

Public Education Plan

Charter Township of Oxford



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I. INTRODUCTION

As a requirement of the National Pollutant Discharge Elimination System (NPDES) Phase II stormwater permit, this Public Education Plan (PEP) was developed to inform the public in the **Charter Township of Oxford** about their role in protecting water quality and preventing stormwater pollution in their community. This plan was created by the municipalities and other partners in the **Stony/Paint** subwatershed(s) with the input of residents, stakeholders, and professionals in the environmental education field. The plan outlines public education goals and messages that must be communicated under the requirements of the 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

The **Charter Township of Oxford** is a partner in the **Stony/Paint** Subwatershed Group. This group is comprised of the following municipalities and other partners:

AUBURN HILLS
 ADDISON TWP.
 BRANDON TWP.
 BRUCE TWP.
 INDEPENDENCE TWP.
 LAKE ORION
 OAKLAND TWP.
 ORION TWP.
 OXFORD TWP.
 OXFORD VILLAGE
 ROCHESTER
 ROCHESTER HILLS
 SHELBY TWP.
 WASHINGTON TWP

These communities and partners formed a subwatershed group(s) to address the Phase II stormwater permit requirements. They agreed that approaching stormwater management on a subwatershed, 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 subwatershed 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 Public Education Plan, various municipal staff and other organizations were contacted, including municipal staff, county agencies, local parks and nature centers, SEMCOG, local environmental groups, and MSU Extension offices.

Each partner compiled the following information in an effort 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 ACTION PROGRAM

The Clinton River Watershed Council (CRWC) is a nonprofit organization dedicated to protecting, enhancing, and celebrating the Clinton River, its watershed, and Lake St. Clair. For over 30 years, 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 1.4 million people, 60 communities, and 4 counties in the Clinton River watershed.

Upon the request of a number of communities, CRWC developed the Stormwater Action Program to assist its members in meeting their Phase II public education requirements. The components of the Stormwater Action Program are outlined in this Public Education Plan, along with materials and programs offered by the community and other organizations in southeast Michigan. In subscribing to the Stormwater Action Program, each participating entity has entered into a four-year contract with the watershed council (extending through the end of the first Phase II permit cycle). CRWC has agreed to provide the programs outlined in this plan over the four-year period, November 2004 – November 2008 (see commitment letter, Appendix x.)

As outlined in this Public Education Plan, 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.
- Annual forums for sharing information, discussing issues, and planning projects.
- Coordination of other on-going education and stewardship efforts, including River Day, Clinton Clean-Up, and the Stream Leaders student river monitoring program.
- Coordination with the Southeast Michigan Partners for Clean Water "Our Water. Our Future. Ours to Protect." campaign.
- Development and distribution of supporting print and web-based materials.

IV. GOALS & OBJECTIVES

The goal of this Public Education Plan 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.

"Public" is defined to include all persons who potentially could affect the quality of stormwater discharges, including, but not limited to, residents, visitors to the area, businesses, commercial operations, and construction activities.

This Public Education Plan is designed to achieve the following objectives, which correspond with the six required education elements of the NPDES Phase II permit:

- **Objective 1:** Educate the public about their responsibility and stewardship in their watershed.
- **Objective 2:** Educate the public on the location of residential separate stormwater drainage system catch basins, the waters of the state where the system discharges, and potential impacts from pollutants from the separate stormwater drainage system.
- **Objective 3:** Encourage the public to report the presence of illicit discharges or improper disposal of materials into separate stormwater drainage systems.
- **Objective 4:** Educate the public on the need to minimize the amount of residential, or non-commercial, wastes washed into nearby catch basins (including the preferred cleaning materials and procedures for car, pavement, or power washing; the acceptable application and disposal of pesticides and fertilizers; and the effects caused by grass clippings, leaf litter, and animal wastes that get flushed into waterways).
- **Objective 5:** Educate the public on 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.
- **Objective 6:** Educate the public concerning the management of riparian lands to protect water quality.

V. REQUIRED ELEMENTS – EXISTING AND FUTURE EDUCATION ACTIVITIES

This section describes in detail the activities and methods that the **Charter Township of Oxford** intends to implement to achieve the objectives of this plan. Listed below are the primary activities that will be implemented to achieve the goals and objectives of this plan. Following this list is a matrix that breaks out the activities according to the elements and key messages that they address and describes the target audiences, whether the activity is an existing or new (future) program, delivery mechanisms, timeline, responsible parties, and evaluation methods for each activity. An overall evaluation plan is also included in Section VI.

1. Stormwater Presentations
2. Stormwater Education Workshops
3. Adopt-A-Stream Training Workshops
4. Adopt-A-Stream Volunteer Water Quality Monitoring Program
5. Annual Stream Team Forum
6. Subwatershed Websites
7. *Southeast Michigan Partners for Clean Water* Education Materials
8. *Southeast Michigan Partners for Clean Water* Mass Media Campaign
9. Newsletter articles
10. Cable TV / Community Billboard
11. *“Our Water. Our Future. Ours to Protect.”* Display
12. River Day & Clinton Clean-Up
13. Stream Leaders Student River Monitoring Program
14. Road/Stream Crossing and Entering/Leaving Watershed Signage
15. Water Resource Protection Presentations
16. MSU Extension Home*A*Syst Programs and Materials, Well & Septic Maintenance Workshops
17. MDEQ Pollution Prevention Programs
18. Chamber of Commerce Materials
19. Storm Drain Labeling Program

20. Water Pollution Hotlines
21. Community Yard Waste Collection Program
22. Master Gardener Program
23. Community or County Hazardous Waste Collection Program
24. Wetland Stewardship Guide
25. Riparian Land Management Brochure
26. Managing Shoreline Properties Program (MSU Extension – Oakland County)

1. PERSONAL WATERSHED STEWARDSHIP

Educate the public about their responsibility and stewardship in their watershed.

Key Messages:

- a) Definition of a watershed.
- b) Knowledge of what watershed an individual lives in and has an impact on.
- c) Importance of protecting watersheds.
- d) Ways that individuals can impact the watershed through their activities.

1. PERSONAL WATERSHED STEWARDSHIP						
ACTIVITY	TARGET AUDIENCES	EXISTING OR NEW	DELIVERY MECHANISM	TIMETABLE	RESPONSIBLE PARTIES	EVALUATION
Stormwater Presentations	Residents, visitors, public employees, businesses, industries, construction contractors & developers	Existing & new	15-30 minute presentation on watersheds, stormwater pollution, and personal actions. Advertised via print media (municipal newsletters & local newspapers), email (municipal email lists & CRWC list serve), website (municipal &/or CRWC), and municipal cable TV; direct solicitation to community and business groups (homeowner and lake associations, civic groups, libraries, business associations)	4 times in each subwatershed in year 1; 2 times per year in each subwatershed in years 2-4	Promotion – community & CRWC Delivery – CRWC	Number of attendees; pre- and post surveys
Stormwater Education Workshops	Residents, public employees, businesses, industries, construction contractors & developers	New	2-hour workshops on watersheds and stormwater pollution, highlighting actions that can be taken around home and yard. Advertised via print media, email, website, and cable TV; direct solicitation to community and business groups	Twice per year in each subwatershed in years 1-4	Promotion – community & CRWC Delivery – CRWC	Number of attendees; pre- and post surveys

Adopt-A-Stream Training Workshop	Residents, public employees, businesses, industries, construction contractors & developers	New	3-hour workshop on watersheds, stormwater pollution, personal actions, and training in volunteer monitoring procedures (including macroinvertebrate collection and physical assessment). Advertised via print media, email, website, and cable TV; direct solicitation to community and business groups	1 per year per subwatershed	Promotion – community & CRWC Delivery – CRWC	Number of attendees; pre- and post surveys
Adopt-A-Stream Volunteer Water Quality Monitoring Program	Residents, public employees, businesses, industries, construction contractors & developers	New	Coordination of volunteer monitoring teams at pre-selected sites. Advertised via print media, email, website, and cable TV; direct solicitation to community and business groups	2 field days per year in each sub-watershed (spring and fall) beginning in spring 2005	Promotion – community & CRWC Delivery – CRWC	Number of participants; number of sites; water quality indicators
Annual Stream Team Forum	Residents, public employees, businesses, industries, construction contractors & developers	New	Advertised via print media, email, website, and cable TV; direct solicitation to community and business groups	Once per year beginning in fall 2005	Promotion – community & CRWC Delivery – CRWC	Number of participants; pre- and post surveys; media coverage
Subwatershed Website	Residents, visitors, public employees, businesses, industries, construction contractors & developers	New	Hosted on CRWC website; features subwatershed map, photos, description, events and links to education resources. Advertised via print media, email, and cable TV.	Continuous beginning fall 2004	Create link – community Content and maintenance – CRWC	Number of website hits; online surveys (?)

<p><i>Southeast Michigan Partners for Clean Water Education Materials</i></p>	<p>Residents, visitors, public employees, businesses, industries, construction contractors & developers</p>	<p>Existing</p>	<p>Brochures, tip cards, posters, website, kids' activity sheet, etc. developed for the "Our Water. Our Future. Ours to Protect." Campaign and the Seven Simple Steps to Clean Water. Topics include storm drain awareness, fertilizer, car care, landscaping, household hazardous wastes, pet care, riparian protection, and water conservation. Distributed at municipal offices and facilities such as community centers, parks, and nature centers; community events; website.</p>	<p>Ongoing throughout permit cycle</p>	<p>Development – SEMCOG Website links - CRWC Purchase & distribution – community</p>	<p>Number of materials distributed, website hits</p>
<p><i>Southeast Michigan Partners for Clean Water Mass Media Campaign</i></p>	<p>Residents, visitors, public employees, businesses, industries, construction contractors & developers</p>	<p>Existing</p>	<p>SEMCOG develops and distributes press releases, press packages, and PSAs via its media communications focusing on the Seven Simple Steps to Clean Water.</p>	<p>Ongoing throughout permit cycle; emphasis on spring – fall</p>	<p>Development & distribution – SEMCOG & CRWC Assist in promotion & distribution – community</p>	<p>Number of newspaper articles, TV spots / PSAs, website hits</p>
<p>Newsletter articles</p>	<p>Residents, visitors, public employees, businesses, industries, construction contractors & developers</p>	<p>New</p>	<p>Insert articles into existing municipal newsletters and websites</p>	<p>At least 2 per year</p>	<p>Development – SEMCOG & CRWC Distribution – community</p>	<p>Number of newsletters distributed</p>
<p>Cable TV / Community Billboard</p>	<p>Residents, visitors, public employees, businesses, industries, construction contractors & developers</p>	<p>New</p>	<p>Include content on community public access channel. May include PSAs developed by Southeast Michigan Partners for Clean Water; <i>Headwaters: The Lifeline of a River</i> (available from SEMCOG); videotapes of presentations and workshops described above; other text derived from existing materials and articles.</p>	<p>Ongoing throughout permit cycle</p>	<p>Development – SEMCOG, CRWC, community Broadcast – community</p>	<p>Number of times information is aired</p>

"Our Water. Our Future. Ours to Protect." Display	Residents, visitors, public employees, businesses, industries, construction contractors & developers	New	Exhibit promotes watershed awareness, understanding of stormwater pollution, and the Seven Simple Steps to Clean Water. Borrow display from SEMCOG, county, or CRWC OR purchase display from SEMCOG and utilize in public facilities and at community events.	At least 2 times per year	Development – SEMCOG Distribution & use – community	Number of events / days display is exhibited. Number of people visiting display (if staffed)
River Day & Clinton Clean-Up	Residents, visitors, public employees, businesses, industries, construction contractors & developers	Existing	River Day is an annual celebration held in June featuring education, stewardship, and recreation activities and Clinton Clean-Up is a stewardship event held in September. Promotion via print media, email, website, and cable TV.	Promote in June and September. Promote at least one event in the subwatershed per year	Promotion & coordination – CRWC Event planning & coordination - community	Number of participants, project results (varies by event)
Stream Leaders Student River Monitoring Program	Students, teachers, parents, business sponsors (directly); residents, visitors, public employees, businesses, industries, construction contractors & developers (indirectly through media coverage)	Existing	Program is coordinated and implemented by CRWC following similar protocols as Adopt-A-Stream (also includes chemical analysis). Community can assist by promoting via newsletters and cable TV.	Twice per year (spring and fall) at at least one school in the subwatershed	Promotion & coordination – CRWC Promotional assistance - community	Number of schools/students participating; number of sites; water quality indicators; media coverage
Road/Stream Crossing and Entering/Leaving Watershed Signage	Residents, visitors, public employees, businesses, industries, construction contractors & developers	New	Signage has been developed as part of the Southeast Michigan Partners for Clean Water campaign. Signs identify the watershed, tributary, and "Ours to Protect" message.	Will determine the feasibility of purchasing and placing signs during year one (and targets for future years).	Will Cooperate with county agency to install during years 2-4.	Number of signs installed

Water Resource Protection Presentations	Residents, visitors, public employees, businesses, industries, construction contractors & developers	Existing	Topics include Oakland County's water resources, growth and development, urban impacts on water resources, greenway planning and riparian corridor protection.	Upon request and availability of OCPEDS staff	Community will work with OCPEDS to coordinate	Information tracked by OCPEDS including # of presentations & attendees will be made available to communities upon request
Home*A*Syst Programs and Materials, Well & Septic Maintenance Workshops	Residents, visitors, public employees, businesses,	Existing	Workshops and materials are developed and coordinated by MSU Extension on topics including stormwater management, yard and garden care, well and septic maintenance, and household hazardous waste.	Workshops scheduled throughout the year; materials available from MSU Extension	Promotion – MSU Extension, community, CRWC Development & Delivery – MSU Extension	Information tracked by MSU Extension; # of workshops & attendees will be made available to communities upon request
MDEQ Pollution Prevention Programs	Businesses, industries, construction contractors & developers	Existing	Programs include Michigan Retired Engineer Technical Assistance Program, shooting range stewardship, restaurant industry pollution prevention, food industry pollution prevention, marine industry pollution prevention, Clean Marina program, small chemical manufacturers pollution prevention initiative, Michigan Turfgrass Environmental Stewardship program. Promote via links to MDEQ website, newsletter articles.	Newsletter articles and website links ongoing throughout permit period	Promotion – community & CRWC Delivery – MDEQ	quantity of materials distributed

Chamber of Commerce Materials	Businesses	New	Provide local Chamber of Commerce with articles and information for newsletters and websites. Information will include Seven Simple Steps to Clean Water and promotion of MDEQ Pollution prevention programs (see previous activity).	At least once per year in the community's primary chamber of commerce	Development – CRWC Delivery – community & CRWC	Number of materials / newsletters distributed
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2. ULTIMATE STORMWATER DISCHARGE LOCATION AND POTENTIAL IMPACTS

Educate the public on the location of residential separate stormwater drainage system catch basins, the waters of the state where the system discharges, and potential impacts from pollutants from the separate stormwater drainage system.

Key Messages:

- a) Storm drains discharge to water bodies.
- b) Stormwater discharged from separate storm sewer systems does not receive treatment prior to discharge.
- c) The environmental impacts of stormwater pollutants in the watershed.
- d) Knowledge of the separate stormwater drainage system in an individual's neighborhood and the waterbody to which the stormwater is discharged.

2. ULTIMATE STORMWATER DISCHARGE LOCATION & POTENTIAL IMPACTS						
ACTIVITY	TARGET AUDIENCES	EXISTING OR NEW	DELIVERY MECHANISM	TIMETABLE	RESPONSIBLE PARTIES	EVALUATION
Storm Drain Labeling Program	Residents, visitors, public employees, businesses, industries, construction contractors & developers	Existing	Work with CRWC to provide interested volunteer groups with the Storm Drain Stenciling Guide; stencils or decals, and paint or adhesive. Promote the program via cable TV, community newsletters, and website.	Ongoing	Promotion – community & CRWC Purchase & distribution of materials – community	Number of storm drains labeled; number of participants; media coverage

Stormwater Presentations	<i>See 1. Personal Watershed Stewardship</i>
Stormwater Workshops	<i>See 1. Personal Watershed Stewardship</i>
Adopt-A-Stream Training Workshop	<i>See 1. Personal Watershed Stewardship</i>
Adopt-A-Stream	<i>See 1. Personal Watershed Stewardship</i>
Annual Stream Team Forum	<i>See 1. Personal Watershed Stewardship</i>
Subwatershed Website	<i>See 1. Personal Watershed Stewardship</i>
<i>Southeast Michigan Partners for Clean Water Materials</i>	<i>See 1. Personal Watershed Stewardship</i>
<i>Southeast Michigan Partners for Clean Water Mass Media Campaign</i>	<i>See 1. Personal Watershed Stewardship</i>
Newsletter articles	<i>See 1. Personal Watershed Stewardship</i>
Cable TV	<i>See 1. Personal Watershed Stewardship</i>
<i>“Our Water. Our Future. Ours to Protect.” Display</i>	<i>See 1. Personal Watershed Stewardship</i>
River Day & Clinton Clean-Up	<i>See 1. Personal Watershed Stewardship</i>
Stream Leaders	<i>See 1. Personal Watershed Stewardship</i>
Home*A*Syst; Well & Septic Workshops	<i>See 1. Personal Watershed Stewardship</i>
MDEQ Pollution Prevention Programs	<i>See 1. Personal Watershed Stewardship</i>

Chamber of Commerce Materials	<i>See 1. Personal Watershed Stewardship</i>
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3. PUBLIC REPORTING OF ILLICIT DISCHARGES

Encourage the public to report the presence of illicit discharges or improper disposal of materials into separate stormwater drainage systems.

Key Messages:

- a) Definition of an illicit discharge and what to look for.
- b) Promotion of the illicit discharge reporting system and how to report an illicit discharge.
- c) Water quality impacts associated with illicit discharges and improper waste disposal.
- d) Identification of failing on-site sewage disposal systems – physical symptoms to watch for.
- e) Consequences/penalties associated with illicit discharges and improper waste disposal.

3. REPORTING OF ILLICIT DISCHARGES						
ACTIVITY	TARGET AUDIENCES	EXISTING OR NEW	DELIVERY MECHANISM	TIMETABLE	RESPONSIBLE PARTIES	EVALUATION
Water Pollution Hotlines	Residents, visitors, public employees, businesses, industries, construction contractors & developers	Existing	Oakland county maintains phone hotlines for reporting pollution problems. Hotlines will be advertised via print media, email, website, cable TV, and stormwater presentations and workshops. Brochures will be made available at municipal offices.	Ongoing throughout permit cycle	Hotline maintenance – county agency Newsletters – community Brochure distribution - community Promotion in programs, website, email - CRWC	Will be reported to MI DEQ via Oakland County PEP annual reports; # of calls to hotline, nature of complaints, follow-up actions are tracked on a community basis; available to communities upon request
Stormwater Presentations	<i>See 1. Personal Watershed Stewardship</i>					
Stormwater Workshops	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream Training Workshop	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream	<i>See 1. Personal Watershed Stewardship</i>					
Annual Stream Team Forum	<i>See 1. Personal Watershed Stewardship</i>					
Subwatershed Website	<i>See 1. Personal Watershed Stewardship</i>					

Southeast Michigan Partners for Clean Water Materials	<i>See 1. Personal Watershed Stewardship</i>
Southeast Michigan Partners for Clean Water Mass Media Campaign	<i>See 1. Personal Watershed Stewardship</i>
Newsletter articles	<i>See 1. Personal Watershed Stewardship</i>
Cable TV	<i>See 1. Personal Watershed Stewardship</i>
“Our Water. Our Future. Ours to Protect.” Display	<i>See 1. Personal Watershed Stewardship</i>
River Day & Clinton Clean-Up	<i>See 1. Personal Watershed Stewardship</i>
Stream Leaders	<i>See 1. Personal Watershed Stewardship</i>
Home*A*Syst; Well & Septic Workshops	<i>See 1. Personal Watershed Stewardship</i>
MDEQ Pollution Prevention Programs	<i>See 1. Personal Watershed Stewardship</i>
Chamber of Commerce Materials	<i>See 1. Personal Watershed Stewardship</i>
Storm Drain Labeling Program	<i>See 2. Ultimate Stormwater Discharge Location and Potential Impacts</i>

4. PERSONAL ACTIONS THAT CAN IMPACT THE WATERSHED

Educate the public on the need to minimize the amount of residential, or non-commercial, wastes washed into nearby catch basins (including the preferred cleaning materials and procedures for car, pavement, or power washing; the acceptable application and disposal of pesticides and fertilizers; and the effects caused by grass clippings, leaf litter, and animal wastes that get flushed into waterways).

Key Messages:

- a) Best management practices for each of the following actions:
 - i. Car, pavement, and/or power washing (preferred cleaning materials and practices).
 - ii. Pesticide use, fertilizer use, and their disposal.
 - iii. Management of grass clippings, leaf litter, and animal wastes.
 - iv. Residential de-icer use.
 - v. Native vegetation on residential properties as an alternative to turf grass. The impacts of residential car, pavement, and power washing on water quality.
- b) Effects of residential wastes on our water bodies.

4. PERSONAL ACTIONS THAT CAN IMPACT THE WATERSHED						
ACTIVITY	TARGET AUDIENCES	EXISTING OR NEW	DELIVERY MECHANISM	TIMETABLE	RESPONSIBLE PARTIES	EVALUATION
Community Yard Waste Collection Program	Residents	Existing	Annual Spring Clean-up. Promote via print materials, newsletters, website, cable TV	Ongoing throughout permit cycle	Promotion – community & CRWC Implementation of program – community	Number of residents using the service; amount of material collected.
Master Gardener Program	Residents	Existing	MSU Extension provides a Master Gardener training program that includes water resource protection.	Programs offered throughout the year	Promotion – community, CRWC, MSU Extension Implementation of program – MSU Extension	Information tracked by MSU extension; # of participants will be made available to communities upon request
Stormwater Presentations	<i>See 1. Personal Watershed Stewardship</i>					
Stormwater Workshops	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream Training Workshop	<i>See 1. Personal Watershed Stewardship</i>					

Adopt-A-Stream	<i>See 1. Personal Watershed Stewardship</i>
Annual Stream Team Forum	<i>See 1. Personal Watershed Stewardship</i>
Subwatershed Website	<i>See 1. Personal Watershed Stewardship</i>
<i>Southeast Michigan Partners for Clean Water Materials</i>	<i>See 1. Personal Watershed Stewardship</i>
<i>Southeast Michigan Partners for Clean Water Mass Media Campaign</i>	<i>See 1. Personal Watershed Stewardship</i>
Newsletter articles	<i>See 1. Personal Watershed Stewardship</i>
Cable TV	<i>See 1. Personal Watershed Stewardship</i>
<i>“Our Water. Our Future. Ours to Protect.” Display</i>	<i>See 1. Personal Watershed Stewardship</i>
River Day & Clinton Clean-Up	<i>See 1. Personal Watershed Stewardship</i>
Stream Leaders	<i>See 1. Personal Watershed Stewardship</i>
Home*A*Syst; Well & Septic Workshops	<i>See 1. Personal Watershed Stewardship</i>
MDEQ Pollution Prevention Programs	<i>See 1. Personal Watershed Stewardship</i>
Chamber of Commerce Materials	<i>See 1. Personal Watershed Stewardship</i>
Storm Drain Labeling	<i>See 2. Ultimate Stormwater Discharge Location and Potential Impacts</i>
Pollution Hotline	<i>See 3. Reporting of Illicit Discharges</i>

5. WASTE MANAGEMENT ASSISTANCE

Educate the public on 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.

Key Messages:

- a) Identification of household hazardous wastes and available alternatives.
- b) Disposal locations, requirements, and availability for household hazardous wastes and other chemicals, including motor vehicle fluids, travel trailer sanitary wastes, recreational boating sanitary wastes, and yard wastes.

5. WASTE MANAGEMENT ASSISTANCE						
ACTIVITY	TARGET AUDIENCES	EXISTING OR NEW	DELIVERY MECHANISM	TIMETABLE	RESPONSIBLE PARTIES	EVALUATION
Community or County Household Hazardous Waste Collection Program	Residents	Existing	Promote "NO HAZ". Promote via print materials, newsletters, website, cable TV.	At least one event annually	Promotion – community, county & CRWC Implementation – community/county	Information tracked by consortium/authority (# of residents using the service; amount of material collected) made available to communities upon request. Communities will track for own programs.
Master Composter Program	Residents	Existing	SOCWA in Oakland County coordinates this program.	Programs scheduled throughout the year	Promotion – community, CRWC Implementation – SOCWA	Information tracked by SOCWA; # of participants will be made available to communities upon request
Stormwater Presentations	<i>See 1. Personal Watershed Stewardship</i>					
Stormwater Workshops	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream Training Workshop	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream	<i>See 1. Personal Watershed Stewardship</i>					

Annual Stream Team Forum	<i>See 1. Personal Watershed Stewardship</i>
Subwatershed Website	<i>See 1. Personal Watershed Stewardship</i>
<i>Southeast Michigan Partners for Clean Water Materials</i>	<i>See 1. Personal Watershed Stewardship</i>
<i>Southeast Michigan Partners for Clean Water Mass Media Campaign</i>	<i>See 1. Personal Watershed Stewardship</i>
Newsletter articles	<i>See 1. Personal Watershed Stewardship</i>
Cable TV	<i>See 1. Personal Watershed Stewardship</i>
<i>“Our Water. Our Future. Ours to Protect.” Display</i>	<i>See 1. Personal Watershed Stewardship</i>
River Day & Clinton Clean-Up	<i>See 1. Personal Watershed Stewardship</i>
Stream Leaders	<i>See 1. Personal Watershed Stewardship</i>
School/Community Presentations (Macomb County)	<i>See 1. Personal Watershed Stewardship</i>
Home*A*Syst; Well & Septic Workshops	<i>See 1. Personal Watershed Stewardship</i>
MDEQ Pollution Prevention Programs	<i>See 1. Personal Watershed Stewardship</i>
Chamber of Commerce Materials	<i>See 1. Personal Watershed Stewardship</i>
Storm Drain Labeling	<i>See 2. Ultimate Stormwater Discharge Location and Potential Impacts</i>

Pollution Hotline	<i>See 3. Reporting of Illicit Discharges</i>
Community Yard Waste Collection	<i>See 4. Individual Actions That Can Impact the Watershed</i>

6. MANAGEMENT OF RIPARIAN LANDS

Educate the public concerning the management of riparian lands to protect water quality.

Key Messages:

- a) Importance of riparian corridors.
- b) Best management practices for riparians lands, including:
 - i. Protection through use of conservation easements.
 - ii. Lawn maintenance for water quality (no-mow and no-chemical application areas).
 - iii. Landscaping for water quality.
 - iv. Shoreline stabilization techniques.
 - v. Proper septic system maintenance.
 - vi. Proper management of grass clippings, leaf litter, animal wastes, and other wastes.

6. MANAGEMENT OF RIPARIAN LANDS						
ACTIVITY	TARGET AUDIENCES	EXISTING OR NEW	DELIVERY MECHANISM	TIMETABLE	RESPONSIBLE PARTIES	EVALUATION
Wetland Stewardship Guide	Residents, visitors, public employees, businesses, industries, construction contractors & developers	Existing	Website materials promoting wetland stewardship.	Ongoing	CRWC	Number of website hits
Riparian Land Management Brochure	Residents, visitors, public employees, businesses, industries, construction contractors & developers	New	Coordinate with Oakland County Planning & Economic Development Services to produce riparian land management brochure personalized to the subwatershed. Will contain a maps, photos, text & graphics about riparian land management. OCPEDS can assist in generating mailing lists of riparian parcels; printing & mailing costs would need to be covered by the community or subwatershed group.	Upon request	Development— OCPEDS Distribution— community, CRWC	Number of brochures distributed

Managing Shoreline Properties Program (MSU Extension – Oakland County)	Riparian landowners	Existing	Workshop that helps riparian landowners address water quality issues specific to lakes and streams. Topics include septic maintenance, yard and garden care, and stormwater management.	Scheduled throughout year	Promotion – community, MSU Extension, CRWC Implementation – MSU Extension	Information tracked by MSU extension; # of workshops & participants will be made available to communities upon request
Stormwater Presentations	<i>See 1. Personal Watershed Stewardship</i>					
Stormwater Workshops	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream Training Workshop	<i>See 1. Personal Watershed Stewardship</i>					
Adopt-A-Stream	<i>See 1. Personal Watershed Stewardship</i>					
Annual Stream Team Forum	<i>See 1. Personal Watershed Stewardship</i>					
Subwatershed Website	<i>See 1. Personal Watershed Stewardship</i>					
<i>Southeast Michigan Partners for Clean Water Materials</i>	<i>See 1. Personal Watershed Stewardship</i>					
<i>Southeast Michigan Partners for Clean Water Mass Media Campaign</i>	<i>See 1. Personal Watershed Stewardship</i>					
Newsletter articles	<i>See 1. Personal Watershed Stewardship</i>					
Cable TV	<i>See 1. Personal Watershed Stewardship</i>					
<i>“Our Water. Our Future. Ours to Protect.” Display</i>	<i>See 1. Personal Watershed Stewardship</i>					
River Day & Clinton Clean-Up	<i>See 1. Personal Watershed Stewardship</i>					
Stream Leaders	<i>See 1. Personal Watershed Stewardship</i>					

Water Resource Protection Presentations	<i>See 1. Personal Watershed Stewardship</i>
Home*A*Syst Programs; Well & Septic Workshops	<i>See 1. Personal Watershed Stewardship</i>
MDEQ Pollution Prevention Programs	<i>See 1. Personal Watershed Stewardship</i>
Chamber of Commerce Materials	<i>See 1. Personal Watershed Stewardship</i>
Storm Drain Labeling	<i>See 2. Ultimate Stormwater Discharge Location and Potential Impacts</i>
Pollution Hotline	<i>See 3. Reporting of Illicit Discharges</i>
Community Yard Waste Collection	<i>See 4. Individual Actions That Can Impact the Watershed</i>

VI. EVALUATION PLAN

A variety of mechanisms were described in the “Evaluation” category in Section VI. Some of these are short-term evaluation tools that 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.

In order to evaluate the overall regional public education effort, the **Charter Township of Oxford**, as a member of the **Stony/Paint** subwatershed group is participating in the Southeast Michigan Partners for Clean Water regional water resource survey. Macomb, Oakland, and Wayne counties are helping to finance this survey in order to make it statistically significant at the subwatershed level for all of the Clinton River subwatersheds. This survey provides a baseline to gauge the overall effectiveness of the education program over time by measuring the public’s awareness and behavior on a variety of watershed and stormwater pollution topics. In the future, it will be important to conduct follow-up surveys, website tracking, and focus groups with various target audiences in order judge the success of the program.

Through CRWC’s Adopt-A-Stream and Stream Leaders monitoring programs, it is also possible to evaluate long-term changes in water quality. The results of these programs are compiled in an annual scorecard, which allows a simple mechanism for measuring improvements or declines in water quality across the various subwatersheds. 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. RELATIONSHIP TO WATERSHED MANAGEMENT PLANNING

This plan was developed prior to the completion of the **Stoney/Paint** subwatershed management plan(s). However, it is expected that the objectives of the management plan will include educating the public regarding water quality concerns and encouraging the public to take actions to protect water resources. The efforts outlined in the Public Education Plan will be coordinated with the activities in the subwatershed management plan(s). If necessary, the Public Education Plan will be modified to meet the goals and objectives of the management plan(s).

VIII. REPORTING

The **Charter Township of Oxford** will provide an Annual Progress Report on this Public Education Plan to the Michigan Department of Environmental Quality (MDEQ). Each Progress Report is due on the anniversary of MDEQ’s issuance of the Certificate of Coverage (November 1 for most communities in the Clinton River watershed).

IX. APPENDIX: LETTERS OF COMMITMENT FROM PARTICIPATING ORGANIZATIONS

1. Clinton River Watershed Council
2. SEMCOG
3. MSU Extension – Oakland County
4. Oakland County Drain Commissioner’s Office
5. Oakland County Planning & Economic Development