWC will host a minimum of 2 in each subwatershed.) Topics will vary and will be based on host subwatershed requests. CRWC will communicate with webmasters and communication staff of the MS4 permittees community to ensure promotion of events.	YES	Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	x	x	Annually	CRWC	Minimum 14 per year (2 per subwatershed). Attendance is tracked via sign-in sheets and submitted in the biennial report.
A,B,C,J	Adopt-A-Stream Training Workshops	Adopt A Stream training includes one 3-hour workshop on watersheds, stormwater pollution, watershed friendly practices, and training in volunteer monitoring procedures including macroinvertebrate collection and physical assessment. (Minimum of one 3 hr workshop per subwatershed) Bug Identification Workshops are also held to ensure that each team has at least one bug certified member.	YES	Citizens including the general public and county and municipal employees	x	x	x							x			Continuous	CRWC	Minimum 7 AAS trainings annually (1 per subwatershed). Minimum 2 Bug ID trainings annually.
A,B,C,J	Adopt-A-Stream Volunteer Water Quality Monitoring Program	Coordination of volunteer monitoring teams at pre-selected sites.	YES	Citizens including the general public and county and municipal employees	x	x	x							x			Biannually	CRWC	Monitor a minimum of 35 locations, with a minimum of 100 volunteers on the first Saturday in May and the first Saturday in October.

A-K	Subwatershed Website	Hosted by CRWC website; features subwatershed map, photos, description, events and links to education resources.	YES	Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	x	x	Continuous	CRWC	Continue to maintain page and update information and verify participating communities links to this website. Website admin (CRWC) can view number of website hits and will submit in biennial report.
A-C,E,F,I,J	Stream Leaders Student River Monitoring Program	The mission of the Stream Leaders program is to raise young people's awareness of the importance of water quality; and to help cultivate a connection to a Great Lakes stewardship identity. This is accomplished through a multidisciplinary, place-based initiative that provides students with an educational experience in water quality monitoring, data interpretation, and citizen action. Students and teachers perform biological, physical, and chemical stream monitoring assessments. They then interpret and analyze stream data and submit it to CRWC to corroborate.	YES	K-12th grade students, teachers and chaperones	x	x	x		x	x				x	x		Program is continuous; Actual monitoring events in April/May and October.	CRWC	Retain participation of a minimum of 3,100 students and 20 schools per year, weather permitting.
A, D-F, H-J	RiverSafe LakeSafe	Educational outreach survey tool offering homeowners the opportunity to become certified "RiverSafe LakeSafe" by CRWC if they commit to the series of household water quality BMPs at home that reduce stormwater pollution and protect local fresh surface waters. Encourage MS4 permit communities to become certified and promote through City Council, beautification boards, planning committees, or other local committees.	YES	Home/Property owners	x			x	x	x			x	x	x		Continuous	CRWC	add a minimum of 10 new certifications a year
I-K	WaterTowns	CRWC's place making initiative focused on connecting communities to their waterways through education, green infrastructure, history, art and ecology. Municipalities are equipped with complete shovel ready green infrastructure project designs custom for their community and are given the opportunity to implement a GI project, providing an educational opportunity for the public to get involved through native plantings, educational signage, etc.	YES	Municipal Employees, property developers, general public									x	x	x		Continuous	CRWC	bring on a minimum of 2 new communities a year to the WaterTowns program

I-K	Stormwater Education: Industrial and Commercial Facilities	Provide educational materials and BMP fact sheets to industrial and commercial facilities. Target 2 industrial/commercial sectors per year. Distribute BMP information via email that is created specifically for each sector.	YES	Employees and property owners at industrial and commercial facilities. Property developers, planners, engineers.	x											x	Continuous	Macomb; Oakland; CRWC; MS4 Permittes	Target 2 sectors per year. Distribute BMP fact sheets through annual email blast to designated contact at each facility. Track distribution via list of businesses and emails sent.
I-K	Stormwater Education: Industrial and Commercial Facilities	Attend Regional Chamber of Commerce Networking events to build relationships with business owners and share information related to stormwater pollution prevention for business/industry.	YES	Employees and property owners at industrial and commercial facilities. Property developers, planners, engineers.	x											x		CRWC	Attend a minimum of 2 events annually.
A-K	Social Media Outreach	Use social media platforms (Facebook, Twitter, Instagram) to collaborate among partners for cross promotion of events, fundraisers, news, education, and community announcements.	YES	Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	x	x	Continuous	CRWC	Track total monthly response and interactions such as likes, comments, and shares on Facebook, likes, responses, and retweets on Twitter, and likes on Instagram.
Macomb County Specific Activities																			
A-K	Public Works Presentations	Presentations are offered to school and adult groups. These presentations educate citizens on pollution prevention in our waterways in order to improve the quality of life and promote economic prosperity with clean water.	YES	General Public in Macomb County	x	x	x	x	x	x	x	x	x	x	x	x	Annually	Macomb	30 presentations per year
A-D,K	Clean Boating	Inform and promote clean boating practices with including pollution prevention, spill notification and invasive species control	YES	General Public	x	x	x	x								x	Seasonally	Macomb	Meet with local boating association once a year and hand out 50 flyers promoting current pollution prevention initiatives.
A,K	MSU Extension Understanding Groundwater	This presentation targets 4th through 6th graders. Using a groundwater model and hands on activities, students review basic water knowledge, learn what groundwater is, the surface/groundwater connection and the importance of protecting and conserving groundwater resources.	YES	Elementary students and educators	x											x	Annually	Macomb	Participation is tracked, based on school requests for the program and availability of staff
A-D, G,H,K	MSU Extension Water Conservation Program	Designed for 1st through 3rd graders. The children explore water conservation topics such as where water comes from, how to use water wisely, and how to protect and conserve this precious resource.	YES	Elementary students and educators	x	x	x	x					x	x		x	Annually	Macomb	100 classroom presentations per year

A,E,F,I,K	MSU Extension Master Gardener Program	The Michigan State University Extension Master Gardener Program is an adult horticulture education and volunteer leader training program. Volunteers are committed to improving the quality of life in Michigan through horticulture-based volunteerism and beautifying communities throughout the state.	YES	Citizens	x				x	x			x	x	Annually	Macomb	50 active volunteers providing 2,000 hours of volunteer service.
A,E,F,I,K	MSU Extension Master Composter Program	The Master Composter course instructs residents about yard waste composting and reduction. This shows the importance of improving your yard at little cost, with little odor or attracting critters, and teaches how to reduce waste that must be disposed. This program gives correct knowledge that can be shared through volunteer activities.	YES	General Public	x				x	x			x	x	Annually	Macomb	5 active volunteers providing 100 hours of volunteer service.
A-C, E,F,J,K	MSU Extension Sea Grant Summer Discovery Cruises	Summer Discovery Cruises offer anyone interested in exploring Lake Erie, the Detroit River and Lake St. Clair the opportunity to get out on the water for an education experience.	YES	General Public	x	x	x		x	x			x	x	Seasonally	Macomb	250 participants per year
A,E,F,K	MSU Extension 4-H Environmental and Outdoor Education	Programs focus on teaching environmental responsibility and stewardship. This 4-H program area provides educational opportunities for youth to enjoy the outdoors and learn about the interconnection of people and nature.	YES	Youth	x				x	x				x	Annually	Macomb	1,000 youth per year mentored and educated by 100 adult and teen volunteers to deliver their programs.
A-K	MSU Extension Public Education Classes	Homeowner classes on environmentally safe maintenance	YES	General Public	x	x	x	x	x	x	x	x	x	x	Annually	Macomb	25 attendees per year
A-K	Facility Tours	On-site tours of Macomb County facilities are available relating to environmental impacts to the Clinton River and Lake St. Clair. Tours focus on what the county is doing to improve our water resources and to educate the public on how they can help.	YES	General Public	x	x	x	x	x	x	x	x	x	x	Annually	Macomb	Engage 20 participants per year.
A,B,C,G	Household Hazardous Waste Collection	The Macomb County Health Department sponsors hazardous waste collection drop-off sites for proper disposal. This includes fluorescent bulbs, used oil & oil filters, mercury thermometers, PCBs, etc.	YES	Macomb County Residents	x	x	x				x				Annually	Macomb	Host six events per year and a collection goal of 100,000 pounds of waste from participating residents

A,G	Medication Disposal	Low concentrations of prescription drugs, including opiates, and over the counter medications have been detected in the drinking water supplies of 24 major metropolitan areas throughout the country, including Detroit. Contributing to the problem is the disposal dilemma faced by residents who want to safely dispose of unwanted medications without flushing them down the drain. The Macomb County Health Department is partnering with local pharmacies to accept unwanted and expired medications.	YES	General Public	x											Annually	Macomb	Collect 1,000 pounds of unwanted medication annually. Data is collected from sheriff's department.
A,I-K	The Blue Economy Initiative	Macomb County's Blue Economy Initiative is designed to protect and enhance Macomb County's assets, Lake St. Clair and the Clinton River Watershed. Its objectives are to increase public access and cultivate investment while maintaining high standards for environmental stewardship.	YES	General Public	x											Annually	Macomb	Annually host a lake event.
	Lake St. Clair Initiative Circle the Lake Tour	Macomb County Planning and Economic Development created this public/private, non-profit association to increase the awareness, protect, and develop the rich and diverse assets on and around this fresh water community.	YES	General Public	x											Annually	Macomb	Distribute 500 maps through municipalities and tourism events.
A,J	Clinton River Blue Way Water Trail	Macomb County created a Blue Way Water Trail to increase awareness of the natural assets the county possesses and create opportunities to publicize and increase access to the Clinton River.	YES	General Public	x											Annually	Macomb	Distribute 200 water trail maps through the CRWC.
A,E,J	Phragmites Invasive Removal	The intent of the project is to protect coastal marshes (wetlands) within the St. Clair watershed through the control of common reed, or phragmites. Treatment includes aerial and ground application of herbicide, followed by either prescribed burning or mowing.	YES	General Public	x											Seasonally	Macomb	Attend 4 CISMA meetings per year.
A,B,J	Spill Awareness	Macomb County will promote a citizens awareness program for spill response and how to notify proper authorities for clean up if necessary.	YES	Homeowners, visitors, and business owners within Macomb	x	x										Annually	Macomb	Attend 1 Emergency Response meeting a year to update and report procedures.
A-K	Bulletin Boards/ Displays	Bulletin boards in the designated county buildings on clean water topics. Other related information is posted and/or materials are placed for public/county employees to take. Display booths at county events and other events as requested.	YES	General public, Macomb County employees	x	x	x	x	x	x	x	x	x			Quarterly	Macomb	flyers and topics to be rotated at least 4 times per year. Materials are counted before and after each event

A-C, G, I, J	Macomb County Social Media Sites	All the nested Macomb County departments keep the Macomb County communities informed on the many projects, services provided, and highlights some of the ongoing projects and services going on in the county through various forms of social media. These resources also provide updates about events and education the citizens can participate in around the county. The main county website is: http://www.macombgov.org/ .	YES	General public, Macomb County employees	x	x	x									Updated on a regular basis	Macomb	Provide working links to websites and pages. Track hits on websites and social media pages
A-K	Publications	Publicize environmental stewardship, pollution prevention, best management practices and other relevant environmental activities to Macomb County staff, the general public and business/industry	YES	General public, Macomb County employees	x	x	x	x	x	x	x	x	x	x	x	Annually	Macomb	distribute at least 150 publications through direct mailing or email each year
A-K	Riparian Information	Make available riparian landowner educational materials at events, meetings, and through mailings.	YES	General Public, Riparian Landowners	x	x	x	x	x	x	x	x	x	x	x	Annually	Macomb	Educate at least 12 riparian residents a year through inquiries.
Macomb County NON-REQUIRED Activities																		
A,B,G,K	Board of Commissioners Earth Day Contest	Macomb County will promote and sponsor an Earth Day contest for 4th & 5th grade students in the county.	YES	Elementary students	x	x										Annually	Macomb	Have at least 10 participants per year.
A,B,E,F,I<K	Green Macomb	The Macomb County Department of Planning & Economic Development is developing a new initiative to support green infrastructure efforts that strengthen the economic vitality, quality of life, and environmental wellbeing for those visiting, living, and working in Macomb County.	YES	General Public	x	x			x	x						Annually	Macomb	Plant 50 trees a year and attend one event per year.
A,J	HEART Freshwater Center	The HEART Freshwater Center is a unique alliance of agencies working together to study the Huron to Erie Corridor through research, education and training. The purpose of this research is to improve the ecosystems of these water bodies and the quality of life for the people who use them.	YES	General Public	x											Annually	Macomb	Work with lab two times a year on water quality event/testing.
Oakland County Specific Activities																		

A-C, G, I-K	Regional Stormwater Summit	This annual event, which debuted in 2013, features presentations on stormwater and watershed initiatives in the southeast Michigan and the Great Lakes region that are relevant in helping communities work together and gain insight into addressing the region's stormwater and watershed management challenges.	YES	Citizens including the general public and county and municipal employees	x	x	x										Annually in the Fall (September/October)	Oakland	Maintain a minimum 100 participants annually from southeast MI
A-K	Bulletin Boards	Bulletin boards in the WRC Public Works Building main lobby and framed posters in the vestibule of the WRC Water and Sewer Billing Office in Waterford are posted with information developed by the Southeast Michigan Partners for Clean Water on the "Seven Simple Steps to Clean Water" topics. Other related information is posted and/or materials are placed on the front desk of the Public Works Building main lobby for the public/county employees to take.	YES	General public, CVTs, county employees within Oakland County	x	x	x	x	x	x	x	x	x	x			Monthly	Oakland	Topics posted are tracked in an excel spreadsheet available upon request. Topics posted will be reported annually
A-C E-G, I	Dirt Doctors Program	The Dirt Doctors Program is an interactive program facilitated by WRC staff geared towards 4th and 5th grade students and teaches youth about how individual actions affect our waterways. The program focuses on the importance of soil erosion prevention and watershed stewardship.	YES	Oakland County 4th-12th grade students, teachers and chaperones	x	x	x		x	x	x						Annually	Oakland	Minimum of 25 programs annually
A-C, H	Drain Detectives Program	The Drain Detectives Program is an interactive program facilitated by WRC staff geared towards 4th through 12th grade students. It teaches students how pollution can get into our waterways, what to look for, how to detect it and how to trace the source of the pollution. Students learn how they can help prevent pollution and how to report pollution incidents through Oakland County's 24-Hour Pollution Hotline. Students also learn how water and pollution travel through the watershed.	YES	Oakland County 4th-12th grade students, teachers and chaperones	x	x	x						x				Annually	Oakland	Minimum of 5 programs over the permit cycle
A-J	Enviroscape Watershed Model Program	The Enviroscape watershed model teaches students about watersheds and how individual actions affect our waterways, as well as how pollution moves throughout a watershed. Students are taught how to prevent pollution through everyday actions. The model is programming is facilitated by WRC staff The Enviroscape is also made available to the public to borrow for presentations.	YES	General public, Oakland County students	x	x	x	x	x	x	x	x	x				Annually	Oakland	Minimum of 10 programs annually

A-C, G, I, J	E-newsletter Articles	<p>WRC releases an electronic newsletter to the public, CVTs, elected officials and county employees on a quarterly basis (the E-newsletter has taken the place of the WRC Watermark newsletter). This newsletter keeps Oakland County communities informed on the many projects and services provided by the WRC and highlights some of the WRC's ongoing projects and services. It also provides updates about the evolving role of the WRC office.</p>	YES	General public, CVTs, elected officials, and county employees in Oakland County	x	x	x										Published quarterly	Oakland	Minimum of 4 newsletters annually
A-K	Household Hazardous Waste Information	<p>Continue to publicize information on the NO HAZ, Resource Recovery and Recycling Authority of Southwest Oakland County (RRRASOC) and Southeastern Oakland County Resource Recovery Authority (SOCRRA) programs to citizens and employees of Oakland County on WRMD's Web site (www.oakgov.com/waste/nohaz). NO HAZ, RRRASOC and SOCRRA provide safe disposal of household hazardous waste to Oakland County municipalities to the maximum extent practicable (as budget allows). The WRC will continue to distribute HHW brochures.</p> <p>WRC also provides an ad on household hazardous waste disposal in the Oakland Lakefront magazine and has information in its Waterfront Wisdom publication and on their Web site at www.oakgov.com/riparian.</p>	YES	Residents	x												Annually	Oakland	<p>Maintain working links to Web sites and track number of website hits annually</p> <p>Hold a minimum of four collection events per year</p> <p>Collect and properly dispose of a minimum of 200,000 pounds of household hazardous waste per year</p>
A-K	Kids' Clean Water Calendar Contest	<p>The Kids' Clean Water Calendar contest is open to all 4th and 5th grade students in all schools within Oakland County. Themes for drawing entries surround the Seven Simple Steps to Clean Water campaign topics developed by SEMCOG. The contest promotes the students to learn about watershed stewardship and how our daily actions impact our waterways.</p>	YES	General public, Oakland County 4th and 5th grade students	x	x	x	x	x	x	x	x	x	x	x	x	Annually	Oakland	<p>Achieve participation of a minimum of 600 students per year</p> <p>Distribute a minimum of 5,000 calendars per year throughout Oakland County</p>

A, I, J	Natural Resources Education Program	Special programs are offered by Oakland County Parks and Recreation Commission (OCPRC) staff throughout the year which provide opportunities for the community to participate in ongoing stewardship efforts. Programs take place at the Oakland County Parks as well as other locations in Southeast Michigan. Stewardship opportunities are posted on OCPRC's Web site at: www.destinationoakland.com	YES	General public, visitors to the area	x													Annually	Oakland	Hold a minimum of 10 stewardship events per year with participation from a minimum of 200 individuals per year
A-K	Oakland County Environmental Stewardship and Water Resource Web sites	WRC, Oakland County Planning and Economic Development Services (OCPEDS), Road Commission of Oakland County (RCOC), OCPRC and MSU-Extension Oakland County maintain environmental stewardship and/or water resource information on their Web sites at: www.oakgov.com/es , www.oakgov.com/riparian , https://www.oakgov.com/parks/getinvolved/Pages/Natural-Resource-Management.aspx , http://www.rcocweb.org/Environmental/Environmental.aspx , and http://www.oakgov.com/msu/ . Information will also be provided via the Be Phosphorus Smart! Web site, which is a portal to information on phosphorus and its role in and impacts on crops, turf and lawn care, and stormwater (http://www.bephosphorusmart.msu.edu/)	YES	General public, CVTs, county employees	x	x	x	x	x	x	x	x	x	x	x	x	x	Annually	Oakland MSUE Oakland	Provide working links to Web sites and track number of website hits annually
A	Oakland Lakefront Magazine Advertisements	Public education messages are placed in the Oakland Lakefront magazine. The messages include pet care, fertilizers, household hazardous waste disposal, earth-friendly landscaping, car care and storm drain awareness. Oakland Lakefront is published monthly and reaches approximately 17,000 homeowners on the waterways of Oakland County.	YES	General public, riparian landowners	x	x	x	x	x	x	x	x	x	x	x	x	x	April through September	Oakland	Place six (6) ads per year Reach a minimum of 13,000 lakefront residents per ad per year
A-K	Publicize Environmental-Related Events	Publicize environmental stewardship and other relevant environmental activities to WRC staff and the general public through in-house bulletin boards in WRC lobby. Oakland County also has a Web portal where this information is available at: https://www.oakgov.com/parks/getinvolved/Pages/Natural-Resource-Management.aspx	YES	General Public, visitors to the area, WRC staff	x													Annually	Oakland	Publicize a minimum of 20 natural-resource related events per year Maintain working links to Web sites and track number of website hits annually

G	Recreational Vehicle Waste Dumpsites	Post links and/or locations to recreational vehicle (RV) waste dumpsites in the region on Southeast Michigan Council of Government's (SEMCOG) Ours to Protect Web site at: www.semco.org/OursToProtect_HouseholdWaste.aspx and provide a link to Michigan RV dump sites (www.rvdumps.com/mi.htm) on Oakland County Waste Resource Management Division's Web site at: www.oakgov.com/waste/ .	YES	Residents, visitors to the area													Annually	Oakland	Provide working links to Web sites and track number of website hits annually to Oakland County's Waste and Recycling Resources page will be tracked annually
A-K	Riparian Information Distribution	Distribute riparian landowner educational material (i.e. Waterfront Wisdom brochure) at events, meetings, and through mailings. Maintain WRC's riparian education Web site (www.oakgov.com/riparian)	YES	General Public, Riparian Landowners	x	x	x	x	x	x	x	x	x	x	x	x	Annually	Oakland	Maintain working links to Web sites and track number of website hits annually Distribute a minimum of 100 Waterfront Wisdom booklets per year
A, G	Solid Waste Plan	Continue to implement Oakland County's Solid Waste Plan which establishes an enforceable program and processes that when implemented will minimize future adverse impacts upon public health, the environment and the landscape as a result of the generation, handling, processing and disposal of Act 451, Part 115 non-hazardous solid wastes.	YES	Residents	x							x					Annually	Oakland	Provide working link to Web site and track number of website hits annually
A-K	Inland Lake Natural Shoreline/Education Program	The MDEQ and MSU-Extension has spearheaded the development of the Michigan Natural Shoreline Partnership (MNSP). Each year, education and outreach is provided to inland lake homeowners and shoreline landscape contractors on the following topics: the importance of natural shoreline landscapes on Michigan's inland lakes, healthy lake ecosystems, understanding the shoreline, shoreline invasive plants, planning a natural shoreline landscape, design ideas for a natural shoreline landscape, plant selection, planting stock and site preparation, natural shoreline success, and Michigan rules and regulations. In Oakland County, a partnership has formed between the WRC, MSU-Extension, OCPRC, Clinton River Watershed Council, Wild Ones, Oakland Conservation District and MDEQ to offer programming locally.	YES	General Public, Riparian Landowners	x	x	x	x	x	x	x	x	x	x	x	x	Annually	Oakland	Report annually: -Number of programs held -Number of attendees -Workshop partners Host and participate in at least one program annually in Oakland County

	Operation Medicine Cabinet	The Oakland County Sheriff's Office launched "Operation Medicine Cabinet" in July of 2009 to provide citizens a venue to properly dispose of expired and/or unused prescriptions at several different locations throughout Oakland County. This program helps to reduce the environmental impacts of prescription drugs in our waterways that can have detrimental effects on fish, frogs and other aquatic life. Additional information is available at: www.operationmedicinecabinetmi.com		General public															OC Sherriff's office and participating CVT's	Maintain a minimum of 30 participating CVTs in the program. Maintain working links to website and track number of website hits annually Report on the number and location of participating CVTs
	Community Specific Activites	These items are to be reported by the communities in the SWMP. ALL items will be implemented by each community.																		
A-J	Presentations and Displays	Provide displays and presentations for water quality-related events upon request and availability of staff time display to public at least once in the next 5 years.		Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	Minimum of once during 5-year permit cycle		MS4 Permittees; CRWC	Host display once during permit cycle		
A-K	Regional Public Education Materials	Distribute resources available from SEMCOG including: Seven Simple Steps to Clean Water brochures, tip cards and kids activity sheets. Topics include: fertilizer, car care, pet care, household hazardous waste disposal, earth-friendly landscaping, water conservation and storm drain awareness. Materials are avialable on the Ours to Protect Website. at http://www.semcog.org/ourstoprotect.aspx		Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	Annually		MS4 Permittees; CRWC	Distribute educational materials (pamphlets, brochures, tip cards) on request from MS4 permit communities, on various topics at community facilities and events. MS4 communities have an excel spreadsheet to track distribution.		
A-K	Subwatershed Website	Hosted by CRWC website; features subwatershed map, photos, description, events and links to education resources. MS4 permittees will provide links to the CRWC website of their own websites.		Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	Continuous		MS4 Permittees; CRWC	Provide working links to Web sites. MS4 permit communities have an excel document to track link locations and website hits.		
A-K	Community Information	Write or distribute articles about watersheds, green infrastructure, watershed friendly practices for homeowners, and other stormwater pollution related topics for publication into existing municipal newsletters, enewsletters and websites; Four articles per year will be given to MS4 permittees from CRWC for publication in newsletters and other publications. MS4 permittees will distribute these article to the public each year via print or digital media.		Citizens including the general public and county and municipal employees	x	x	x	x	x	x	x	x	x	x	Annually		MS4 Permittees; CRWC	Publish via print or digital media 4 articles per year.		

A,C,G	Household Hazardous Waste Information	<p>Continue to publicize information on the NO HAZ, Resource Recovery and Recycling Authority of Southwest Oakland County (RRRASOC) and Southeastern Oakland County Resource Recovery Authority (SOCRRA) programs to citizens and employees of Oakland County on WRMD's Web site (www.oakgov.com/waste/nohaz). NO HAZ, RRRASOC and SOCRRA provide safe disposal of household hazardous waste to Oakland County municipalities to the maximum extent practicable (as budget allows). Oakland County MS4 permittees will also promote.</p> <p>The WRC will continue to distribute HHW brochures.</p> <p>WRC also provides an ad on household hazardous waste disposal in the Oakland Lakefront magazine and has information in its Waterfront Wisdom publication and on their Web site at www.oakgov.com/riparian.</p>		Residents	x		x				x								Continuous	MS4 Permittees	Provide working links to websites. MS4 permit communities have an excel document to track link locations and website hits.
A,G	Recreational Vehicle Waste Dumpsites	<p>Post links and/or locations to recreational vehicle (RV) waste dumpsites in the region on Southeast Michigan Council of Government's (SEMCOG) Ours to Protect Web site at: www.semco.org/OursToProtect_HouseholdWaste.aspx or provide a link to Michigan RV dump sites (www.rvdumps.com/mi.htm) on Oakland County Waste Resource Management Division's Web site at: www.oakgov.com/waste/. MS4 may add this to thier SWMP</p>		Residents, visitors to the area	x						x								Continuous	MS4 Permittees	Provide working links to websites and track number of hits. MS4 permit communities have an excel document to track link locations and website hits.
A-J	Riparian Information Distribution	<p>Distribute riparian landowner educational material (i.e. Waterfront Wisdom brochure) make available to their public via mailings or through their website. events, meetings, and through mailings. MS4 may add this to thier SWMP</p> <p>Maintain WRC's riparian education Web site (www.oakgov.com/riparian)</p>		General Public, Riparian Landowners	x	x	x	x	x	x	x	x	x	x	x	x			Continuous	MS4 Permittees	Provide working link to website and track number of hits. MS4 permit communities have an excel document to track link locations and website hits.



Candice S. Miller

Public Works Commissioner
Macomb County

March 15, 2023

Lishba Varughese
Christine Caddick
EGLE-Water Resources Division
Southeast Michigan District Office
27700 Donald Court
Warren, MI 48093

RE: Watershed-wide Public Education Plan Submittal for the Clinton River Watershed

Dear Lishba Varughese & Christine Caddick:

The Macomb County Public Works Office is writing to affirm its commitment to assist communities in implementing the collaborative Public Education Plan (PEP) that has been developed for the storm water permit holders within the Clinton River Watershed.

The Macomb County Public Works Office understands that the PEP is a requirement of the National Pollutant Discharge Elimination System (NPDES) permit administered by the Michigan Department of Environmental Quality. The permit regulates stormwater discharges from municipal separate storm sewer systems, in compliance with the provisions of the Federal Water Pollution Control Act (Clean Water Act), as amended (33 U.S.C. 1251 et seq), and Michigan Act 451, Public Acts of 1994, as amended, Parts 31 and 41.

The Macomb County Public Works Office is included as a responsible party for the implementation of a variety of actions in the PEP because many of our activities and programs offer excellent opportunities for engaging the public in watershed education and environmental stewardship.

If you have any questions, please feel free to contact Jeff Bednar, Environmental Resources Manager, at jeff.bednar@macombgov.org or (586)493-0685.

Sincerely,

Candice S. Miller, Commissioner
Macomb County Public Works

March 7, 2023

Ms. Lishba Varughese
Ms. Christine Caddick
EGLE – Water Resources Division
Southeast Michigan District Office
27700 Donald Court
Warren, MI 48093

RE: Watershed-wide Public Education Plan Submittal for the Clinton River Watershed

Dear Ms. Varughese and Ms. Caddick:

The Oakland County Water Resources Commissioner's Office (WRC) is writing to affirm its commitment to assist communities in implementing the collaborative Public Education Plan (PEP) that has been developed for the stormwater permit holders within the Clinton River Watershed.

The WRC recognizes that the PEP is a requirement of the National Pollutant Discharge Elimination System (NPDES) administered by the Michigan Department of Environment, Great Lakes and Energy (EGLE). The permit regulates stormwater discharges from municipal separate storm sewer systems, in compliance with the provisions of the Federal Water Pollution Control Act (Clean Water Act), as amended (33 U.S.C. 1251 et seq), and Michigan Act 451, Public Acts of 1994, as amended, Parts 31 and 41.

Oakland County is included as a responsible party for the implementation of a variety of actions in the PEP because many of our activities and programs offer excellent opportunities for engaging the public in watershed education and environmental stewardship.

If you have any questions, please feel free to contact me at 248-858-5264.

Sincerely,



Jacy L. Garrison
Environmental Planner

March 21, 2023

Ms. Kaleigh Snoddy
Clinton River Watershed Council
1115 W Avon Rd.
Rochester Hills, MI 48309

Re: Clinton River Watershed Collaborative Public Education Plan

Dear Ms. Snoddy,

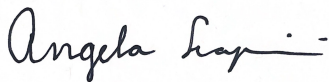
The Michigan State University (MSU) Extension assists communities in water related education programs that can be helpful in implementing the collaborative Public Education Plan (PEP) that has been developed for the stormwater permit holders within the Clinton River Watershed.

MSU Extension recognizes that the PEP is a requirement of the National Pollutant Discharge Elimination System (NPDES) administered by the Michigan Department of Environmental Quality. The permit regulates stormwater discharges from municipal separate stormwater sewer systems, in compliance with the provisions of the Federal Water Pollution Control Act (Clean Water Act), as amended (33 U.S.C. 1251 et seq), and Michigan Act 451, Public Acts of 1994, as amended, Parts 31 and 41.

MSU Extension is included as a responsible party for the implementation of a variety of actions in the PEP because many of our activities and programs offer excellent opportunities for engaging the public in watershed education and environmental stewardship. Furthermore, the programming and resources offered are science-based and delivered through a collaboration of academic staff, specialists, and faculty from Michigan State University in partnership with local organizations and agencies. When possible, programming is offered as both classroom and field-based learning opportunities, and is tailored to meet the specific areas of interest and needs of the target audience. These programs may include the Water Conservation Program, Summer Discovery Cruises, and Michigan Conservation Stewards Program.

If you have any questions, please feel free to contact me at (586) 469-5060 or scapinia@msu.edu.

Sincerely,



Angela Scapini
Extension Program Worker
Michigan Sea Grant, MSU Extension



Heather Triezenberg
Associate Director & Program Leader
Michigan Sea Grant, MSU Extension

Cc: Ed Scott, District 11 Director, MSU Extension
Dave Ivan, Director, Community, Food, and Environment Institute, MSU Extension