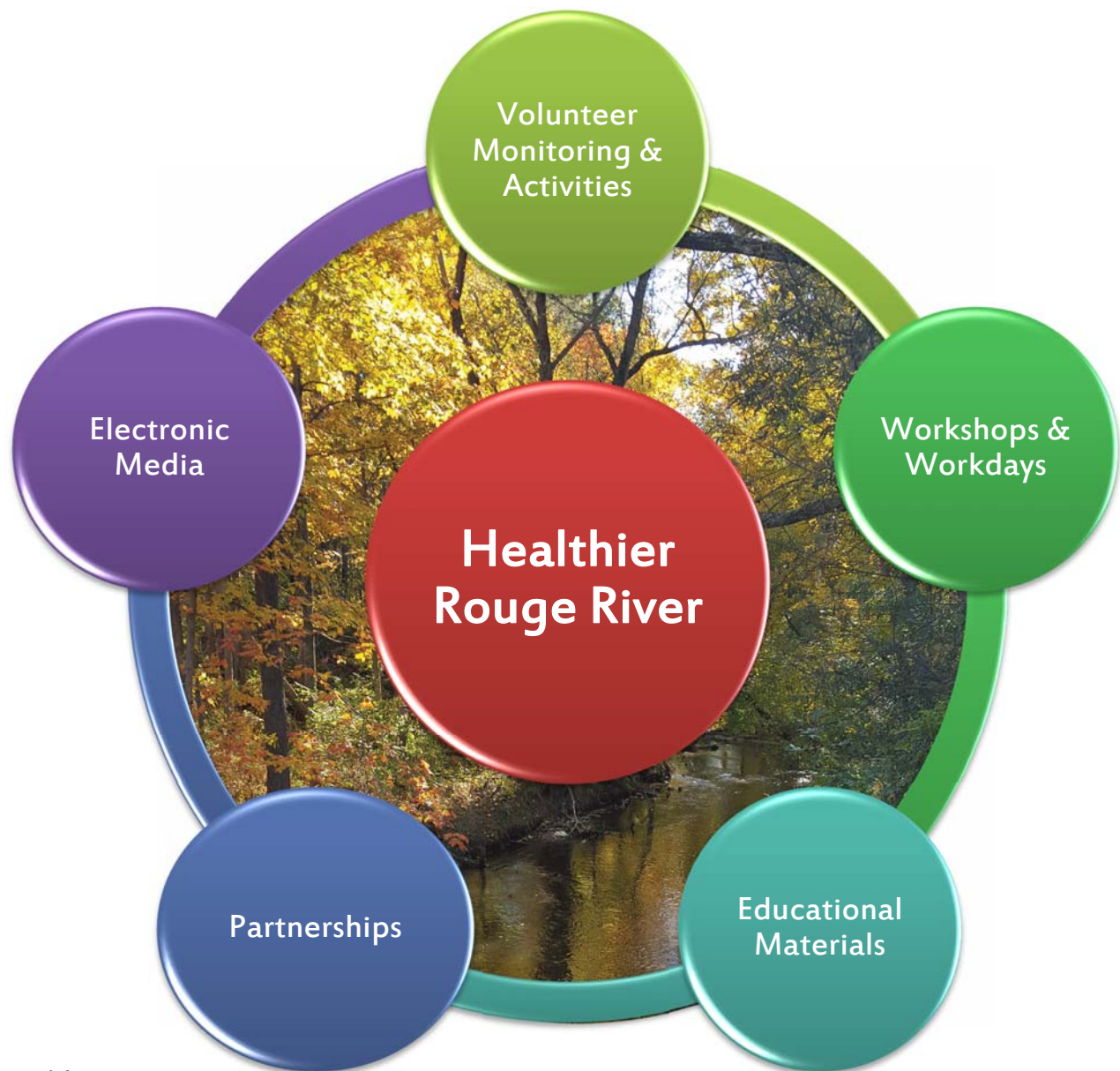


ROUGE RIVER COLLABORATIVE PUBLIC EDUCATION PROGRAM (PEP)



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TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
INTRODUCTION	1
A HIGH-PRIORITY, COMMUNITY-WIDE AND TARGETED ISSUES	2
B ACTION STRATEGY.....	3
C COLLABORATIVE PEP BMP ACTIVITIES.....	3
D PROCEDURE FOR EVALUATING AND DETERMININGEFFECTIVENESS	13

List of Figures

Figure 1: ARC Members	1
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List of Tables

Table 1: PEP Topics and Priority.....	3
Table 2: PEP BMPs	14

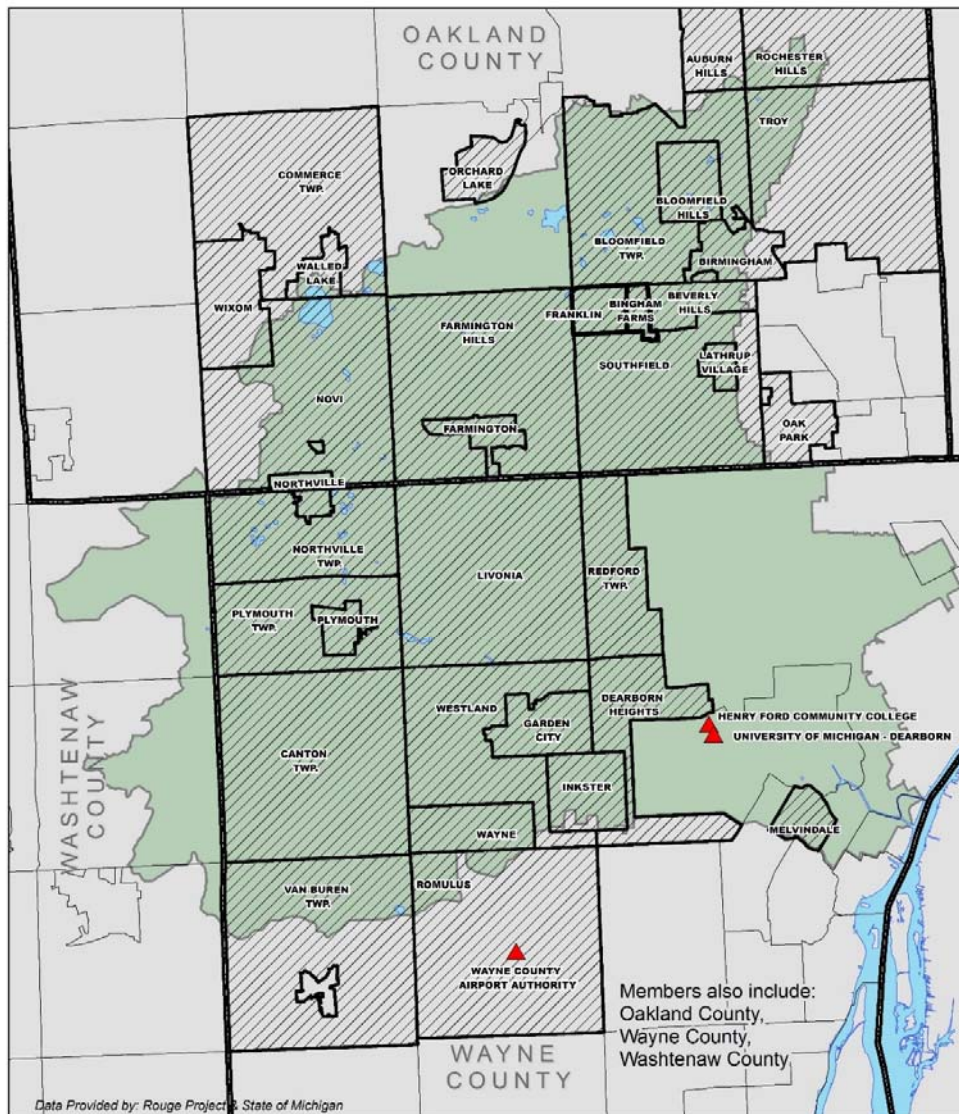
List of Appendices

Attachment A: Responsible Communities

INTRODUCTION

The Alliance of Rouge Communities (ARC), a 501(c)(3) organization, is a voluntary public watershed entity currently comprised of municipal governments, counties, schools, and cooperating partners (see Figure 1) as authorized by Part 312 (Watershed Alliances) of the Michigan Natural Resources and Environmental Protection Act (MCL 324.101 to 324.90106) as amended by Act No. 517, Public Acts of 2004. The purpose of the ARC is to provide an institutional mechanism to encourage watershed-wide cooperation and mutual support to meet water quality permit requirements and to restore beneficial uses of the Rouge River to the area residents.

Figure 1: ARC Members



Alliance of Rouge Communities

ARC Member Communities

February 2016

The two primary goals of the Rouge River Watershed Management Plan (RRWMP) are Protect Public Health and Reduce Stormwater Runoff Impacts. Bacteria is one of the priority pollutants identified in the RRWMP. The ARC's collaborative program presents a watershed-wide plan that is being implemented to effectively and efficiently address *E. coli* levels in the Rouge River watershed caused by discharges from MS4s. This plan consists of existing and planned activities and strategies that members of the Alliance of Rouge Communities (ARC) are individually and collectively implementing.

This plan was developed by the ARC through its Public Involvement and Education Committee (PIE) in coordination with the ARC Technical Committee in response to the findings and recommendations of the RRWMP as well as the Michigan Department of Environmental Quality's (MDEQ) Total Maximum Daily Load (TMDL) assessment for *E. coli* in the Rouge River Watershed. This plan is intended to meet the Public Education Program (PEP) element required by ARC members' NPDES permits for stormwater discharges from municipal separate storm sewer systems (MS4s). Those entities that are submitting a separate NPDES permit application, in lieu of this collaborative document, will continue to promote and participate in the activities identified in this plan as a member of the ARC.

This plan will be implemented collaboratively by the ARC participating communities and partners through September 30, 2022 which is the end of the permit cycle for the Rouge River watershed. The list of permittees participating in this Plan can be found in Attachment A.

SECTION A – PROCEDURE FOR HIGH-PRIORITY, COMMUNITY-WIDE AND TARGETED ISSUES

The Rouge River Watershed communities have regularly conducted public opinion surveys to gauge the public's knowledge of watershed-related issues and concerns. Surveys were conducted in 1992 and 1999 by the Rouge River National Wet Weather Demonstration Project and in 2004 by SEMCOG. In 2008, the ARC conducted a survey to assess the public's opinion about the goals for the RRWMP. The survey asked the public:

- To rank the goals in order of importance
- To rank issues, such as flooding, streambank erosion and water quality in order of importance, and
- To discuss any concerns about the river

Using these past surveys, this plan outlines the priority, community-wide and targeted issues that are of most significance to the ARC communities. By focusing on those elements, the ARC will have the greatest impact on public education of watershed issues and will in turn have the greatest behavioral changes to reduce their effects in the Rouge River watershed.

In addition to public awareness, the PEP topics were prioritized based on known targeted issues within the watershed. Table 1 shows the applicable PEP Topics and their priority ranking for the ARC. Table 2 beginning on page 14 summarizes the PEP BMPs.

Table 1: PEP Topics and Priority

PEP TOPICS FROM SW DISCHARGE PERMIT APPLICATION	PRIORITY RANKING
A. Promote public responsibility and stewardship in the Rouge River watershed	High
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	High
C. Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4	High
D. Promote preferred cleaning materials and procedures for car, pavement, and power washing	Med
E. Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers	High
F. Promote proper disposal practices for grass clippings, leaf litter, and animal wastes that may enter into the MS4	High
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	High
H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure	High
I. Educate the public on, and promote the benefits of, green infrastructure and Low Impact Development	High
J. Identify and educate commercial, industrial, educational and institutional entities likely to contribute pollutants to stormwater runoff	Low

SECTION B – ACTION STRATEGY

The ARC’s overall action strategy is to protect and maintain what is healthy, identify and restore what is degraded, and keep working together to continuously improve environmental conditions. The ARC will look to use cost-effective outreach methods and maintain the efficiency of activities by using currently available resources when possible and collaborating with other potential partners

These activities are consistent with and help realize the goals of the RRWMP and address the *E. coli* and biota TMDLs within the Rouge River watershed.

SECTION C – COLLABORATIVE PEP BMP ACTIVITIES

Each PEP topic from the Stormwater Discharge Permit Application is addressed with various BMP activities and will be implemented collaboratively and parallel to the Collaborative IDEP. These action items are described below and include the target audience, key message, delivery mechanism, year and frequency implemented, and responsible party (or parties).

BMP Identifier: 1

BMP Descriptor: **Distribute pollution prevention literature on various topics through brochures, educational materials, and other media**

Addresses PEP Topic:

A, B, C, D, E, F, G, H, I

Target Audience:

Public

Key Message:

The key message is to educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have and the importance of pollution prevention and watershed restoration and stewardship. It may also educate the public on reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids). Items may also include information on septic system maintenance and how to recognize system failure and may promote preferred cleaning materials and procedures for car, pavement, and power washing. In addition materials may inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Materials may also include the benefits of green infrastructure and Low Impact Development and methods for managing riparian lands to protect water quality.

Delivery Mechanism:

ARC members will be provided copies of materials to be displayed at their facilities or used at community events or will be provided electronic material to use on their community website. With ARC PIE oversight, Wayne County and ARC staff will facilitate the selection, procurement and distribution of various watershed restoration and pollution prevention public education materials to support ARC member public education permit compliance. Other or additional copies of some handout materials are available at cost through the Wayne County Publication Clearinghouse. Materials will also be available to view on the ARC's website. The ARC will also promote its message using electronic media outlets which could include cable TV, social media and billboards.

Year/Frequency BMP Implemented:

Current brochures and materials will be provided to ARC members throughout the permit cycle. Brochures and materials may be used at public events and posted at ARC member facilities and on the ARC and community websites. The ARC staff will create 2 new brochures/materials on additional topics not already created during the permit cycle. Electronic media will be used periodically during the permit cycle.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Number of materials distributed annually to ARC members by topic and number of views on website. Viewer numbers will be requested from electronic media companies when used.

BMP Identifier: 2

BMP Descriptor: **Coordinate existing and create new community articles and ad graphics on pollution prevention and watershed restoration and stewardship**

Addresses PEP Topic:

A, B, C, D, E, F, G, H, I, J

Target Audience:

Public and businesses

Key Message:

Articles and ad graphics may include the following topics: The connection of the MS4 to area waterbodies and the potential impacts discharges could have. The importance of pollution prevention and watershed restoration and stewardship. Reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids). Septic system maintenance and how to recognize system failure and preferred cleaning materials and procedures for car, pavement, and power washing. Proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Benefits of green infrastructure and Low Impact Development and methods for managing riparian lands to protect water quality. It may also include educating commercial, industrial, educational, and institutional entities likely to contribute pollutants to stormwater runoff.

Delivery Mechanism:

With ARC PIE oversight, county and ARC staff will facilitate the selection (based on an annual theme) and distribution of various articles and/or ad graphics that support watershed restoration and pollution prevention public education themes. Other existing articles or ad graphics will be made available upon request by ARC members. Articles and ad graphics will also be posted on the ARC's website and through social media. ARC members will be able to repost using their social media.

Year/Frequency BMP Implemented:

Five articles will be written during the permit cycle to be promoted on the ARC’s website, member websites, social media outlets and at facilities. Five ad graphics will be created during the permit cycle to be promoted through the ARC’s website, member websites, social media outlets and other means.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

List of articles/ad graphics with title, topic and date distributed annually and number of views on the ARC’s website and other social media.

BMP Identifier: 3

BMP Descriptor: Provide static displays and posters on pollution prevention and watershed restoration and stewardship

Addresses PEP Topics:

A, B, C, D, E, F, G, H, I

Target Audience:

Public

Key Message:

Displays and posters may include the following topics: The connection of the MS4 to area waterbodies and the potential impacts discharges could have. The importance of pollution prevention and watershed restoration and stewardship. Reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids). Septic system maintenance and how to recognize system failure and preferred cleaning materials and procedures for car, pavement, and power washing. Proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Benefits of green infrastructure, Low Impact Development, and methods for managing riparian lands to protect water quality.

Delivery Mechanism:

Wayne County has various pollution prevention and/or watershed awareness displays available for loan to ARC members. However, the ARC plans to create new static displays during the permit cycle as well. The ARC will create new static displays using SEMCOGs “What You Can Do . . .” series that will be made available for loan to ARC member communities to use at their facilities or community events. ARC staff may also be requested to staff displays at community events. The ARC PIE Committee may create new

displays if a particular topic is deemed necessary. The ARC is also creating seasonal posters covering a variety of the PEP Topics which will be provided to ARC members for display in their facilities.

Year/Frequency BMP Implemented:

Up to 4 seasonal posters will be created beginning in 2016 to be displayed at ARC member facilities. Static displays will be created upon permit approval. ARC Staff will promote the use of displays at community events and facilities during the permit cycle.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Date and title of events that static displays were used at. The number of posters distributed annually to ARC members will be reported along with where posters were displayed in their community.

BMP Identifier: 4

BMP Descriptor: Promote environmental hotlines to educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4

Addresses PEP Topic:

A, B, C, E, G, J

Target Audience:

Public, municipal employees and businesses

Key Message:

The message will educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have and the importance of pollution prevention and watershed restoration and stewardship. Promote awareness of environmental contaminants and encourage the reporting of observed and/or suspected pollutant sources. It will also include informing the public of collection/disposal sites of household hazardous waste, travel trailer sanitary wastes, chemicals and motor vehicle fluids along with proper disposal practices for grass clippings, leaf litter, and animal wastes.

Delivery Mechanism:

The environmental hotline numbers and collection/disposal information will be advertised by ARC members through available outlets such as the ARC website, county and local community websites, social media, through hotline brochure distribution, as well as being displayed on other topical brochures, distributed at display events and training sessions, electronic media and other outlets.

Year/Frequency BMP Implemented:

Continuously promoted and distributed annually.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Number of materials distributed annually with hotline number referenced and number of views on website and social media.

BMP Identifier: 5

BMP Descriptor: Development of “homeowners” materials to promote the importance of pollution prevention and watershed restoration and stewardship

Addresses PEP Topics:

A, B, C, D, E, F, G, H, I

Target Audience:

Public

Key Message:

The ARC will create an educational brochure for homeowners which will include topics regarding the connection of the MS4 to area waterbodies and the potential impacts discharges could have. The importance of pollution prevention and watershed restoration and stewardship. Reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids). Septic system maintenance and how to recognize system failure and preferred cleaning materials and procedures for car, pavement, and power washing. Proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Benefits of green infrastructure and Low Impact Development and methods for managing riparian lands to protect water quality.

Delivery Mechanism:

The educational materials will be available to ARC members and the public through the ARC website. A homeowner educational brochure will be developed upon approval of the permit and made available to ARC members to use as part of their welcome to the community packets.

Year/Frequency BMP Implemented:

Homeowner brochure will be developed upon approval of the permit and will be distributed on an ongoing basis.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Number of materials distributed annually.

BMP Identifier: 6

BMP Descriptor: Develop and promote educational workshops and presentations

Addresses PEP Topic:

A, B, C, D, E, F, G, H, I, J

Target Audience:

Public and businesses

Key Message:

The key message of the workshops and presentations could include the connection of the MS4 to area waterbodies and the potential impacts discharges could have. The importance of pollution prevention and watershed restoration and stewardship. Reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids). Septic system maintenance and how to recognize system failure and preferred cleaning materials and procedures for car, pavement, and power washing. Proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Benefits of green infrastructure and Low Impact Development and methods for managing riparian lands to protect water quality. It may also include educating commercial, industrial, and educational institutional entities likely to contribute pollutants to stormwater runoff.

Delivery Mechanism:

With ARC PIE oversight, Friends of the Rouge and ARC staff will determine the topics, coordinate content and present 6 workshops during the permit cycle. Workshop topics will vary based on annual education themes and/or needs as determined by the ARC PIE. Workshops and presentations to business associations, chamber of commerce, business organizations and focus groups could also be included. ARC members may host and participate in these workshops and presentations.

Year/Frequency BMP Implemented:

Six workshops and presentations will be hosted during the permit cycle by ARC members.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Sign-in sheets documenting number of attendees and communities or type of businesses represented at workshops/presentations. Number of materials handed out and documentation of topics presented. Results of surveys conducted at the end of workshop and presentation.

BMP Identifier: 7

BMP Descriptor: Promote and support volunteer activities

Addresses PEP Topic:

A, B, C, D, E, F, G, H, I, J

Target Audience:

Public, businesses and schools

Key Message:

Promoting the importance of volunteer activities in the Rouge River Watershed such as River Day, Rouge Rescue, workdays, water festivals and green schools programs will encourage public responsibility and stewardship in the Rouge River.

Delivery Mechanism:

The ARC members, Wayne County, Friends of the Rouge and other partners will promote and implement Rouge River awareness and restoration projects as part of Rouge Rescue, River Day, workdays, water festivals and green schools programs through websites, social media, distribution of materials and presentations. In addition, 4 workdays may be organized and coordinated to implement watershed restoration stewardship activities at new or existing green infrastructure project sites during the permit cycle. ARC members are encouraged to promote FOTR's Rouge Rescue and workdays that are held throughout the watershed.

Year/Frequency BMP Implemented:

ARC members will promote volunteer activities annually. The ARC may host up to 4 workdays during the permit cycle. Communities are encouraged to promote FOTR events in their communities annually.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Number of views on website and social media annually and number of volunteers attending the various events. Results of surveys conducted at the end of activities.

BMP Identifier: 8

BMP Descriptor: Promotion of and support for volunteer monitoring activities within the Rouge River Watershed

Addresses PEP Topics:

A, B, C, I, J

Target Audience:

Public and businesses

Key Message:

Promote the importance of pollution prevention and watershed restoration and stewardship through volunteer monitoring. This monitoring may include general macroinvertebrates, stoneflies, and frogs and toads, and/or fish. Volunteer monitoring will provide education, build stewardship and provided valuable data for the protection and restoration of the Rouge River.

Delivery Mechanism:

With ARC Technical Committee oversight, the ARC will promote and support Wayne County and the Friends of the Rouge to implement a watershed-wide volunteer monitoring program through websites, social media, distribution of materials and presentations. ARC members will actively promote public and business participation and lend support to FOTR as appropriate. ARC members will host monitoring activities at their facilities when appropriate.

Year/Frequency BMP Implemented:

Annually with 1 Winter Stonefly Search in the winter and 1 Bug Hunt in the spring or other like programs, and 2 other volunteer monitoring training exercises and/or workshops. This monitoring may occur on a rotating basis. The watershed will be monitored for these parameters a minimum of once every permit cycle.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Number of public and business volunteers attending the various monitoring events. Results of surveys conducted at the end of activities.

BMP Identifier: 9

BMP Descriptor: Rouge River Watershed signage

Addresses PEP Topic:

A, B, F, I

Target Audience:

Public

Key Message:

With ARC PIE oversight, watershed signage will continue to be made available to ARC members including *River/Road Crossing* signs, *Don't Feed the Geese/Waterfowl* signs, and *Grow Zone* signs. ARC Staff will create one new sign and/or sticker for community use during the permit cycle regarding disposal practices of animal waste or other pollution prevention topic. This activity helps to educate and increase public awareness about the interconnectedness of the watershed and the storm sewer system.

Delivery Mechanism:

Passing vehicles, people biking, walking or running will view the signs and stickers when in the watershed.

Year/Frequency BMP Implemented:

Signage will be offered annually. One new sign and/or stickers will be created during the permit cycle and will be provided to ARC members. Signs are made available as new sites are located.

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

During the permit cycle the ARC will survey the watershed to 1) document current signage to determine if maintenance is needed and 2) document where future signage placement would be beneficial. A map will be created during the permit cycle to document type of sign, location, condition and number of signs in the watershed. The number of new signs/stickers distributed will also be reported annually.

BMP Identifier: 10

BMP Descriptor: Continued participation in regional partnership activities

Addresses PEP Topic:

A, B, C, D, E, F, G, H, I, J

Target Audience:

Organizations, businesses and governmental agencies

Key Message:

To build partnerships with organizations like the Alliance of Downriver Watersheds, SEMCOG, Great Lakes Commission and other regional partners to coordinate stormwater permit related public education and other stormwater related initiatives.

Delivery Mechanism:

ARC members and ARC staff will continue to participate and collaborate with regional partners like SEMCOG on the Southeast Michigan Partners for Clean Water initiatives committee to provide input and coordinate ARC PIE committee initiatives with this regional effort. ARC members and ARC staff may attend conferences and workshops promoting collaborative efforts throughout the region, state and nation.

Year/Frequency BMP Implemented:

Annually

Responsible Party:

ARC members listed in Attachment A

Measurable Goal:

Meeting dates and summaries of partnership activities. The ARC will reference annual reports from regional partners if available.

SECTION D – PROCEDURE FOR EVALUATING AND DETERMINING EFFECTIVENESS

The ARC will conduct a public awareness survey during the permit cycle and compare it to the previous survey results to evaluate changes in public awareness/behavior. After comparing the results from the surveys, the ARC PIE Committee will determine if any modifications should be made to the PEP to address ineffective implementation.

In addition to analyzing the survey results, the ARC will use the evaluations that are done at all workshops, presentations, workdays, water festivals and other activities hosted by ARC member communities and partners. This will allow the ARC to make any necessary adjustments to the information presented at the ARC supported workshops and presentations during the permit cycle.

STORM WATER DISCHARGE PERMIT APPLICATION

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

PEP Topic	BMP Identifier	BMP Descriptor	Partner Collaboration	Target Audience	Key Messages	Delivery Mechanism	Year	Frequency	Responsible Party	Measurable Goal
A B C D E F G H I	1	Distribute pollution prevention literature on various topics through brochures, educational materials and other media	ARC member communities, counties and cooperative partners	General public	Educating on public connection of MS4 to area waterbodies, public reporting illicit discharge, septic system care and failure, proper disposal of pesticides, herbicides and fertilizers, public responsibility and stewardship in the Rouge River watershed, proper disposal of grass, leaf and animal wastes, promote HHHW including trailer, motor vehicle and chemical waste, GI and LID, cleaning materials and proper car, pavement and power washing.	Brochures, educational materials and electronic media	Ongoing	Current and new items annually	ARC member communities listed in Appendix D, Attachment A	Amount of materials distributed, number of views through electronic media
A B C D E F G H I J	2	Coordinate existing and create new community articles and ad graphics on pollution prevention and watershed restoration and stewardship	ARC member communities, counties and cooperative partners	General public, businesses	Educating on connection of MS4 to area waterbodies, public reporting illicit discharge, septic system care and failure, proper disposal of pesticides, herbicides and fertilizers, public responsibility and stewardship in the Rouge River watershed, proper disposal of grass, leaf and animal wastes, promote HHHW including trailer, motor vehicle and chemical waste, GI and LID, cleaning materials and proper car, pavement and power washing and educate commercial, industrial and educational institutional entities about pollution prevention.	Articles and ad graphics	Ongoing	Current items annually; five new articles and/or ad graphics during the permit cycle	ARC member communities listed in Appendix D, Attachment A	List of articles/ad graphics distributed, number of views on websites/social media
A B C D	3	Provide static displays and posters on pollution	ARC member communities, counties and	General public	Educating on connection of MS4 to area waterbodies, public reporting illicit discharge, septic system care	Static displays and posters	Current displays – ongoing; new	Current displays annually; up to 4 new	ARC member communities listed in	Date and title of events static displays used at, number of posters distributed annually and

PEP Topic	BMP Identifier	BMP Descriptor	Partner Collaboration	Target Audience	Key Messages	Delivery Mechanism	Year	Frequency	Responsible Party	Measurable Goal
E F G H I		prevention and watershed restoration and stewardship	cooperative partners		and failure, proper disposal of pesticides, herbicides and fertilizers, public responsibility and stewardship in the Rouge River watershed, proper disposal of grass, leaf and animal wastes, promote HHHW including trailer, motor vehicle and chemical waste, GI and LID, cleaning materials and proper car, pavement and power washing.		posters in 2016 and new displays during the permit cycle	posters in 2016 and then annually; new static displays annually upon completion	Appendix D, Attachment A	where posters were displayed
A B C E G J	4	Promote environmental hotlines to educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4	ARC member communities, Wayne County, Oakland County, Washtenaw County, State of Michigan	General public, municipal employees and businesses	Educating on connection of MS4 to area waterbodies, public reporting illicit discharge, public responsibility and stewardship in the Rouge River watershed, proper disposal of pesticides, herbicides and fertilizers, promote HHHW including trailer, motor vehicle and chemical waste, educate commercial, industrial and educational institutional entities about pollution prevention.	Websites, social media, brochures, electronic media, at events and trainings	Ongoing	Annually	ARC member communities listed in Appendix D, Attachment A	Number of materials distributed and number of views on website/social media
A B C D E F G H I	5	Development of "homeowners" materials to promote the importance of pollution prevention and watershed restoration and stewardship	ARC member communities, counties and cooperative partners	General public	Educating on connection of MS4 to area waterbodies, public reporting illicit discharge, septic system care and failure, proper disposal of pesticides, herbicides and fertilizers, public responsibility and stewardship in the Rouge River watershed, proper disposal of grass, leaf and animal wastes, promote HHHW including trailer, motor vehicle and chemical waste, GI and LID, and cleaning materials and proper car, pavement and power washing	Brochure	During the permit cycle	Annually	ARC member communities listed in Appendix D, Attachment A	Number of materials distributed
A B C D E F G H I	6	Develop and promote educational workshops and presentations	ARC member communities, Friends of the Rouge and counties and cooperative partners	General public, businesses	Educating on connection of MS4 to area waterbodies, public reporting illicit discharge, septic system care and failure, proper disposal of pesticides, herbicides and fertilizers, public responsibility and stewardship in the Rouge River watershed, proper	Workshops and presentations	Ongoing	6 during the permit cycle	ARC member communities listed in Appendix D, Attachment A	Sign-in sheets and topics from workshops/presentations and number of materials distributed

PEP Topic	BMP Identifier	BMP Descriptor	Partner Collaboration	Target Audience	Key Messages	Delivery Mechanism	Year	Frequency	Responsible Party	Measurable Goal
J					disposal of grass, leaf and animal wastes, promote HHHW including trailer, motor vehicle and chemical waste, GI and LID, cleaning materials and proper car, pavement and power washing and educate commercial, industrial and educational institutional entities about pollution prevention.					
A B C D E F G H I J	7	Promote and support volunteer activities	ARC member communities, Wayne County, Oakland County, Washtenaw County, Friends of the Rouge, Cranbrook Institute of Science, University of Michigan - Dearborn	General public, businesses and schools	Promoting the importance of volunteer activities in the Rouge River Watershed such as River Day, Rouge Rescue, workdays, water festivals and green schools programs will encourage public responsibility and stewardship in the Rouge River.	Website/social media, materials distributed and presentations and workdays	Ongoing	Promotion of activities will be annually and up to 4 workdays may be hosted during the permit cycle	ARC members listed in Appendix D, Attachment A	Number of views on website/social media, number of volunteers attending various events and survey results from various events
A B C I J	8	Promotion and support volunteer monitoring activities within the Rouge River Watershed	ARC member communities, Wayne County, Oakland County, Washtenaw County, Friends of the Rouge	General public and businesses	Promote the importance of pollution prevention and watershed restoration and stewardship through volunteer monitoring. This monitoring may include general macroinvertebrates, stoneflies, and frogs and toads and/or fish. Volunteer monitoring will provide education, build stewardship and provided valuable data for the protection and restoration of the Rouge River.	Website/social media, materials distributed and presentations	Ongoing	Minimum of once during the permit cycle with 1 Winter Stonefly Search and 1 Spring Bug Hunt or other like programs, 1 Fall Bug Hunt and 2 other volunteer monitoring training exercises and/or workshops	ARC members listed in Appendix D, Attachment A	Number of public and businesses attending monitoring events and survey results from various events

PEP Topic	BMP Identifier	BMP Descriptor	Partner Collaboration	Target Audience	Key Messages	Delivery Mechanism	Year	Frequency	Responsible Party	Measurable Goal
A B F I	9	Rouge River Watershed signage	ARC member communities, Wayne County, Oakland County, and Washtenaw County	General public	River/Road Crossing signs, Don't Feed the Geese/Waterfowl signs, and Grow Zone signs and disposal practices of animal waste or other pollution prevention topic. This activity helps to educate and increase public awareness about the interconnectedness of the watershed and the storm sewer system.	Signs and sticker	Ongoing and one new sign and/or bumper sticker during the permit cycle	Annually	ARC members listed in Appendix D, Attachment A	Documentation of current signage, maintenance required, and future signage placement and the number of new signs/stickers distributed
A B C D E F G H I J	10	Continued participation in regional partnership activities	ARC member communities, Wayne County, Oakland County, Washtenaw County, SEMCOG, and various other organizations as opportunities arise	Organizations, businesses and governmental agencies	To build partnerships with organizations like the Alliance of Downriver Watersheds, SEMCOG, Great Lakes Commission and other regional partners to coordinate storm water permit related public education and other storm water related initiatives.	Participate and collaborate with regional partners	Ongoing	Annually	ARC members listed in Appendix D, Attachment A	Meeting dates, summaries of activities and partner annual reports

ATTACHMENT A

Responsible Communities and Partners

Permittee (listed alphabetically)	
Communities	
Beverly Hills, Village of	Northville
Bingham Farms, Village of	Northville Twp.
Birmingham	Novi
Bloomfield Hills	Oak Park
Bloomfield Twp.	Plymouth
Canton Twp.	Plymouth Twp.
Dearborn Heights	Redford Twp.
Farmington	Southfield
Farmington Hills	Troy
Franklin, Village of	Walled Lake
Garden City	Wayne
Inkster	Westland
Lathrup Village	
Livonia	
Melvindale	
Counties	
Oakland County*	Wayne County
Washtenaw County*	
Schools	
Henry Ford College	

*Participating but this plan is not part of their pending permit application.