

PUBLIC EDUCATION PROGRAM (PEP)

VISION:

It is the Vision of the Sanilac County Road Commission to increase the general public and business community's knowledge involving the elements (1 - 10) of the Public Education Plan (PEP) in order to become better stewards of the small coastal watersheds in the Sanilac County Urbanized Area to improve storm water quality discharging to Lake Huron.

REQUIRED ELEMENTS of the Public Education Plan (PEP):

1. Education of the public regarding the hazards associated with illicit discharges and improper disposal of materials into the drainage system.
2. Education of the public on the water bodies in the regulatory area.
3. Education of the public regarding the availability, location, and requirements of facilities for collection and/or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, grass clippings, leaf litter, animal wastes, and motor vehicle fluids.
4. Education of the public on the acceptable application and disposal of pesticides, herbicides, and fertilizers.
5. Education of the public concerning preferred cleaning materials and procedures for residential car washing.
6. Education of the public on septic system inspection and preventative care.
7. Education of the public regarding the management of riparian lands to protect water quality.
8. Education of the public on responsibility and stewardship of their watershed.
9. Education of the public on the benefits of using native vegetation as opposed to non-native varieties.
10. Education of commercial, industrial, and institutional entities on storm water responsibility and impacts.

INTRODUCTION:

In compliance with the Jurisdictional General Permit Number MIS049000 to improve storm water quality discharged into receiving waters, the Sanilac County Road Commission intends to promote watershed education in the Urbanized Area as detailed in its Public Education Plan. The plan describes current practices used by the County as well as anticipated plans for the future to educate the public, businesses, and visitors to the County's coastal watershed.

Information will be communicated to the residents of and visitors to Sanilac County's coastal urbanized area regarding the "Required Elements" (1 – 10) during the 5-year term

of the general permit. At least one, or a combination, of the following public information mechanisms will be used to inform the public:

- websites,
- contact with riparian owners,
- presentations to groups,
- brochures and information sheets,

The Sanilac County Road Commission will first address the required elements by attending meetings with existing public involvement programs in the watershed if they become active. It should be noted that there is a new watershed advisory council (WAC) in this county at this time that is working with the Sanilac County Road Commission. Efforts will be made to cooperate with other local and county agencies which have similar or shared goals within Sanilac County. The SCRC will not be putting efforts towards elements 5, 6, 9 and 10 as they are not a high priority at this time for this small urbanized area.

Existing public education efforts and anticipated future efforts for each of the required elements are briefly described below. Each of the existing efforts will be reviewed by the end of 2012 for effectiveness and to determine the best method for improving public knowledge about these activities. After this review for effectiveness the PEP will be revisited to determine what changes will occur to increase the communication efficiency of the program. This will increase the use and visibility of these existing and proposed efforts put forth in this document. Future efforts to expand and improve the public education activities will be performed to the maximum extent practicable by the County.

REQUIRED ELEMENT 1: PUBLIC REPORTING OF ILLICIT DISCHARGES

Education of the public regarding the hazards associated with illicit discharges and improper disposal of materials into the drainage system.

(Jurisdictional Permit MIS049000, Part 1.A.5.a.1)

Present Effort: None. The County currently utilizes the brochure, *Seven Simple Steps to Clean Water* to educate the public about stewardship of the local water bodies, the effects associated with illicit discharges, and improper disposal of waste.

Proposed Effort: The County will utilize the brochure, *Seven Simple Steps to Clean Water* to encourage public reporting of illicit discharges and connections to the permittee's roadside drainage system through a public "Hot Line" or specific number to call at the Road Commission to take complaints. The phone number will likely be administered by the Road Commission office with an after-hours message to call 911 for emergencies and to leave a message for non-emergencies.

Activity 1a: THE COUNTY WILL DEVELOP A PUBLIC REPORTING WEB SITE OR PHONE NUMBER TO REPORT ILLICIT DISCHARGES

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Target Audience: All residents, businesses, industry (if they participate), and visitors.

Messages: Why it is important to report illicit discharges. How to utilize the reporting number and what information needs to be submitted.

Description: The reporting web site location or phone number will be a direct way people can improve water quality in the local area. . Advertisements to inform the public of the reporting site or phone #, its purpose, and appropriate conditions to call.

Timetable:

Development: Fall 2012

Implementation: Winter 2012/13

Evaluation: Ongoing through 2014

Responsibility: Road Commission

Budget: \$500

Delivery mechanism: Website, Table Top Display, brochure distribution at township offices and schools districts (if in the urbanized area).

MEASURABLE GOALS:

- Website hits on Hot Line (Link)
- The number of calls received per year and the outcome of the year (i.e. follow up reporting).

Activity 1c: Further utilize the brochure, *Seven Simple Steps to Clean Water*, to educate the public.

Target Audience: All residents, businesses, industry (if they participate), and visitors to the County.

Messages: Every person needs to do their part to ensure water quality. Steps people can take to become involved on their own and in a community. Direct people to discover and learn more about stormwater from related organizations.

Description: The ideas communicated in *Seven Simple Steps*, as well as the brochure, can be easily integrated with other activities. It can be delivered via email, newsletter, or directly to the public at a particular event.

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Timetable:
 Development: Developed
 Implementation: Ongoing
 Evaluation: 2013
 Responsibility: Road Commission
 Budget: Use of Free Material from SEMCOG

Delivery mechanism: Use the County’s web site and links to SEMCOG to inform the public. Utilize appropriate table top display for public events to reinforce the key points.

MEASURABLE GOALS:

- Documentation of table top use.
- Record the number of visits to the website.
- Use of surveys to determine if message is being understood by the public
- Record number of people visiting the booth and date.

Activity 2a: REPORT ON THE HEALTH OF THE WATER BODIES

Target Audience: All residents, businesses, industry (if they participate), and visitors.

Messages: Educate the public on the status of the water body and the way it affects use of the water for recreation and other purposes. Communicate measureable goals for improving the watershed. Incorporate behavioral messages to reinforce other watershed hygiene messages being distributed.

Description: Develop a report every two years on the health of surface waters in Lake Huron. Describe the information in a way that is easy for the public to understand and help them to see the need for individual action.

Timetable:
 Development: Spring 2013
 Implementation: Summer 2013
 Evaluation: 2014
 Responsibility: Consultant or Watershed Advisory Group
 Budget: \$200

Delivery mechanism: Post on web site (Cros- Lex H.S. Project). The County could include the report’s findings on table top display.

MEASURABLE GOALS:

- Set up the web site to report the number of visitors to this information/page.

- Dates of table top display with the number of visitors.
- Number of brochures distributed.

REQUIRED ELEMENT 2: LOCAL WATER BODIES IN URBAN AREA

The public must be educated on “The water body that would be potentially impacted by improper actions at or near a person’s home.”

(Jurisdictional Permit MIS049000, Part 1.A.5.a.2)

Present Effort: The *Seven Simple Steps* information has been dispersed to educate citizens on their actions and responsibilities.

Proposed Effort: The Sanilac County Road Commission will support a coordinated plan for public education. Messages and brochure(s) will be developed or adapted to communicate to the general public about their responsibility in keeping the watershed and water resources clean. The message will define the coastal watershed and advise the public on the area watersheds; how they impact watersheds and ten things they can do to help clean up the watershed. The Sanilac County Road Commission will also look at and assess any educational program developed by the State, professional organizations, or other interested parties that can effectively communicate a message that increases the general public’s knowledge regarding stewardship of the watershed they reside in. Existing resources will be utilized when appropriate (e.g. SEMCOG web site or materials).

Attention will be focused on riparian corridors and landowners in these areas.

Activity 2a: DEVELOP A BROCHURE FOR RIPARIAN LAND OWNERS

Target Audience:	Land owners along waterways.
Messages:	We all live in a watershed. The importance of riparian properties and the affects of the land owner’s activity related to watershed hygiene. BMPs to improve water quality along the water body.
Description:	Brochure to hand out at various public events.
Timetable:	
Development:	Developed
Implementation:	Ongoing
Evaluation:	2012
Responsibility:	Road Commission
Budget:	\$400
Delivery mechanism:	Handout brochure, community newsletters, and web site.

MEASURABLE GOALS:

- Keep a list of organizations/community groups who receive the information

REQUIRED ELEMENT 3: DISPOSAL OF HOUSEHOLD AND OTHER WASTES

The public must be educated on “The availability, location, and requirements of facilities for collection and/or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, grass clippings, leaf litter, animal wastes, and motor vehicle fluids.”

(Jurisdictional Permit MIS049000, Part 1.A.5.a.3)

Present Effort: The County includes collection and disposal information on web pages for household and other wastes. Dates, collection locations, and procedures are all available for residents to dispose of household hazardous wastes, travel trailer sanitary wastes, chemicals, grass clippings, leaf litter, animal wastes, and motor vehicle fluids.

Proposed Effort: A brochure will be developed to educate the public on proper disposal techniques for sanitary wastes from recreational vehicles. The brochure will contain information on proper and improper disposal and the locations of disposal facilities in the Urbanized area. Brochures will be placed at area businesses that sell recreational vehicles and large boats to provide buyers with information on proper disposal of sanitary wastes and locations in the county for disposal. Provide local boating and recreational vehicle user groups. Distribution of information at regional boat and recreational vehicle shows.

Activity 3a: BROCHURE ON RV VEHICLE AND BOATING SANITARY WASTE

Target Audience: Owners of recreational vehicles such as boats, trailers and motor coaches.

Messages: Encourage owners of these types of vehicles / boats to prevent pollution and protect water quality through proper disposal of sanitary wastes.

Description: A brochure targeting illicit disposal of sanitary wastes, and how and where to dispose of sanitary wastes. Provide information on sanitary waste disposal sites in the area. Provide general information on the proper disposal of waste on the website, with dates, collection points, and other helpful information.

Timetable:
Development: Winter 2012-13
Implementation: Spring 2013

MIS040093

Evaluation: 2014
 Responsibility: Spicer Group or other designee
 Budget: \$200

Delivery mechanism: The brochure can be distributed to related businesses in the area. The information should be posted at boat launches, marinas, campgrounds, website link, table top display, and other applicable locations.

MEASURABLE GOALS:

- Development of a brochure on this topic by the timetable listed above.
- Development of a list of disposal sites that accept sanitary wastes from recreational vehicles and boats.
- Number of hits on website.

Activity 3b: PROVIDE INFORMATION ON PROPER DISPOSAL OF HAZARDOUS HOUSEHOLD CHEMICALS, GRASS CLIPPINGS, LEAF LITTER, ANIMAL WASTES, AND MOTOR VEHICLE FLUIDS IN THE LOCAL AREA

Target Audience: Homeowners, the general public, and visitors.

Messages: Encourage the residents of the Urbanized Area, county and visitors, on proper disposal of the above wastes to prevent pollution and protect water quality. Inform the public of the hazards of improper disposal and related effects on water quality in the area.

Description: Provide information on disposal sites in the area. Provide general information on the proper disposal of waste on a website, with dates, collection points, and other helpful information.

Timetable:
 Development: January 2013
 Implementation: Spring 2013
 Evaluation: 2014
 Responsibility: Designee
 Budget: \$200

Delivery mechanism: The information can be distributed to residents and visitors to Sanilac County via the County’s web site, through newsletters, newspapers (only if newspapers will do it for free), and posted fliers.

MEASURABLE GOALS:

- Have website report number of visitors
- The amount of waste collected
- Number of surveys distributed.

REQUIRED ELEMENT 4: USE OF PESTICIDES, HERBICIDES, AND FERTILIZERS

The public must be educated on “Acceptable application and disposal of pesticides, herbicides, and fertilizers.”

(Jurisdictional Permit MIS049000, Part 1.A.5.a.4)

Present Effort: The County promotes household hazardous waste collection in the County through its website and other forms of public communication.

Proposed Effort: The County will distribute brochures and information targeting further knowledge of this program, as well as education on hazards associated with improper disposal of these items.

Activity 4a: UTILIZE WEBSITE TO DELIVER MESSAGE AS IT RELATES TO THIS ELEMENT.

- Target Audience: All residents, businesses, and visitors.
- Messages: Encourage resident action to prevent pollution of storm water from fertilizer or pesticide applications. How to properly use and dispose of these items to prevent introduction into the storm drainage systems.
- Description: Development of a brochure or articles targeting lawn / garden / landscaping care and proper use of fertilizers and pesticides.
- Delivery mechanism: Web site, and table top display.
- Timetable:
 - Development: Spring 2013
 - Implementation: Summer 2013
 - Evaluation: 2014
 - Responsibility: Designee
 - Budget: \$200

MEASURABLE GOALS:

- Amount (quantities) of pesticides, herbicides, and fertilizers collected.
- Number of hits on specific website page with articles that are related to this topic.
- Surveys

REQUIRED ELEMENT 7: EDUCATION ON RIPARIAN LANDS

The public must be educated on “management of riparian lands to protect water quality.”

(Jurisdictional Permit MIS049000, Part 1.A.5.a.7)

Present Effort: The County has no information in this area at present.

Proposed Effort: A brochure and message for riparian landowners will be developed and distributed at county events or if a general mailing is being done this may be a “stuffer” in a mailing. This brochure and message will discuss proper disposal of yard waste, fertilizer use, and other watershed hygiene topics that should be practiced by riparian landowners and landowners along drain right-of-ways.

Other watershed hygiene topics to be presented to riparian owners include stream bank erosion, establishing vegetation buffer zones along waterways, management of landscaping and animal wastes, conservation easements, wetlands, the importance of riparian corridors, invasive species management, and construction activities along waterways.

These particular landowners will also be addressed in mailings to solicit their participation in the watershed management planning process.

Activity 7a: DEVELOP A BROCHURE FOR RIPARIAN LAND OWNERS

Target Audience:	Land owners along coastal shoreline or in proximity.
Messages:	We all live in a watershed. The importance of riparian properties and the affects of the land owner’s activity related to watershed hygiene. BMPs to improve water quality along the water body.
Description:	Website and display board.
Timetable:	
Development:	Summer 2013
Implementation:	Summer 2013
Evaluation:	2014
Responsibility:	Road Commission or designee
Budget:	\$300
Delivery mechanism:	Community newsletters, public display at festivals, and web site.

MEASURABLE GOALS:

- Number of website hits and visits.
- Number of surveys distributed.

REQUIRED ELEMENT 8: WATERSHED EDUCATION

The public must be educated on “public responsibilities and stewardship in their watershed.”

(Jurisdictional Permit MIS049000, Part 1.A.5.a.8)

Present Effort: The County currently utilizes the *Seven Steps to Clean Water* brochure to communicate the public’s effect on water quality.

Proposed Effort: The Sanilac County Road Commission will formulate a unified and coordinated plan for public education. Messages and brochure(s) will be utilized, developed, or adapted to communicate to the general public about their responsibility in keeping the watershed and water resources clean. This includes continued use of *Seven Simple Steps to Clean Water*. The message will define a watershed and advise the public on the area watersheds, how they impact watersheds and ten things they can do help clean up the watershed. The County will also look at and assess any educational program developed by the State, professional organizations, or other interested parties that can effectively communicate a message that increases the general public’s knowledge regarding stewardship of the watershed they reside in.

Activity 8a: EDUCATE PEOPLE ON WHAT A WATERSHED IS.

Target Audience: All residents, businesses, industry (if they participate), and visitors.

Messages: We all live in a watershed. The importance of stewardship and the affects of the each citizen’s activity related to the health of the watershed. Reemphasize the *Seven Simple Steps* information.

Description:

Timetable:
 Development: Summer 2014
 Implementation: Summer 2014
 Evaluation: 2015
 Responsibility: Road Commission or watershed action group
 Budget: \$150

Delivery mechanism: Electronic mail/newsletter to notify residents of information.

MEASURABLE GOALS:

- Number of website hits.
- Table top display.
- School involvement.
- Use of survey to determine if message is being received.
- Number of public events information was presented at

- Number of visitors to the booth.

This PEP is to be reviewed in Fall of 2013 to determine if additional revisions or quantitative measures are needed.