

CHAPTER 2 - PUBLIC PARTICIPATION AND EDUCATION STRATEGY

2.1 PUBLIC PARTICIPATION PROCESS

Administrative, Steering, and Technical Committees provided oversight and guidance in the implementation of public participation activities. The following description of public participation activities reflects efforts made to develop the original Watershed Management Plan (WMP) between 2001 and 2003, and revisions made to the WMP between 2004 and 2005.

The first Anchor Bay Watershed Project (Watershed Project) meeting was held in September 2001, to solicit interest and participation from Anchor Bay Watershed (Watershed) communities. Since that time, the Steering Committee, made up of local governmental representatives, has provided input and decision making guidance to the project through meetings occurring approximately every other month. These meetings provided a forum to discuss all aspects of the development and implementation of the WMP. In addition, public meetings, a public interest survey, and individual meetings between the project consultant and local communities and county agencies provided input from stakeholders representing a variety of additional interest groups outside the Steering Committee.

In December 2002, the WMP was completed, but the Steering Committee decided that it still needed revisions and individual community review. To address this concern, a Technical Committee was established to revise the WMP and ensure additional community review. The Technical Committee, a total of seven representatives from St. Clair and Macomb Counties, and local communities, and the Michigan Department of Environmental Quality (MDEQ), provided input as each chapter was revised and reorganized. Technical Committee members also met with each community to receive comments concerning the goals and/or the Best Management Practices (BMPs) listed in the WMP. As each chapter was completed, it was presented to the Steering Committee for review and comment. Once revisions of the entire WMP were completed, presentations were made available to municipal and county boards to gain additional support from the communities and counties involved. In December 2003, the WMP was approved by the Steering Committee, and the MDEQ approved the WMP for Clean Michigan Initiative (CMI) funding in 2004.

Between 2004 and 2005, the Watershed Project reviewed the entire WMP to incorporate new field data regarding pollutants, sources and causes, and upgrade the plan to U.S. Environmental Protection Agency (EPA) 319 funding standards. Technical, Evaluation, and Public Education Committees were formed to review and revise various portions of the WMP. Each chapter was presented to the Steering Committee and members were given time for review and comments. Two public meetings were also held to present the revised WMP and a hydrology project to the public.

Members of the Administrative, Steering, and Technical Committees, who were instrumental in developing the original WMP, are listed in Tables 2-1, 2-2, and 2-3, respectively. These committees were continued and other committees were formed to guide the 2004 revisions of the WMP to meet the requirements of the EPA. The committee members who participated on the Technical, Evaluation, and Education Committees are listed in Tables 2-4, 2-5, and 2-6, respectively.

TABLE 2-1: 2003 ANCHOR BAY WATERSHED PLAN ADMINISTRATIVE COMMITTEE

ORGANIZATION	REPRESENTATIVE(S)		
St. Clair County (SCC) Drain Commissioner's Office	Mr. Fred Fuller, Drain Commissioner 21 Airport Drive St. Clair, MI 48079 810-364-5369 fuller@stclaircounty.org		
SCC Metropolitan Planning Commission	Mr. Gordon Ruttan, Director 200 Grand River Avenue Suite 202 Port Huron, MI 48060 810-989-6950 gruttan@stclaircounty.org	Mr. Geoffrey Donaldson, Environmental Planner 200 Grand River Avenue Suite 202 Port Huron, MI 48060 810-989-6950 gdonaldson@stclaircounty.org	
SCC Health Department	Mr. Ron Miller, Director Environmental Health 3415 28th Street Port Huron, MI 48060 810-987-5306 rmiller@stclaircounty.org	Ms. Kristen O'Reilly, Storm Water Coordinator Environmental Health 3415 28th Street Port Huron, MI 48060 810-987-5306 koreilly@hd.stclaircounty.org	
Macomb County (MC) Public Works Office	Mr. William Misterovich, Deputy Commissioner 115 South Groesbeck Highway Mount Clemens, MI 48043 586-469-5910	Ms. Lynne Seymour, Environmental Engineer 115 South Groesbeck Highway Mount Clemens, MI 48043 586-469-5910 lynne.seymour@co.macomb.mi.us	Ms. Lara Sucharski, Soil Erosion Supervisor 115 South Groesbeck Highway Mount Clemens, MI 48043 586-469-5910 lara.sucharski@co.macomb.mi.us
MC Health Department	Mr. Thomas Kalkofen, Director 43525 Elizabeth Road Mount Clemens, MI 48043 586-569-5219 tom.kalkofen@co.macomb.mi.us	Ms. Vicky Hartingh 43525 Elizabeth Road Mount Clemens, MI 48043 586-569-5219 vicky.hartingh@co.macomb.mi.us	Mr. Gary White, Deputy Director Environmental Health Services 43525 Elizabeth Road Mount Clemens, MI 48043 586-469-5236 gary.white@co.macomb.mi.us
MC Department of Planning and Economic Development	Mr. Steve Cassin 1 South Main Mount Clemens, MI 48043 586-469-5285 stephen.cassin@co.macomb.mi.us	Mr. John Crumm 1 South Main Mount Clemens, MI 48043 586-469-5285 john.crumm@co.macomb.mi.us	

TABLE 2-2: 2003 ANCHOR BAY WATERSHED PROJECT STEERING COMMITTEE*

ORGANIZATION	REPRESENTATIVE (S)		
City of Algonac	Mr. Paul Jarmolowicz, DPW Superintendent 805 St. Clair River Drive Algonac, MI 48001 810-794-5451 dpw@j-is.com	Mr. Mike Harrington Johnson & Anderson 3910 Lapeer Road Port Huron, MI 48060 810-987-7820	
Casco Township	Ms. Karen Holk, Supervisor 4512 Meldrum Road Richmond, MI 48064 586-727-7524 cascoclair@yahoo.com	Mr. Bill Ruemenapp, Township Planner 4512 Meldrum Road Richmond, MI 48064 586-727-8170 cascoclair@yahoo.com	
Chesterfield Township	Mr. Jim Ellis, Supervisor 47275 Sugarbush Road Chesterfield Township, MI 48047 586-949-0400 salexie@chesterfieldtp.org	Mr. John McCleary, DPW Assistant Superintendent 47275 Sugarbush Road Chesterfield Township, MI 48047 586-949-0400 chesterfieldtp.org	
China Township	Ms. Linda Schwehofer, Supervisor 4560 Indian Trail China Township, MI 48054 810-765-1145 chinatownship.supervisor@comcast.net	Mr. Ron Beier, Trustee 4560 Indian Trail China Township, MI 48054 810-765-1145	
Clay Township	Mr. Joseph McKoan, Supervisor 4710 Pointe Tremble Algonac, MI 48001 810-794-9303 claytownship.org	Ms. Connie Turner, Treasurer 4710 Pointe Tremble Algonac, MI 48001 810-794-9303 claytownship.org	Mr. Mike Kras, Building Official 4710 Pointe Tremble Algonac, MI 48001 810-794-9320 claytownship.org
Clinton Township	Mr. Robert Cannon, Supervisor 40700 Romeo Plank Clinton Township, MI 48047 586-286-8000	Ms. Mary Bednar, Engineer 40700 Romeo Plank Clinton Township, MI 48047 586-286-9387 mbednar@clintontownship.com	
Cottrellville Township	Mr. Bill Zweng, Supervisor 7008 Marsh Road Marine City, MI 48039 810-765-4730	Ms. Violet Pfaff, Clerk 7008 Marsh Road Marine City, MI 48039 810-765-4730	
Harrison Township	Mr. Mark Knowles, Supervisor 38151 L'Anse Creuse Harrison Township, MI 48045 586-466-1406	Ms. Joy Vallier, Deputy Supervisor 38151 L'Anse Creuse Harrison Township, MI 48045 586-466-1406	
Ira Township	Mr. John Jones**, Supervisor 7085 Meldrum Road Fair Haven, MI 48023 586-725-0263 supervisor@iratownship.org	Mr. Martin Barnes, DPW Superintendent 7085 Meldrum Road Fair Haven, MI 48023 586-725-0263 iratwp@usol.com	
Lenox Township	Mr. John Gardner, Supervisor 63975 Gratiot Lenox, MI 48050 586-727-2085	Mr. Mack Weaver, Trustee 63975 Gratiot Lenox, MI 48050 586-727-2085	Mr. Cam Trombly 59950 Gratiot Lenox, MI 48048 586-749-0230
Macomb Township	Mr. David Koss, Water and Sewer Superintendent 51650 Card Road Macomb, MI 48042 586-598-0687	Mr. Jack Dailey 51650 Card Road Macomb, MI 48042 586-598-0687	
Marine City	Mr. Michael Nagy, City Manager 300 Broadway Marine City, MI 48039 810-765-9011	Mr. Rick Ames, DPW Superintendent 300 Broadway Marine City, MI 48039 810-765-9711	Mr. Bill Klassen 300 Broadway Marine City, MI 48039 810-765-9011

TABLE 2-2: 2003 ANCHOR BAY WATERSHED PROJECT STEERING COMMITTEE*

ORGANIZATION	REPRESENTATIVE (S)		
City of Mount Clemens	Mr. Harry T. Diehl, Mayor One Crocker Boulevard Mount Clemens, MI 48043 586-469-6803	Mr. Chuck Bellmore, Utilities Supervisor One Crocker Boulevard Mount Clemens, MI 48043 586-469-6889	
City of New Baltimore	Mr. Joe Grajek***, Mayor 36535 Green Street New Baltimore, MI 48047 586-725-2151		
Village of New Haven	Ms. Deborah Mack, President 58725 Havenridge New Haven, MI 48048 586-749-5301 villagenh@i-is.com	Mr. Robert Creighton, DPW Director 58725 Havenridge New Haven, MI 48048 586-749-5301	
City of Richmond	Ms. Jan Hunt, Mayor 68225 Main Street Richmond, MI 48062 586-727-7571		
Richmond Township	Mr. Gordon Fuerstenau, Supervisor 34900 School Section Road Richmond, MI 48062 586-727-8998	Ms. Cynthia Greenia 34900 School Section Road Richmond, MI 48062 586-727-8998	

***Members of the Administrative Committee also serve on the Steering Committee.**

****Mr. Jones serves as the Chair of the Steering Committee.**

*****Mr. Grajek serves as the Vice Chair of the Steering Committee.**

TABLE 2-3: 2003 ANCHOR BAY WATERSHED PROJECT TECHNICAL COMMITTEE

ORGANIZATION	REPRESENTATIVE (S)
SCC Health Department	Ms. Kristen O'Reilly, Storm Water Coordinator, Environmental Health 3415 28th Street, Port Huron, MI 48060 810-987-5306 koreilly@stclaircounty.org
SCC Metropolitan Planning Commission	Mr. Geoffrey Donaldson, Environmental Planner 200 Grand River Avenue, Suite 202, Port Huron, MI 48060 810-989-6950 gdonaldson@stclaircounty.org
MC Public Works Office	Ms. Lynne Seymour, Environmental Engineer 115 South Groesbeck Highway, Mount Clemens, MI 48046 586-469-5910 lynne.seymour@co.macomb.mi.us
MC Department of Planning and Economic Development	Mr. Gerard Santoro, AICP, Senior Environmental Planner 1 South Main Street, 7th Floor, Mount Clemens, MI 48043 586-469-5285 gerard.santoro@macombcountymi.gov
Village of New Haven	Mr. Jeff Bednar, Engineer, Anderson, Eckstein & Westrick, Inc., New Haven Representative 51301 Schoenherr Road, Shelby Township, MI 48315 586-726-1234 jbednar@aewinc.com
Townships of Chesterfield, Clay, Harrison, Richmond, and Ira, and the Cities of Mount Clemens and New Baltimore	Mr. Chris McCloed, Planner, Community Planning and Management, Ira Township Representative 48970 Schoenherr Road, Shelby Township, MI 48315 586-247-7500 cpm@eaglequest.com
SEMCOG	Ms. Amy Mangus, Senior Planner 535 Griswold Street, Suite 300, Detroit, MI 48226-3602 313-324-3350 mangus@semcog.org

TABLE 2-4: 2004 TECHNICAL SUBCOMMITTEE

ORGANIZATION	REPRESENTATIVE (S)
SCC Health Department	Ms. Kristen O'Reilly, Storm Water Coordinator, Environmental Health 3415 28th Street Port Huron, MI 48060 810-987-5306 koreilly@stclaircounty.org
SCC Metropolitan Planning Commission	Mr. Geoffrey Donaldson, Environmental Planner 200 Grand River Avenue Suite 202 Port Huron, MI 48060 810-989-6950 gdonaldson@stclaircounty.org
MC Public Works Office	Ms. Lynne Seymour, Environmental Engineer 115 South Groesbeck Highway Mount Clemens, MI 48046 586-469-5910 lynne.seymour@co.macomb.mi.us
SEMCOG	Ms. Amy Mangus, Senior Planner 535 Griswold Street, Suite 300 Detroit, MI 48226-3602 313-324-3350 mangus@semcog.org
Ira Township	Mr. John Jones, Supervisor 7085 Meldrum Road Fair Haven, MI 48023 586-725-0263 supervisor@iratownship.org
MC Department of Planning and Economic Development	Mr. Gerard Santoro, AICP, Senior Environmental Planner 1 South Main Street, 7th Floor Mount Clemens, MI 48043 586-469-5285 gerard.santoro@macombcountymi.gov
Casco Township	Mr. Bill Ruemenapp, Township Planner 4512 Meldrum Road Richmond, MI 48064 586-727-8170 cascostclair@yahoo.com
SCC Drain Commissioner	Mr. Fred Fuller, Drain Commissioner 21 Airport Drive St. Clair, MI 48079 810-364-5369 ffuller@stclaircounty.org
Fishbeck, Thompson, Carr & Huber, Inc. (FTC&H)	Ms. Wendy Ogilvie, Project Consultant 1515 Arboretum Drive, SE Grand Rapids, MI 49546 616-464-3915 ewogilvie@ftch.com

TABLE 2-5: 2004 EVALUATION SUBCOMMITTEE

ORGANIZATION	REPRESENTATIVE (S)
SCC Metro Planning Committee	Mr. Geoff Donaldson, Environmental Planner 200 Grand River Avenue Suite 202 Port Huron, MI 48060 810-989-6950 gdonaldson@stclaircounty.org
Clay Township	Mr. Mike Kras, Building Official 4710 Pointe Tremble Algonac, MI 48001 810-794-9320 claytownship.org
City of Richmond	Mr. Troy Jeschke, Zoning Administrator 68225 Main Street Richmond, MI 48062 586-727-7571 cityplanner@comcast.net
City of New Baltimore	Mr. Craig Higgins, DPW Superintendent 36535 Green Street New Baltimore, MI 48047 586-725-2151 wpcf2004@sbcglobal.net
Chesterfield Township	Mr. John McCleary, DPW Assistant Superintendent 47275 Sugarbush Road Chesterfield Township, MI 48047 586-949-0400 chesterfieldtwp.org
Ira Township	Mr. John Jones, Supervisor 7085 Meldrum Road Fair Haven, MI 48023 586-725-0263 supervisor@iratownship.org
Ira Township	Mr. Eric Barnowski, DPW Assistant 7085 Meldrum Road Fair Haven, MI 48023 586-725-0263 irawater@usol.com
City of Algonac	Mr. Paul Jarmolowicz, DPW Superintendent 805 St. Clair River Drive Algonac, MI 48001 810-794-5451 dpw@i-is.com
FTC&H	Ms. Wendy Ogilvie, Project Consultant 1515 Arboretum Drive, SE Grand Rapids, MI 49546 616-464-3915 ewogilvie@ftch.com

TABLE 2-6: 2004 EDUCATION SUBCOMMITTEE

ORGANIZATION	REPRESENTATIVE (S)
SCC Health Department	Ms. Sheri Faust, Environmental Educator 3415 28th Street Port Huron, MI 48060 810-987-5306 sfaust@hd.stclaircounty.org
SCC Health Department	Ms. Kristen O'Reilly, Storm Water Coordinator Environmental Health 3415 28th Street Port Huron, MI 48060 810-987-5306 koreilly@hd.stclaircounty.org
MC Public Works Office	Ms. Lynne Seymour, Environmental Engineer 115 South Groesbeck Highway Mount Clemens, MI 48046 586-469-5910 lynne.seymour@co.macomb.mi.us
SEMCOG	Ms. Amy Mangus, Senior Planner 535 Griswold Street, Suite 300 Detroit, MI 48226-3602 313-324-3350 mangus@semcog.org
FTC&H	Ms. Wendy Ogilvie, Project Consultant 1515 Arboretum Drive, SE Grand Rapids, MI 49546 616-464-3915 ewogilvie@ftch.com

2.1.1 PUBLIC MEETINGS AND PUBLIC INTEREST SURVEY, WMP 2003

Public meetings and a public interest survey were all used to solicit public input during the development of the WMP. Input was received by people representing governmental agencies, environmental groups, remedial action plan groups, agricultural producers, wildlife groups, boating associations, marinas, local businesses, and public schools. A summary of each public meeting, including the complete list of concerns by meeting participants, and the results of the public interest survey is presented in this section.

At a public meeting held on January 23, 2002, in Ira Township, public officials and a small group of stakeholders were asked to prioritize their water quality concerns in Anchor Bay.

Public Meeting - January 23, 2002, Ira Township

	<u>Various Stakeholders</u>	<u>Governmental Officials</u>
Prioritized Concerns (in order of priority)	Fishing Swimming Healthy drinking water Educating the public Recreation Wildlife habitat Erosion Flooding	Healthy drinking water Fishing Educating the public Flooding Erosion Swimming Recreation
Additional Concerns	Zebra mussels Aquatic weeds Lack of biking and walking trails Construction site erosion Fishing access, and North Channel dredging	New Baltimore Beach closings Bacteria, sewage disposal Drinking water, sewage disposal, and development on Harsens Island, and outer islands

On April 9, 2002, in Lenox Township, a presentation of the watershed planning process and information gathered to date was made to a group of agricultural producers. This is significant because 36 % of the land use in the Watershed is dedicated to agriculture. Following are some of the concerns expressed at that meeting:

Agricultural Public Meeting - April 9, 2002, Lenox Township

Concerns (not in order of priority)	<ul style="list-style-type: none"> Lack of open space Overdevelopment or unmanaged development Lack of government support for agricultural buffer strips Lack of consistent application of agricultural BMPs
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As chapters of the 2003 WMP were completed, presentations were made to stakeholders on June 19, 2002, in Chesterfield Township and August 28, 2002, in Ira Township. The stakeholders at the June 19 meeting were asked to distribute the Watershed Survey of Issues and Concerns and to help plan a general public meeting to be held on September 25, 2002, at Anchor Bay High School in New Baltimore. Participants distributed advertisements for the September 25 meeting as well as public interest surveys at municipal buildings, local schools, real estate offices, various businesses, township and city meetings, and on the Anchor Bay website.

On September 25, 2002, approximately 50 people attended a public meeting at the Anchor Bay High School in New Baltimore. The meeting consisted of a presentation on the draft of the original Anchor Bay WMP, the Illicit Discharge Elimination Program (IDEP), and Phase II Storm Water Permit Regulations. Participants were divided into groups to discuss various storm water issues addressed in the WMP, such as habitat, soil erosion, sewage, water quality education, and runoff from lawns, yards, and agricultural fields. All groups were asked to devise a water quality budget to address storm water management issues in Anchor Bay. Participants said they would concentrate their resources on the following in order of priority:

Public Meeting - September 25, 2002, New Baltimore

Prioritized Actions (in order of priority)	<ul style="list-style-type: none"> Reduce bacterial inputs Reduce storm water flows Preserve and increase habitat Reduce sediment loads Enhance recreational activities Reduce runoff from lawns, yards, and agricultural fields
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Approximately four months after the June 19, 2002, public meeting, 94 surveys had been returned from stakeholders representing 14 watershed communities and the results were as follows:

Public Interest Survey - June through September 2002

Prioritized	Remove sources of human waste in Anchor Bay that threaten public health
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Public Interest Survey - June through September 2002

Concerns
(In order of importance)

- Better control the sources of fertilizer reaching Anchor Bay and the Great Lakes
- Improve habitat conditions for fish and wildlife in the water
- Increase community planning to address development and protection of water quality
- Better control of soil erosion and limit sediments entering the water
- Remove paper, trash, and debris in Anchor Bay and its tributaries to improve its appearance
- Encourage investments in land along waterways for recreation and wildlife protection
- Expand public education about the benefits of protecting Anchor Bay
- Minimize excessive flows that cause flooding, bank erosion, and habitat loss

Issues Most Important

- High bacteria levels
- Water quality
- Wetland protection

Topics of Interest for Future Mailings

- Fish and wildlife
- Water quality and bacteria levels

Throughout the aforementioned public involvement process, it became clear that the number one concern for Anchor Bay stakeholders is the bacteria sources that affect activities such as swimming and fishing and the number two concern was the need for protection of unique habitats and open space such as remaining wetlands and forested land. Almost all stakeholders, who were surveyed or attended public meetings, agreed that the public needs more education regarding illicit discharges and the overuse of fertilizers. The input from public officials, Watershed residents, and stakeholder groups was a primary consideration when evaluating the water quality impairments in the Watershed and is reflected in the goals and objectives of this plan.

2.1.2 WMP REVISIONS 2005

In 2004, the Watershed Project received a grant to upgrade the WMP to Federal 319 funding standards and implement a WMP. More detailed information about pollutants, sources, loadings, and the hydrology was gained from the grant project and formed the basis of revisions made to the WMP. New Technical, Public Education, and Evaluation Subcommittees were developed for the purposes of providing detailed feedback as the consultant made changes to the WMP. Revisions were presented to the Steering Committee and a comment period was allowed for feedback. Feedback was received through both the Steering Committees and individually and changes became part of the current WMP.

On May 26, 2005, Clay and Chesterfield Townships held two public meetings to communicate the WMP updates and hydrology project results. Efforts to promote watershed efforts and solicit public input at these meetings were made by sending direct invitations and meeting notice fliers to riparian land owners along the subwatershed tributaries and to local municipal officials, press releases to local newspaper, and by providing kids activities and food. The meetings were also videotaped for future playing on local cable stations in both Macomb and St. Clair Counties.

2.1.3 ANCHOR BAY WEBSITE

A project website was established as a mechanism to keep Anchor Bay stakeholders informed during the Watershed planning process. The website was operational in September 2002, and is accessible from St. Clair County's website: <http://awp.stclaircounty.org/plan.html>. Direct links to this website are also available from St. Clair County and the Clinton River Watershed Council's websites. Publicity of the Anchor Bay website has included reference in newspaper articles, posters, flyers, and presentations during the WMP process.

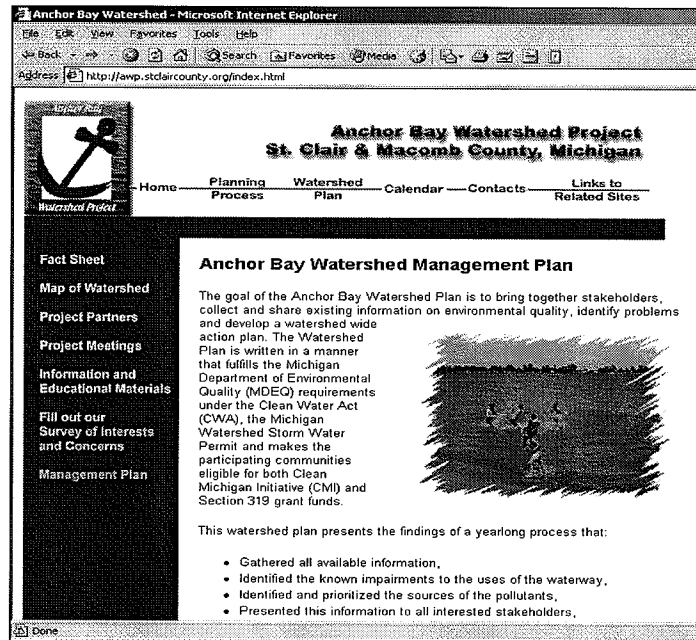


Figure 2-1: Website Homepage

The website has allowed the public to access draft copies of the WMP as it was developed, the completed WMP once it was approved for CMI funding in 2003, a Watershed fact sheet, the Watershed Survey of Issues and Concerns, and names of Stakeholder representatives (Figure 2-1).

The project website remains active and was revised in 2005 to include updated information, the 2005 WMP, and a description of the 2004 grant funded Hydrology Project.

2.2 EDUCATION STRATEGY

The Information and Education Strategy was developed to help Watershed entities minimize priority pollutant sources within the Watershed through outreach and education efforts. The strategy aims to accomplish this by promoting a better awareness of priority pollutant problems and the solutions that can be used to improve water quality. The original Public Education Strategy was developed through a series of Technical and Steering Committee meetings and was approved by the Steering Committee in 2003.

The top four education issues identified in the 2003 Public Education Strategy were:

1. Bacteria Control
2. Sediment Control
3. Fertilizer Management
4. Urban Runoff Management

As part of revisions made to the WMP in 2005, a Public Education Subcommittee (PE Subcommittee) was formed and all revisions were presented to the Steering Committee for approval. The following strategy reflects these revisions. It includes the participating National Pollutant Discharge Elimination System (NPDES) Phase II entities' Public Education Plan (PEP) commitments, their relationship to the priority education issues, the agencies that have education resources to share among Watershed entities, not included in this strategy, and the overall evaluation plan of this education strategy.

2.2.1 PHASE II PEPs

Development of a PEP is one of the requirements of the NPDES Phase II program. These plans were submitted to MDEQ in November 2004, by NPDES Phase II entities. Table 2-7 lists the entities in the Watershed, their NPDES Phase II status, and whether their PEP was submitted to the PE Subcommittee for inclusion in this strategy.

TABLE 2-7: NPDES PHASE II/PEP STATUS

COMMUNITY	NPDES PHASE II	PEP SUBMITTED
St. Clair County	√	√
Casco Township	√	√
Ira Township	√	√
Cottrellville Township	√	√
City of Algonac	√	√
Clay Township	√	√
East China School District	√	√
Macomb County	√	√
City of New Baltimore	√	√
Chesterfield Township	√	√
Lenox Township	√	√
Richmond Township	No	N/A
City of Richmond	No	N/A
Clinton Township	√	Not Submitted
Macomb Township	√	Not Submitted

2.2.2 ACTION STRATEGY

Table 2-8 highlights the common public education materials and activities of those NPDES Phase II entities that submitted their PEPs to the PE Subcommittee in relation to the top four education issues (Bacteria Control, Sediment Control, Fertilizer Management, and Urban Runoff Management) that were originally identified in 2003.

TABLE 2-8: PUBLIC EDUCATION MATERIALS AND ACTIVITIES

	BACTERIA CONTROL	SEDIMENT CONTROL	FERTILIZER MANAGEMENT	URBAN RUNOFF MANAGEMENT
ACTIVITY	EDUCATION GOALS			
Watershed/Stream Crossing Signage				X
Children's Activity Booklet				X
River Day Activities				X
Utility Bill Insert		X	X	
Household Hazardous Waste Collection Day/Site	X		X	X
Cable TV Access/Community Billboard	X	X	X	X
Water Quality Presentations	X	X	X	X
Water Quality Display	X	X	X	X
Promote Water Pollution Hotline	X			
Articles in Municipal Newsletter	X	X	X	X
Web Site Information	X	X	X	X
Adopt-A-Stream Program	X	X	X	X
IDEP Brochure	X			
Septic System Brochure	X			
Riparian Land Management Brochure			X	
Beach Monitoring Brochure	X		X	X
Promote MDEQ's Pollution Prevention Programs	X	X	X	X
Southeast Michigan Partners for Clean Water Informational Materials			X	X

Specific implementation schedules of the above activities can be accessed through individual entity PEPs submitted to the MDEQ. Overall, the above activities are planned for implementation within the current permit cycle that lasts until 2008. As can be seen, a substantial number of activities planned for implementation address the top four education issues of the Watershed. The evaluation of these activities and future revisions to this strategy is explained in Section 2.2.4.

2.2.3 EDUCATION RESOURCES TO SHARE AMONG ENTITIES NOT INCLUDED IN THIS STRATEGY

Table 2-9 identifies entities that have education resources and activities available for any community in the Watershed to use, regardless of their participation in the Watershed Project or their NPDES Phase II status. It is recommended that these communities use these resources to address the top four education issues of the Watershed.

TABLE 2-9: ENTITIES AND RESOURCES AVAILABLE

ENTITY	RESOURCES AVAILABLE
SEMCOG	Ours to Protect campaign materials, mass media, public service announcements, municipal newsletter articles
St. Clair County Health Department (SCCHD)	Storm water website, SEMCOG water quality exhibit, children's activity book, Pollution Solutions presentation, River Day coordination, septic, beach, Watershed management, IDEP, and riparian brochures, bi-annual Watershed newsletter, and water pollution hotline
SCC Michigan State University Extension	Adopt-A-Stream program
St. Clair County Road Commission (SCCRC)	Watershed signage installation
SCCRR	Household Hazardous Waste (HHW) collection days/sites
SCCDO	Storm drain labeling
MCPWO	Pollution Solutions and water and the urban environment student presentations Environmentally friendly landscaping workshops, informational brochures Pollution Solutions video, environmental education calendar, and internal newsletters
MaMCRC	Watershed signage installation
CRWC	River Day coordination, Clinton River cleanup, Adopt-A-Stream, storm water education website, information materials and brochures

2.2.4 PUBLIC EDUCATION EVALUATION

The Watershed Steering Committee (Steering Committee) is responsible for evaluating the effectiveness of the education activities toward meeting the Watershed's goals and identified education issues. The Steering Committee will use NPDES Phase II annual reports and a future public education survey to gauge how well the education activities have resulted in knowledge gained and actions implemented by the public. Additional activities implemented by non-Phase II or non-participatory entities will also be reviewed on an annual basis when they are submitted to the PE Subcommittee.

2.3 PUBLIC EDUCATION SURVEY

In 2004, a survey was performed to be statistically significant for the boundaries of the Watershed and provide baseline information regarding the public's current Watershed knowledge and water quality protection actions. This baseline information will be used to gauge the effectiveness of the Watershed's education efforts once a future survey is complete. The exact timing of a future survey is currently unknown, but should be complete by 2010. The findings and future evaluation methods of the survey are included in Table 2-10.

TABLE 2-10: FINDINGS AND FUTURE EVALUATION METHODS

FINDINGS	FUTURE EVALUATIONS
URBAN RUNOFF MANAGEMENT	
89% think the quality of local streams where they live affects the Great Lakes and Lake St. Clair	Maintain current percentage
55% do not know where storm drains lead	Decrease percentage
15% think storm water runoff is the greatest contributor to water pollution	Increase percentage
50% have not taken action to protect water resources in the past two years	Increase percentage of people who take action to protect water quality
FERTILIZER MANAGEMENT	
65% think the way they care for their lawn and home affects the quality of water in lakes and streams in the community where they live	Increase percentage
30% indicate they use fertilizers on their lawn at least three times per year	Decrease percentage or increase their use of low phosphorous fertilizers
61% indicate fertilizer use on the lawn at least once a year	Increase percentage of only one time/year fertilizer use and increase use of low phosphorous fertilizers
83% sweep excess fertilizer/grass clippings into their lawn	Maintain or increase percentage
HHW DISPOSAL	
51% are not using a community collection site for household hazardous waste disposal because they do not know where one was located	Increase knowledge of HHW collection sites
86% dispose of hazardous waste at a community collection day	Maintain or increase percentage