

ATTACHMENT 5  
**BAY AREA STORM WATER AUTHORITY**  
**PUBLIC EDUCATION PLAN (PEP)**

**APRIL 15, 2018**  
**(OR AS APPROVED BY MDEQ)**

This Public Education Plan (PEP) is submitted to the Michigan Department of Environmental Quality to fulfill those requirements of the National Pollutant Discharge Elimination System (NPDES) Stormwater Discharge of Stormwater to Surface Waters from a Municipal Separate Storm Sewer System (MS4). This PEP is designed exclusively for use by the Bay County Urbanized Area Storm Water Authority (Authority) and its use is limited to the members of the Authority. The Authority is comprised of the following member municipalities:

Bangor Charter Township

Bay County Road Commission

City of Bay City

City of Essexville

County of Bay

Nested Jurisdictions:

Bay Arenac ISD

Bay City Schools

Bangor Township Schools

Essexville-Hampton Public Schools

Hampton Charter Township

Kawkawlin Township

Monitor Charter Township

In accordance with the NPDES Municipal Separate Storm Sewer System (MS4), this PEP will be implemented collectively by members of BASWA to comply with the public education requirement of each municipalities permit:

*To promote, publicize, and facilitate watershed education for the purpose of encouraging the public to reduce the discharge of pollutants in storm water to the maximum extent practicable.*

In carrying out the following public education efforts, each Member will take action and respond in a manner consistent with the scope of its current legal authority. If the legal authority necessary to carry out one of the required public education elements within its jurisdiction is vested in whole or in part in another municipal authority, the Member will notify and take appropriate steps to encourage the other municipal authority to satisfy that element. Municipal authorities include but are not limited to the Drain Commissioner and the Road Commission.

### OBJECTIVES FOR PUBLIC EDUCATION

1. Build awareness and stewardship of the two Bay County Watersheds and tributaries, the urban storm water system, as well as the daily impact of activities on this resource among municipality residents.
2. Improve the public’s understanding of the Saginaw and Kawkawlin Rivers and the Saginaw Bay, to improve their status as natural resources, recreational resources, and valuable community assets (i.e. foster stewardship and enthusiasm for the rivers and Bay).
3. Build awareness and foster stewardship of the local watershed management actions, NPDES Permit requirements and the municipal partners through dissemination of informational materials and coordination of activities.

### PRIORITIZING TOPICS IN THE PEP

The procedure for identifying high-priority community-wide or targeted topics to reduce pollutants in storm water runoff suited for collaborative public education efforts includes the following:

- A review of pertinent Watershed Management Plans including any established Total Maximum Daily Loads for waterbodies in each watershed
- A review of the effectiveness of PEP activities implemented prior to this permit cycle
- Topics identified by permittees at meetings prior to and throughout the permit cycle
- Discussion and input from permittees regarding potential public outreach opportunities, and existing and future programs.

Required Element	Public Education Topic	Priority Ranking	Community wide/targeted issue
A	Promote public responsibility and stewardship in their watershed	High	Community-wide Issue
B	Inform and educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have on surface waters of the state	High	Community-wide Issue
C	Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into MS4	High	Community-wide Issue
D	Promote preferred cleaning materials and procedures for car, pavement & power washing	Medium	Community-wide Issue

E	Inform and educate the public on proper application and disposal of pesticides, herbicides and fertilizers	High	Community-wide Issue
F	Promote proper disposal practices for grass clippings, leaf litter and animal wastes that may enter into the MS4	Medium	Community-wide Issue
G	Educate the public on the availability, location and requirements of facilities for collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes and marine/motor vehicle fluids	Medium	Community-wide Issue
H	Inform and educate the public on proper septic system care and maintenance and how to recognize system failure	Low	Targeted/OSSDs properties
I	Educate the public on and promote the benefits of green infrastructure and low impact development	Low	Community-wide issue
J	Identify and educate commercial, industrial and institutional entities likely to contribute pollutants to storm water runoff	Medium	Targeted/Industry-business

***Activity #1: Develop/Update/Maintain BASWA Web Site***

Target Audience                      Community-wide

Key Message:                              A-J included on rotating basis

Delivery Mechanism:                      A web site currently exists for the County; the Storm Water Authority Website will continue to piggyback on the site and utilize a number of existing resources. The website address will be included on all published newsletters and be an available link on each member website within 60 days of PEP approval. Annual maintenance of web site with appropriate seasonal messages.

Goal:    Annual maintenance and updating of website; record visits to site through a counter per year: 500 hits per year

Year/Frequency:                              Established 2005. Annual updates or as need.

Responsible Party:                              BASWA

Evaluation:                                      An internal counter will be incorporated into web site within 90 days of PEP approval. A summary of growth will be included in the report to MDEQ.

***Activity #2: Develop Articles/Inserts for Newsletters***

Target Audience: Authority member community residents, waterfront property owners, business groups, schools, community organizations and other newsletter outlets that are distributed to our community.

Key Message: A-J

Delivery Mechanism: Newsletters will be distributed through direct mail (inserts to tax/utility bills) to local residents and they will also be available at each member municipality office. Member municipalities send out newsletters to their residents and businesses on a variable basis and they will be used to promote watershed education. The newsletters will include articles and information on watershed principles and practices as well as other storm water education information and BMP's.

Goal: Publish one newsletters and two news articles per year

Year/Frequency: Implemented in 2004, ongoing annually and variably according to Township mailing frequencies

Responsible party: BASWA

Evaluation: A survey will be conducted in the last year of the permit cycle It will utilize mail or phone and be designed to measure penetration and retention of Authority messages. Survey results will be compared to a baseline survey completed by BASWA in 2007.

***Activity #3: Distribution of Brochures/Tip Cards***

Target Audience: Residents of Authority Member Communities, visitors to community information distribution points including; municipalities, attractions, marinas, schools, commercial centers of the Bay Area.

Key Message: A-J

Delivery Mechanism: Available at member municipality building locations.

Goal: 50 pieces of material distributed per year per Authority member

Year/Frequency: Began 2005 and is ongoing.

Responsible Party: BASWA

Evaluation: A survey will be conducted in the last year of the permit cycle. It will utilize mail or phone and be designed to measure penetration and retention of Authority messages. Survey results will be compared to a baseline survey completed by BASWA in 2007.

***Activity #4: Develop Public Service Announcements***

Target Audience: Residents of the Authority Member Communities, the general public and visitors to the area.

Key Message: A, B, E, D,F,G

Delivery Mechanism: Media release

Goal: 2 published and/or broadcast per year

Year/Frequency: Annually

Responsible Party: BASWA

Evaluation: A survey will be conducted in the last year of the permit cycle. It will utilize mail or phone and be designed to measure penetration and retention of Authority messages. Survey results will be compared to a baseline survey completed by BASWA in 2007.

***Activity #5: Specific Industry/ Outreach***

Target Audience: Industrial, riparian and lawn care organizations

Key Message: A, B, D, E, F, J

Delivery Mechanism: Targeted Mailing

Goal: Two mailings during permit cycle.

Year/Frequency: Implemented 2008. Ongoing twice per permit cycle

Responsible Party: BASWA

Evaluation: A survey will be conducted in the last year of the permit cycle

It will utilize mail or phone and be designed to measure penetration and retention of Authority messages. Survey results will be compared to a baseline survey completed by BASWA in 2007.

***Activity #6: Youth Watershed Education***

Target Audience: Schools, civic groups, youth programs (grades 1 – 3 primarily)

Key Message: A, B (C through I being ancillary)

Delivery Mechanism: School visits

Goal: Visit ten classrooms during permit cycle: minimum 2 annually

Year & Frequency: Ongoing throughout permit cycle

Responsible Party: BASWA

Evaluation: Work with educators to develop an evaluation quiz to determine retention. A survey will be conducted in the last year of the permit cycle. It will utilize mail or phone and be designed to measure penetration and retention of Authority messages. Survey results will be compared to a baseline survey completed by BASWA in 2007.

***Activity #7: Promote BASWA Illicit Discharge Reporting System***

Target Audience: Residents, public employees, businesses, industries.

Key Message: C

Delivery Mechanism: Included in printed mailing, Member websites

Goal: Regular maintenance and update of website/phone line hotline and record of the complaints per year. Contact information will be included on all printed materials

Year & Frequency: Ongoing throughout the permit cycle

Responsible Party: BASWA and member municipalities

Evaluation: Number of calls to hotline; nature of complaints; follow-up actions; number of illicit discharges/pollution issues cleaned-up/outcome of

issues. A survey will be conducted in the last year of the permit cycle. It will utilize mail or phone and be designed to measure penetration and retention of Authority messages. Survey results will be compared to a baseline survey completed by BASWA in 2007.

## **INTEGRATED COORDINATION EFFORTS**

It is important to note that throughout the term of the permit, combinations of these disseminating mechanisms will be utilized emphasizing relevant seasonal information and promoting other links to include information presented in community newsletters, cable TV programs and advertisements, brochures/flyers in public facilities, public facility displays, and direct communications. The coordinated effort by the member municipalities will serve as an integrated promotion of public education for reduction of pollutants in storm water as well as target special groups. The effort will inform and educate residents and visitors about how their activities impact water quality in Bay County watersheds, how to reduce pollutants, and how the storm water system works.

Upon adequate notice being provided, The Authority will promote and support public involvement programs and other public events which have a shared goal such as annual river clean ups and/or volunteer monitoring programs, Bay Sail, Partnership for Saginaw Bay, community water quality initiatives, Master Gardener Program, and Saginaw Bay WIN grant funded initiatives, such as the Saginaw Bay Greenways Program. The Authority will use its web site, public service announcements, public access television and publications to promote these activities.

## **RELATIONSHIP TO WATERSHED MANAGEMENT PLANNING**

With experience gained as watershed management progresses, appropriate modifications will be made to the PEP. During the watershed management planning process, goals for the watershed will be developed and these will be integrated into the PEP. The need to evaluate the success or impact of the PEP will be further reviewed.

## **METHOD FOR DETERMINING ACTIVITY EFFECTIVENESS**

During the first Certificate of Coverage cycle, it became evident that the process of educated citizens on storm water quality improvement would take decades. Recognizing this, measures are difficult and success limited. Each activity undertaken has value but a realistic measure will only show minute gains.

The Bay County Urbanized Area is required through the permit to “describe a method for determining the effectiveness of the various public education activities.” The PEP activities will consistently convey messages which encourage the public to reduce the discharge of pollutants in storm water. The variety of identified activities and tools described within the PEP will be monitored on an annual basis in order to evaluate their effectiveness. As our standard, we will use the level of public participation and involvement in the various activities and the numerical demand for public information. Specifically we will track the public informational brochure distribution rates, keeping track of the numbers of brochures distributed by request; the number of newsletter articles published and any follow up inquiries; the number of related public meetings and events and the number of persons attending or participating; an internal counter will measure web-site hits. Each publication will have contact numbers for additional information and those contacts will be tracked.

A survey will be developed in-house based on previous base-line surveys conducted in previous permits. It will be conducted at the beginning and end of the permit cycle to determine the effectiveness of the messages and delivery mechanisms. It will be done using phone or mail and be available on the website. Depending on responses, the Public Education Plan or specific messages and delivery methods will be adjusted.

#### **DATE FOR ANNUAL PROGRESS REPORT**

By the date indicated on the permits issued to the BASWA members, a Progress Report on the implementation status of their permit and the progress of pollution prevention for the members will be submitted to the MDEQ. This report will include documentation of the PEP efforts, a summary of the evaluation of its effectiveness when appropriate, and any proposed revisions or amendments. The report will incorporate the measurable goals listed and may incorporate any additional quantitative or qualitative goals that the Authority feels are necessary for public education evaluation. Each community / county agency / educational institution will have a section of the progress report specific to their annual activities.

#### **ANNUAL BUDGET**

BASWA adopts annual budgets. A line item and apportionment is prepared and provided to the Authority members for approval. The budget is then adopted at the Annual Meeting in December of every year. This process has been in place since the formation of the Authority under PA 233 of 1955 in 2003. All annual budgets and apportionments are available on the BASWA website.