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PUBLIC EDUCATION PLAN

Revised June 2005

NPDES Phase II Watershed Permit

COC # MIG610254

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I. Introduction

As a requirement of the NPDES Phase II stormwater permit, this Public Education Plan (PEP) was developed to inform the residents of Clay Township about their role in protecting water quality and preventing stormwater pollution in their community. The plan outlines public education goals and messages that must be communicated under the requirements of the Phase II regulations.

Clay Township is a partner with St. Clair County and the Anchor Bay Watershed to address the Phase II stormwater permit requirements. We have agreed that approaching stormwater management on a watershed basis, regardless of political boundaries, is both cost-effective and environmentally sound. This PEP was developed in coordination with St. Clair County and other municipalities in the watershed group. This will allow for a consistent and repetitive mechanism for protecting water resources across the County.

II. Objectives for Public Education

The goal of this PEP is to promote, publicize and facilitate a watershed education program that encourages the public to reduce stormwater pollution to the greatest extent possible.

The public is defined as all persons who potentially could affect the quality of stormwater discharges, including, but not limited to, residents, visitors to the area, public employees, businesses, industries, construction contractors and developers.

The following objectives were developed to achieve this goal and guide implementation of the activities outlined in the PEP:

- Raise awareness and knowledge among residents of the St. Clair River and Lake St. Clair, its watershed, and how daily activities impact this resource.
- Educate the public regarding the importance of the Anchor Bay Watershed as a significant natural resource and community asset by fostering stewardship and enthusiasm for the resource.
- Improve understanding of the impacts of individual and group behaviors on water quality.
- Increase the number of individuals, schools and other organizations participating in water education and stewardship activities.
- Encourage a change in behavior and practices that are currently causing stormwater pollution.

III. Required Permit Categories

**CATEGORY #1:
PERSONAL WATERSHED STEWARDSHIP**

Goal: Education of the public about their responsibility and stewardship in the Anchor Bay Watershed

Overall Target Audiences: residents, visitors, public employees, businesses, industries, construction contractors and developers

Key Messages:

- Definition of a watershed
- Education on the specific watersheds the public will/can affect
- Purpose for protecting the Anchor Bay Watershed
- Ways that individuals can affect the watershed through their activities

Activities:

Distribute Watershed Management Brochure

- Target Audience:* Residents, visitors, public employees, businesses, industries, construction contractors and developers
- Content of Message:* Definition of a watershed; purpose for protecting the watershed; individual actions affecting the watershed
- Delivery Mechanism(s):* Distribution at municipal office, stakeholder meetings, board and council meetings, libraries, schools, mailed to key businesses, industries and stakeholder groups.
- Timetable:* Printed and stocked as needed appropriately throughout the permit period.
- Responsible Party:* Clay Township will ensure distribution of these materials to the appropriate target audiences. St. Clair County Health Department (SCCHD) will develop the brochure.
- Evaluation:* Number of names taken from the public participation sign-up sheets; number of brochures distributed at each location.

Contribute to Watershed Newsletter

- Target Audience:* Residents, visitors, public employees, businesses, industries, construction contractors and developers
- Content of Message:* Definition of a watershed; purpose for protecting the watershed; individual actions affecting the watershed
- Delivery Mechanism(s):* Distribution at municipal office, stakeholder meetings, board and council meetings, mailed to stakeholder groups
- Timetable:* Printed and stocked as needed throughout the permit period.
- Responsible Party:* Development and distribution - SCCHD. Distribution assistance – Phasell communities. Watershed Advisory Group members contribute input for newsletters at WAG meetings.
- Evaluation:* Number of newsletters distributed, content of newsletters, target audiences reached, and number of articles submitted by Clay Township.

Southeast Michigan Partners for Clean Water Mass Media Efforts

- Target Audience:* Residents, visitors, public employees, businesses, industries, construction contractors and developers
- Content of Message:* This activity contains information that covers all the key messages.
- Delivery Mechanism(s):* Clay Township may augment this program by working directly with the local media.

Timetable: Focused outreach to the media will occur spring through fall during the permit period.
Responsible Party: SEMCOG will implement the regional public outreach campaign, which includes a mass media component.
Evaluation: Number of articles, etc. Track Clay Township's efforts to work with local media, content of articles.

Install Road/Tributary Crossing Signs

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Watershed awareness
Delivery Mechanism(s): Installation of road signs at key road/tributary crossings.
Timetable: Purchase and install one sign per year for permit period.
Responsible Party: Clay Township will coordinate with SCCHD, St. Clair County Road Commission and City of Port Huron in printing and installing the signs.
Evaluation: Number of road signs installed.

Promote River Day Activities

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Watershed awareness; watershed stewardship
Delivery Mechanism(s): Encourage stakeholder groups to plan activities around the watershed on the same day every year. Provide a display or activity in watershed. Help promote activities through websites, bulletin boards and print materials. Possible sponsor of a site/event.
Timetable: Annual event in June.
Responsible Party: Clay Township will promote River Day activities.
Evaluation: Number of participants, amount of media coverage received, growth of activity overtime. Track proportion of this activity on websites, bulletin boards, and printed materials within the Township.

Display "Water Quality" table-top exhibit

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Watershed awareness; education of the watershed; individual actions affecting the watershed
Delivery Mechanism(s): Clay Township will display table-top exhibit at public events and buildings.
Timetable: The exhibit will be setup at various times throughout the permit period.
Responsible Party: Clay Township will coordinate with SCCHD to set-up a schedule to acquire exhibit. SCCHD will provide panels for the exhibit.
Evaluation: Period of time, number of public events, location exhibit is on display, content of exhibit topic.

Link to Storm Water Website

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Message: This activity contains information that covers all the key messages.
Delivery Mechanism(s): Link to St. Clair County's www.stclaircountystormwater.org website and/or www.semco.org/OursToProtect/OursToProtect.html
Timetable: Website links will begin in year one and continue throughout permit period.
Responsible Party: Clay Township will provide link to St. Clair County's storm water website and/or SEMCOG's "Our Water. Our Future. Ours to Protect" website.
Evaluation: Number of hits to community's local web page.

Establish Adopt-A-Stream Team

Target Audience: Residents, visitors, public employees, businesses

Content of Message: Watershed stewardship and awareness
Delivery Mechanism(s): Adopt a tributary of the Anchor Bay Watershed and participate in the Adopt-A-Stream activities at designated times. Clay Township will promote their team through various mechanisms such as websites, community bulletin boards and print materials. Data will be shared at board, council and public meetings to educate and advise on water quality issues.
Timetable: Coordinate with St. Clair County MSU Extension on best time to promote program throughout the year.
Responsible Party: Clay Township will establish an Adopt-A-Stream team. St. Clair County MSU Extension will provide materials and training.
Evaluation: Number of participants; media coverage, target audiences reached (info received via MSUE), mechanisms through which activity was promoted.

Schedule Pollution Solutions! Presentations – see category #2

Message: Watershed awareness; education of the watershed; individual actions affecting the watershed

Distribute Southeast Michigan Partners for Clean Water Informational Materials – see category #2

Message: These materials contain information that covers all the key messages

Promote Earth Fair – see category #4

Message: This activity contains information that covers all the key messages

Insert Articles to Municipal Newsletter – see category #4

Message: This activity contains information that covers all the key messages

Distribute Children’s Activity Book – see category #5

Message: This activity contains information that covers all the key messages

**CATEGORY #2
 ULTIMATE STORM WATER DISCHARGE LOCATIONS
 AND POTENTIAL IMPACTS**

Goal: Education of residents on the location of residential separate storm water drainage system catch basins, the waters of the state where the system discharges, and potential impacts from pollutants from the separate storm water drainage system.

Overall Target Audiences: residents, visitors, public employees, businesses, industries, construction contractors and developers

Key Messages:

- Storm drains discharge to water bodies
- Storm water discharged from separate storm sewer systems does not receive treatment prior to discharge
- Impacts of storm water pollutants in the watershed
- Knowledge of separate storm water drainage system in a person’s neighborhood and the water body to which the storm water is discharged

Activities:

Participate in Storm Drain Marking Program

Target Audience: Directly: schools, students, parents, residents / indirectly: visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Impacts of pollutants on storm drains; storm drain and water body connection

Delivery Mechanism(s): Encourage target audience to participate in program. Clay Township will promote this event through various mechanisms such as websites, community bulletin boards and print materials.

Timetable: Implementation of one event per year for permit period

Responsible Party: Clay Township will purchase own materials and will coordinate scheduling an event with SCCHD.

Evaluation: Number of participants; number of storm drains marked, mechanisms utilized to promote program

Distribute Southeast Michigan Partners for Clean Water Informational Materials

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Content of Message: These materials contain information that covers all the key messages.

Delivery Mechanism(s): Brochures, tip cards, posters and other materials developed by the regional public outreach campaign “Our water. Our future. Ours to Protect” and Seven Simple Steps to Clean Water will be utilized. The seven steps include household hazardous waste ID, fertilization and pesticide application methods, storm drain awareness, car washing techniques, earth friendly landscaping and animal waste disposal. The campaign materials will be distributed at municipal offices, events, website, and direct mail.

Timetable: Printed and stocked as needed throughout permit period.

Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SEMCOG will develop the materials.

Evaluation: Number of materials distributed.

Schedule Pollution Solutions! Presentations

Target Audience: Residents, students, schools, public employees

Content of Message: Storm water pollutant impacts; storm drain and water body connection

Delivery Mechanism(s): This presentation is available upon request for audiences such as planning commissions, boards and councils, and open public events. Clay Township will publicize the availability of these presentations through brochures and the Newsletter.

Timetable: To be scheduled in accordance with SCCHD’s availability and priorities.

Responsible Party: Clay Township will schedule presentations with SCCHD. SCCHD will present the audience-appropriate information to the audience.

Evaluation: Number of participants; survey of participants.

Promote MDEQ’s Pollution Prevention Programs

Target Audience: Businesses

Content of Message: Storm water pollutant impacts; storm drain and water body connection

Delivery Mechanism(s): Clay Township will promote existing MDEQ pollution prevention program based on the type of business in the community. Distribution would include links to MDEQ’s website, direct mailings to appropriate businesses, and newsletter articles.

Timetable: Newsletter articles, web links, and mailings will occur throughout the permit period.

Responsible Party: Clay Township will coordinate with MDEQ on promoting their programs.

Evaluation: Number of businesses joining programs; number of materials distributed, specific programs promoted via direct mailings, website links, and newsletter articles, and how often programs are promoted.

Distribute Watershed Management Brochure – see category #1

Message: Environmental impacts of pollutants that enter the storm drainage system

Display “Water Quality” table-top exhibit – see category #1

Message: This activity contains information that covers all the key messages

Link to Storm Water Website – see category #1

Message: This activity contains information that covers all the key messages

Cable Access/Community Billboard spots – see category #4

Message: The materials utilized for cable access will include all key messages

Insert Articles to Municipal Newsletter – see category #4

Message: This activity contains information that covers all the key messages

Distribute Children’s Activity Booklet – see category #5

Message: Storm drainage and natural water bodies connection; impacts of pollutants

Utility Bill Insert – see category #5

Message: Environmental impacts of pollutants that enter the storm drainage system

CATEGORY #3 PUBLIC REPORTING OF ILLICIT DISCHARGES

Goal: Encouragement of residents reporting of the presence of illicit discharges or improper disposal of materials into the applicant’s separate storm water drainage system.

Overall Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Key Messages:

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

Activities:

Distribute IDEP Brochure

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Content of Message: Illicit discharge definition, improper disposal reporting, failing system identification, illicit discharge consequences

Delivery Mechanism(s): Distribution at municipal office, stakeholder meetings, board and council meetings, libraries.

Timetable: Printed and stocked as needed throughout the permit period.

Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SCCHD will develop the brochure.

Evaluation: Number of brochures distributed at each location

Promote Water Quality Hotline

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Content of Message: Illicit discharges, improper disposal reporting

Delivery Mechanism(s): Clay Township will publicize SCCHD’s hotline in all appropriate presentations, meetings, newsletters, display racks and on its website.

Timetable: Promotion of the hotline will occur throughout the permit period.
Responsible Party: Clay Township will promote the hotline.
Evaluation: Number of calls to hotline from Clay Township; nature of complaints; follow-up actions; where and when hotline promoted.

Distribute Water Quality Hotline Magnet

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Illicit discharges, improper disposal reporting
Delivery Mechanism(s): Distribution at municipal office, stakeholder meetings, board and council meetings, libraries, schools, businesses, and industries.
Timetable: Printed and stocked as needed throughout the permit period.
Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SCCHD will develop magnet.
Evaluation: Number of magnets distributed.

Distribute Septic System Maintenance Brochure

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Septic System maintenance, illicit discharge and improper disposal reporting, failing system identification
Delivery Mechanism(s): Distribution at municipal office
Timetable: Printed and stocked as needed throughout permit period.
Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SCCHD will develop the brochure.
Evaluation: Number of brochures distributed.

Display “Water Quality” table-top exhibit – see category #1

Message: This activity contains information that covers all the key messages

Link to Storm Water Website – see category #1

Message: This activity contains information that covers all the key messages.

Distribute Watershed Management Brochure – see category #1

Message: Illicit discharge reporting

Distribute Southeast Michigan Partners for Clean Water Informational Materials – see category #2

Message: These materials contain information that covers all the key messages.

Insert Articles to Municipal Newsletter – see category #4

Message: This activity contains information that covers all the key messages.

Cable Access/Community Billboard spots – see category #4

Message: The materials utilized for cable access will include all key messages

Distribute Public Bathing Beach Water Quality Monitoring Brochure

Message: Illicit discharge reporting; septic system maintenance

Distribute Children’s Activity Booklet – see category #5

Message: This activity contains information that covers all the key messages.

Utility Bill Insert – see category #5

Message: Illicit discharge reporting

Distribute Riparian Land Management Brochure – see category #6

Message: Illicit discharge reporting

CATEGORY #4

PERSONAL ACTIONS THAT CAN IMPACT THE WATERSHED

Goal: Education of 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)

Overall Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Key Messages:

- Best Management Practices (BMP's) for each of the following actions:
 - o Car, pavement, and/or power washing (preferred cleaning materials and practices)
 - o Pesticide and fertilizer use and their disposal
 - o Proper management of grass clippings, leaf litter and animal wastes
 - o Residential de-icer use
 - o Native vegetation on residential properties as an alternative to turf grass
- Effects of residential wastes on our water bodies

Activities:

Insert Articles in Municipal Newsletter

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Message: This activity contains information that covers all the key messages.

Delivery mechanism: Clay Township will insert newsletter articles at least once a year into existing distribution mechanisms such as the municipal newsletter and website.

Timetable: These articles will start in year one and continue throughout the permit cycle.

Responsible party: Clay Township will insert newsletter articles in various distribution outlets. Southeast Michigan Partners for Clean Water's articles will be utilized.

Evaluation: Number of articles included in newsletter per year, content of articles.

Promote Earth Fair Activities

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Content of Message: Personal actions affecting the watershed

Delivery Mechanism(s): Help promote activities through cable access, website and possible sponsoring of an event. Possible sponsor of an activity.

Timetable: Annual event in April.

Responsible Party: Clay Township will promote Earth Fair.

Evaluation: Number of participants, amount of media coverage received, growth of activity overtime.

Cable Access/Community Billboard spots

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Content of Message: The materials utilized for cable access will include all key messages.

Delivery mechanism(s): Clay Township will ensure these spots are aired. SEMCOG will develop the spots.

Timetable: Airing of these spots will occur throughout the permit period.

Evaluation: Number of times information is aired, content of spots, stations utilized.

Distribute Public Bathing Beach Water Quality Monitoring Brochure

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: Personal actions affecting waterways; minimization of residential wastes into nearby waterways
Delivery Mechanism(s): Distribution at municipal office, stakeholder meetings, board and council meetings, libraries, schools, businesses, industries
Timetable: Printed and stocked as needed throughout the permit period.
Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SCCHD will develop the brochure.
Evaluation: Number and location of brochures distributed.

Install Pooper Scooper disposal stations

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Message: Proper pet waste disposal
Delivery Mechanism(s): Installation of signs.
Timetable: Installation of one sign for permit period.
Responsible Party: Clay Township will purchase and install the signs in appropriate locations.
Evaluation: Number and location of signs installed; number of bags taken per location.

Establish Adopt-A-Stream Team – see category #1

Message: Personal actions affecting the watershed

Display “Water Quality” table-top exhibit – see category #1

Message: This activity contains information that covers all the key messages

Link to Storm Water Website – see category #1

Message: This activity contains information that covers all the key messages

Schedule Pollution Solutions! Presentations – see category #2

Message: This activity contains information that covers all the key messages

Distribute Southeast Michigan Partners for Clean Water Informational Materials – see category #2

Message: These materials contain information that covers all the key messages.

Distribute Children’s Activity Booklet – see category #5

Message: This activity contains information that covers all the key messages

Utility Bill Insert – see category #5

Message: Personal actions affecting the watershed

**CATEGORY #5:
WASTE MANAGEMENT ASSISTANCE**

Goal: Education of 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

Overall Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Key Messages:

- Identification of household hazardous wastes and available alternatives
- Disposal locations, requirements, and availability for HHW, chemicals, motor vehicle fluids, travel trailer sanitary wastes, yard wastes, and recreational boating sanitary wastes
- Non-toxic alternatives to household hazardous materials
- Methods for reducing and properly disposing yard wastes, including composting
- Promotion of community programs for waste disposal

Activities:**Distribute Children’s Activity Booklet**

Target Audience: Schools, students, parents, residents
Message: Waste disposal locations; ID of HHW; community waste disposal programs
Delivery Mechanism(s): Distribute at municipal office, libraries, schools, public events, stakeholder meetings
Timetable: Printed and restocked as necessary throughout the permit period.
Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SCCHD will develop the book.
Evaluation: Number of books distributed, identification of groups receiving booklets.

Promote Hazardous Waste Collection Day

Target Audience: Residents
Message: Availability, location and requirements of facilities for disposal or drop-off of HHW and recyclable materials; community recycling program promotion
Delivery Mechanism(s): Clay Township will promote St. Clair County Environmental Services Department’s annual household hazardous waste collection day(s) through the newsletter, and posters/brochures at the municipal office.
Timetable: Annual event.
Responsible Party: Clay Township will coordinate with St. Clair County Environmental Services Department on best time to promote program.
Evaluation: Number of participants; amount of media coverage; type and quantities of materials gathered.

Link to Environmental Services website

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers
Content of Message: HHW identification; disposal locations; yard waste reduction; and community recycling programs
Delivery Mechanism(s): Create a link to <http://www.stclaircounty.org/offices/landfill/default.asp>
Responsible Party: Clay Township will provide link to St. Clair County Environmental Services Department.
Timetable: Website links will begin in year one and continue throughout permit period.
Evaluation: Number of hits to website.

Utility Bill Insert

Target Audience: Residents
Message: Waste disposal locations; ID of HHW; community waste disposal programs
Delivery Mechanism(s): Clay Township will insert an educational card into public utility bills
Timetable: One insert per year throughout permit period
Responsible Party: Development – SCCHD and Phasell communities; Distribution – Phasell communities
Evaluation: Number of inserts mailed, content of inserts.

Display “Water Quality” table-top exhibit – see category #1

Message: This activity contains information that covers all the key messages

Link to Storm Water Website – see category #1

Message: This activity contains information that covers all the key messages

Distribute Southeast Michigan Partners for Clean Water Informational Materials – see category #2

Message: These materials contain information that covers all the key messages

Distribute Septic System Maintenance Brochure – see category #3

Message: HHW disposal location

Insert Articles to Municipal Newsletter – see category #4

Message: This activity contains information that covers all the key messages

Cable Access/Community Billboard spots – see category #4

Message: The materials utilized for cable access will include all key messages

Distribute Public Bathing Beach Water Quality Monitoring Brochure – see category #4

Message: HHW disposal location

Distribute Riparian Land Management Brochure – see category #6

Message: HHW ID and disposal location

CATEGORY #6 MANAGEMENT OF RIPARIAN LANDS

Goal: Education of public concerning management of riparian lands to protect water quality.

Overall Target Audience: Riparian Land Owners

Key Messages:

- Importance of riparian corridors
- BMP's for riparian lands
 - o Protection through use of conservation easements
 - o Lawn maintenance for water quality (including no-mow and no-chemical application zones)
 - o Landscaping for water quality
 - o Shoreline stabilization techniques
 - o Proper septic system maintenance
 - o Proper management of grass clippings, leaf litter, animal wastes, and other wastes

Activities:

Distribute Riparian Land Management Brochure

Target Audience: Residents, visitors, public employees, businesses, industries, construction contractors and developers

Content of Message: Effects of residential wastes on our water bodies

Delivery Mechanism(s): Distribution to riparian land owners through availability of brochure at municipal office, libraries, schools, public events, stakeholder meetings

Timetable: Printed, stocked and mailed as needed throughout permit period.

Responsible Party: Clay Township will ensure distribution of these materials to the appropriate target audiences. SCCHD will develop the brochure.

Evaluation: Number of brochures distributed.

Promote River Day – see category #1

Message: Effective riparian stewardship; poor riparian management impacts waterways

Establish an Adopt-A-Stream Team – see category #1

Message: Effective riparian land management

Display “Water Quality” table-top exhibit – see category #1

Message: This activity contains information that covers all the key messages

Link to Storm Water Website – see category #1

Message: This activity contains information that covers all the key messages

Distribute Southeast Michigan Partners for Clean Water Informational Materials – see category #2

Message: These materials contain information that covers all the key messages.

Insert Articles to Municipal Newsletter – see category #4

Message: This activity contains information that covers all the key messages

Cable Access/Community Billboard spots – see category #4

Message: The materials utilized for cable access will include all key messages

Promote Earth Fair – see category #4

Message: Effective riparian stewardship practices for protecting water quality

IV. Overall Evaluation

In addition to evaluating individual activities, Clay Township’s overall public outreach program will be evaluated. The Southeast Michigan Partners for Clean Water performed a regional water resource survey of the residents of Southeast Michigan. Additionally, St. Clair County Health Department paid to have this survey statistically significant for St. Clair County. This survey information will provide a baseline to gauge the overall effectiveness of our program as we move forward. We will be able to plan for yearly and long-range goals based on the results and change the PEP as needed to address the issues identified in the survey.

This PEP was developed prior to the completion of the St. Clair County Northeastern subwatershed plan. 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 PEP will be coordinated with the activities in the subwatershed management plan. If necessary, the PEP will be modified to meet the goals and objectives of the management plan.

V. Implementation Schedule

ACTIVITY	Year 1 2005	Year 2 2006	Year 3 2007
Storm Water website link	Link	Link	Link
"Water Quality" table-top exhibit	1 event	1 event	1 event
Municipal Newsletter Articles	Include 1	Include 1	Include 1
"Ours to Protect" materials	Distribute	Distribute	Distribute
Children's Activity Book	NA	Distribute	Distribute
Cable PSA's	Air time	Air time	Air time
Utility Bill Insert	NA	Mailing	Mailing
"Adopt-A-Stream" Team	Promote	Promote	Participate
"Pollution Solutions" presentation	Schedule	Schedule	Schedule
Earth Fair	Promote	Promote	Participate
River Day	Promote	Promote	Participate
Septic System Brochure	Distribute	Distribute	Distribute
Water Quality Poster	Distribute	Distribute	Distribute
Doggie Pooper Scooper Signs	Develop	Develop	Develop
Riparian Landowners Brochure		Distribute	Distribute
Watershed Management Brochure	Distribute	Distribute	Distribute
Watershed Newsletter	Distribute	Distribute	Distribute
Tributary Road signs	1 sign	1 sign	1 sign
Water Quality Hotline	Promote	Promote	Promote
Environmental Services website link	Link	Link	Link
HHW Collection Day	Promote	Promote	Promote
IDEP Brochure	Distribute	Distribute	Distribute
Beach Brochure	Distribute	Distribute	Distribute
Water Quality Hotline Magnet	NA	Distribute	Distribute
Storm drain marking program	1 event	1 event	1 event

VI. Partnerships

In implementing this PEP, Clay Township will pursue cooperative partnerships, plus information and resource sharing, with several organizations, including:

Organization	Program	Contact
St. Clair County Health Department	Storm water website, Water quality exhibit, Children's activity book, Pollution Solutions, River Day, Septic brochure, Beach brochure, Riparian brochure, Watershed Management Brochure, Watershed newsletter, IDEP brochure, water quality hotline	Sheri Faust
SEMCOG	"Ours to Protect" campaign materials, mass media efforts, municipal newsletter articles	Amy Mangus
St. Clair County MSU Extension Office	Adopt-A-Stream	Liane Allen
St. Clair County Road Commission	Tributary signs installation	Kirk Weston
St. Clair County Environmental Services	HHW Collection Day/Site, Environmental Services website link	Barbara Barnes
Environmental Education Network	Earth Fair	Kristen O'Reilly
St. Clair County Drain Commission	Storm drain marking program	Fred Fuller
City of Port Huron	Tributary signage printing	Eric Witter
MDEQ	Pollution Prevention programs	Stephanie Kammer