

**STORMWATER DISCHARGE PERMIT APPLICATION
COLLABORATIVE PUBLIC EDUCATION PLAN TABLE
For the Alliance of Downriver Watersheds MS4s**

Public Education Topic	BMP Activity #	BMP Activity Description	Partner Collaboration	Target Audience	Key Message	Delivery Mechanism	Year	Frequency	Responsible Party	Goal	Assessment
A-J	1	Watershed community calendar and social media photo contest	Yes	Residents	A-J	Distributed print calendar and photo contest on social media	Even calendar years	Biannually	ADW/Permittees	During the permit cycle, the ADW will collaboratively produce a biannual print calendar in even calendar years that permittees will distribute to residents. To promote a calendar-related public photo contest during even calendar years, the ADW will also produce and permittees will distribute monthly social media posts/digital ads/content. The calendar and photo contest will be posted to the ADW website and permittees will provide links from their websites to the ADW website.	Number of calendars distributed by the ADW and permittees; Number of posts/views on ADW social media sites and on the ADW website; Number of photo contest participants.
A-J	2	Focused topic pollution prevention pledge campaigns	Yes	Residents	A-J	Digital pollution prevention pledge campaign seeking resident commitment toward a positive action	Odd calendar years	Biannually	ADW/Permittees	Biannually, the ADW will collaboratively host one print or digital single-topic pledge campaign. The ADW and permittees will distribute print and digital campaign materials that include a flyer, an ad graphic, and at least eight social media posts through local venues and customer service locations, newsletters and/or other publications, social media and websites.	Number of print campaign materials distributed by the ADW and permittees; Number of posts/views on ADW social media sites and on the ADW website; Number of pledges collected.
A-J	3	Displays at community venues and outreach activities at events	Yes	Residents, visitors, community leaders	A-J	Pop-up display and educational posters at regional fairs and events and community venues, meetings or events	1-5	2-3 regional fairs and events annually; Ongoing at community venues	ADW/Permittees	The ADW will produce/provide a pop-up display for ADW and permittee use and a set of educational posters for each permittee during the permit cycle. The ADW will collaboratively host the pop-up display at two regional events annually. Permittees will display posters or host the pop-up display in at least one location or at one community event annually.	Name, date and location of event where the ADW hosted the pop-up display; Permittees will also report the location, date and name of meeting/event (if applicable) where they placed posters or hosted the pop-up display in their permittee locations, public venues, meetings/events.
A, B, I	4	Support county green schools program	Yes	Students, teachers	A, B, I	Incentives, educational opportunities and activities (water-related) for green schools and watershed educational signage	1-5	Annually	Wayne County/ADW	The ADW will engage at least three Green Schools in the ADW area each year during the permit cycle in incentives and educational opportunities.	ADW will report a list of schools with number of students participating in tree plantings, watershed workshops or other ADW incentives and educational opportunities; List of schools displaying ADW-provided educational signage or distributing ADW materials; Number of schools including water-related activities in their Green Schools applications.
A primary, B-K secondary	5	Support/promote volunteer stream and water quality monitoring	Yes	Residents, students, teachers	A, B-K	Permittees promote HRWC volunteer water quality monitoring; and volunteer and student benthic macroinvertebrate monitoring	1-5	Annually spring-fall; annually at unique events winter, spring, fall	HRWC/ADW/Permittees	The ADW and permittees will promote three one-day volunteer macro-invertebrate monitoring events in the Huron River watershed and a seasonal volunteer chemistry and flow monitoring program in the Huron River and ADW area that are coordinated by the Huron River Watershed Council.	Compilation of all promotional efforts by the ADW; Number of people participating in events as recorded by HRWC; Resulting stewardship actions taken as reported by participants through event surveys conducted by HRWC; Permittees will also report individual efforts to distribute promotional event materials.

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A, B, C	6	Stream and river crossing road signs	Yes (to install and/or maintain)	Residents, visitors	A	Roadside Signage	1-5	On-going	ADW/local community officials/Permittees	The ADW has recently completed a baseline survey and map inventory of existing stream crossing and watershed signs documenting location, type and condition. Based on survey results the ADW will advise permittees regarding maintenance and replacement needs and will recommend additional sign locations to increase visibility and public recognition. The ADW will facilitate the production of replacement signs and at least 5 new signs during the permit cycle. Permittees will install and maintain signage.	Survey results, map inventory and recommendations; Number of new and replacement signs produced by the ADW; Permittees will report installation and maintenance activities.
J, K	7	Participate in regional partnership activities	Yes	Stakeholders of partner organizations; residents	A-K	Participate with regional partners in activities that that further public education of watershed and stormwater issues	1-5	On-going; identify and attend 3-4 partner meetings annually	ADW/Permittees	The ADW collaboratively will identify opportunities to build upon and improve collaborative public education efforts by seeking out and attending at least three meetings annually with regional groups working on watershed awareness and stormwater issues.	ADW provided list of meetings with date, location, meeting topic and participating groups and any resulting opportunities identified and reported to permittees.
A-K	8	Promote county-wide complaint tracking and response systems	Yes (to promote)	Residents; visitors; commercial and industrial businesses; local govt officials and employees	B, C, K	Permittees will publicize and promote regional reporting lines with print and digital promotional information	1-5	On-going	Wayne County/ADW/Permittees	The ADW and permittees will annually distribute materials with the hotline number referenced and will promote the hotline on the ADW and permittee websites and social media outlets or newsletters.	Number of materials distributed annually with hotline number referenced reported by ADW for collaborative efforts and reported by permittees for permittee efforts.
B, C	9	Promote water resource protection workshops	Yes (to promote)	Residents, local govt officials and employees; construction contractors and developers	A-J	Permittees will publicize and promote regional educational workshops at customer service locations, on websites, social media outlets and/or newsletters	1-5	On-going as workshops are organized	ADW/Permittees	The ADW and permittees will annually distribute information and promotional materials for at least one regional educational workshop/program through customer service locations websites, social media outlets and newsletters.	Number of materials distributed annually reported by ADW for collaborative efforts and reported by permittees for permittee efforts; Number of views on ADW website and social media reported by ADW.
A, G	10	Promote county household hazardous waste reduction program	Yes (to promote)	Residents	G	Permittees will publicize and promote county collection events and proper disposal of household hazardous waste and recycling with print and digital promotional information	1-5	Annually	Wayne County/ADW/Permittees	The ADW and permittees will annually distribute information and promotional materials for all HHW collections scheduled by Wayne County through customer service locations websites, social media outlets and newsletters.	Number of materials distributed annually reported by ADW for collaborative efforts and reported by permittees for permittee efforts; Number of views on ADW website and social media reported by ADW.

Permittees in the Alliance of Downriver Watersheds:

Allen Park

Belleville

Dearborn Heights

Ecorse

Flat Rock

Gibraltar

Grosse Ile Township

Inkster

Lincoln Park

Melvindale

Riverview

Rockwood

Romulus

Southgate

Sumpter Township

Taylor

Van Buren Township

Wayne County

Westland

Woodhaven

Woodhaven-Brownstown School District

Wyandotte

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