

CITY OF AUBURN HILLS

PUBLIC EDUCATION PLAN



**PREPARED IN COMPLIANCE WITH
MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY
PHASE II STORM WATER REGULATIONS**

**March 31, 2015
Revised September 20, 2016
Revised March 1, 2023**

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Section I - Introduction

As a requirement of the NPDES Phase II stormwater permit, this Public Education Plan (PEP) was developed to inform the public in the City of Auburn Hills 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. The PEP then describes the existing and future efforts the communities will undertake to achieve these education goals, and how these efforts will be evaluated.

The City of Auburn Hills is a partner in the Clinton Main, Clinton Headwaters, Clinton Paint Creek, and Rouge Main 1-2 Subwatershed Groups to address the Phase II stormwater permit requirements. They agreed that approaching stormwater management on a subwatershed, cross-jurisdictional basis is both cost-effective and environmentally sound. The watershed approach allows the partners to share information and resources to address stormwater concerns at their source. Similarly, this public education program was developed in coordination with other municipalities in the subwatershed group. This will allow for a consistent and effective mechanism for protecting water resources across the region, while leveraging financial resources in the community.

Section II – Partners, Stakeholders, and Organizations Involved in the Preparation of the Public Education Plan

During preparation of this Public Education Plan, various staff and organizations were contacted, including:

- Various staff from within the community:
 - Community Development Department
 - Department of Public Works
 - City Manager's Office
 - Department of Parks and Recreation
- Various Staff from outside the community were contacted:
 - Staff from those communities part of the Alliance of Rouge Communities
 - Staff from those communities part of the Clinton River Main Subwatershed
 - Southeast Michigan Council of Governments
 - Clinton River Watershed Council
 - Neighboring municipality's staff
 - Wayne County Department of Environmental Quality
 - Oakland County Planning and Economic Development Staff
 - Oakland County Water Resources Commissioners Office
 - MSE Extension – Oakland County
 - Southeastern Oakland County Water Authority
 - Michigan Department of Environmental Quality
 - Friends of the Rouge

Section III – Public Education Plan Objectives

The purpose of the Public Education Plan is to promote, encourage, and teach the public good stewardship of the watershed and, in doing so, encourage the public to reduce the discharge of pollutants into stormwater. The City will utilize existing forms of media at its disposal. Cable TV, official City newsletters, posters in public places, in-house classes for employees, public forums, notices to homeowners, newspaper news releases, and signs at selected sites are in common use and are easily adaptable to this program.

The City will also join efforts with other neighboring communities and organizations in an effort to meet the goals of this plan. This will allow for a consistent and effective mechanism for protecting water resources across the region, while leveraging financial resources in the community for a more cost effective approach.

This PEP is designed to ensure that the targeted audiences (“public”) are reached with the appropriate messages for the following nine topics as required in the 2014 NPDES Phase II stormwater permit:

- A. Promote public responsibility and stewardship in the applicant’s watershed(s).
- 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.
- C. Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4.
- D. Promote preferred cleaning materials and procedures for car, pavement, and power washing.
- E. Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers.
- F. Promote proper disposal practices for grass clippings, leaf litter, and animal wastes that may enter into the MS4.
- G. Identify and promote the availability, location, and requirements of facilities for collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, and motor vehicle fluids.
- H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure.
- I. Educate the public on, and promote the benefits of, green infrastructure and Low Impact Development.
- J. Promote methods for managing riparian lands to protect water quality.
- K. Identify and educate commercial, industrial, and institutional entities likely to contribute pollutants to stormwater runoff.

Section IV – Required Elements - Education Activities

Appendix A details the activities and methods that the **City of Auburn Hills and its partners will perform on behalf of the participating communities**. The matrix breaks out the activities according to the elements and key messages that they address and describes the target audiences, delivery mechanisms, timeline, responsible parties, and evaluation methods for each activity. An overall evaluation plan is also included in Section VI.

Section V – Public Education Program Procedure Reference

The Public Education Plan (PEP) was developed to inform the public within the City's portion of the Clinton River Watershed and Rouge River Watershed areas about their role in protecting water quality and preventing storm water pollution. The proposed cooperative approach allows the City and its partners to share information and resources that address stormwater concerns at their source. Similarly, developing and implementing a public education program on a watershed basis provides a consistent and effective mechanism for protecting water resources across the region, while leveraging financial resources in each community.

The City prioritized the key messages that the PEP would cover for the 2015-2020 permit cycle. The ratings were based on the local knowledge and characteristics of the community as well as the attitudes of residents. Table 1 below provides the results from the poll.

Public Education Topic Priorities

High Priority

Personal Watershed Stewardship
Ultimate Storm Water Discharge Locations and Potential Impacts
Pesticides, Herbicides, Fertilizer Education
Grass Clippings, Leaf Litter, Animal Waste

Medium Priority

Public Reporting of Illicit Discharges
Waste Management Assistance
Management of Riparian Lands

Low Priority

Car, Pavement & Power Washing
Septic System Maintenance
Benefits of Green Infrastructure and LID
Commercial, Industrial & Institutional Education

Section VI – Overall Evaluation

In addition to evaluating individual activities, the City of Auburn Hills 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, Assembly of Rouge Communities paid to have this information statistically significant for four areas of the Rouge. This survey information will provide a baseline to gauge the overall effectiveness of our program as we move forward. We will be able to judge the effectiveness of our programs through follow-up activities that include surveys, web site and phone tracking, along with one-on-one discussions with our various target audiences.

Section VII – Activities

See Appendix A: Activities and Detailed Matrix

Section VIII – Other Involved Organizations

In implementing this PEP, City of Auburn Hills will pursue cooperative partnerships plus information and resource sharing with several organizations, including:

Organization	Program	Contact
SEMCOG	Ours to Protect campaign materials and One Water Program	Katie Grantham
Clinton River Watershed Council	Clinton River Stream Leaders Water Quality Monitoring Program – For Students	Kaleigh Snoddy
Alliance of Rouge Communities	General Public Education	Annette DeMaria
Oakland County Water Resources Commissioner	Public Education	Jacy Garrison

APPENDIX A

City of Auburn Hills Public Education Plan Matrix																		
PEP TOPIC	BMP IDENTIFIER	BMP DESCRIPTOR	PARTNER COLLABORATION	TARGET AUDIENCE	Key Message(s) Addressed											FREQUENCY	RESPONSIBLE PARTY	MEASURABLE GOAL
					Green = High Priority • Orange = Medium Priority • Yellow = Low Priority													
					PEP Element A – Personal Watershed Stewardship	PEP Element B – Ultimate Storm Water Discharge Locations and Potential Impacts	PEP Element C – Public Reporting of Illicit Discharges	PEP Element D – Car, Pavement & Power Washing	PEP Element E – Pesticides, Herbicides, Fertilizer Education	PEP Element F – Grass Clippings, Leaf Litter & Animal Waste Disposal	PEP Element G – Waste Management Assistance	PEP Element H- Septic System Maintenance	PEP Element I – Benefits of Green Infrastructure & LID	PEP Element J – Mgt. of Riparian Lands	PEP Element K – Commercial, Industrial & Institutional Education			
A-K	Articles in municipal newsletter and City blog	Educate the public about their responsibility and stewardship in their watershed	NONE	Residents, businesses and City officials and employees	X	X	X	X	X	X	X		X	X	X	Annually	City of Auburn Hills	Publish via print (quarterly newsletter) or digital media articles per year
A-K	Website Information	The City provides information on its own website and promotes the CRWC and SEMCOG website.	CRWC SEMCOG	Residents, businesses and City officials and employees	X	X	X	X	X	X	X	X	X	X	X	Annually	City of Auburn Hills	Provide working links to websites
A-G, I, J	Water quality display and/or banners	Display features the “Seven Simple Steps” display” and other educational material.	NONE	Residents, businesses and City officials and employees	X	X	X	X	X	X	X		X	X		Minimum of two events per year	City of Auburn Hills	Number of events displayed and number of attendees at event.
A-K	Clean water information materials	Distribute resources available from SEMCOG, CRWC, ARC, OCWRC, SOCWA, MSU-EDU. Topics include: lawn care, car care, pet care, HHW, earth-friendly landscape storm drain awareness and more.	CRWC SEMCOG ARC OCWRC	Residents, businesses and City officials employees	X	X	X	X	X	X	X	X	X	X	X	Annually	City of Auburn Hills	Number of events materials were distributed and number of attendees at event.
A-G, I-K	Cable access	Air SEMCOG PSA’s on City’s cable station as often as possible.	NONE	Residents, businesses and City officials employees	X	X	X	X	X	X	X		X	X	X	Annually	City of Auburn Hills	Duration of messages aired

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A-G, I, J	River Day	The City will host and promote a River Day event.	CRWC	Residents, City officials and employees	X	X	X	X	X	X	X		X	X			Annually	City of Auburn Hills	Number of participants
A-C, J, K	Clinton Cleanup	The City will host and promote its Clinton Cleanup event.	CRWC	Residents, businesses, City officials and employees	X	X	X							X	X		Annually in September	City of Auburn Hills and CRWC	Number of participants per year and/or amount of debris removed.
A-C, E, F, I, J	CRWC Stream Leaders Student River Monitoring Program	Program is coordinated and implemented by the CRWC following similar protocols as Adopt-A-Stream (also includes chemical analysis)/	CRWC	K-12 th grade students, teachers and chaperones	X	X	X		X	X			X	X			Program is continuous however actual monitoring is in May and October of each year	CRWC	Number of students per year.
A-J	Water resources protection workshops	The City will attended, present, develop, promote and/or host workshops and educational programs along with its partners.	CRWC SEMCOG ARC SOCWA OCWRC OU	Residents, businesses, City officials and employees	X	X	X	X	X	X	X	X	X	X	X		Annually	City of Auburn Hills CRWC SEMCOG ARC SOCWA OCWRC	Number of events attended, presented, developed, promoted and/or hosted.
A	Signage at road/stream crossings	Install Signage contain messages that identify the tributary and the stewardship message, “Ours to Protect”.	NONE	Residents, businesses, City officials and employees	X												Continuous	City of Auburn Hills	Number of signs installed. (Task completed)

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A-J	Southeast Michigan Partners for Clean Water mass media effort	The City participates on the Southeast Michigan Partners for Clean Water Committee (Also includes Oakland County Water Resources Commissioner’s Office).	SEMCOG OCWRC CRWC ARC	Residents, businesses, City officials and employees	X	X	X	X	X	X	X	X	X	X	X	X	Annually	SEMCOG	Number of events attended, presented, developed, promoted and/or hosted.
A-J	Subwatershed Advisory Group Participation	Attend subwatershed advisory group (SWAG) and ARC meetings in support of local watershed planning and implementation efforts.	ARC	Municipal employees and MS4 permittees.	X	X	X	X	X	X	X	X	X	X	X		Annually	ARC	Meet a minimum of two times per year.
A-C, J, K	Keep it Clean Program	The City has a "Keep It Clean" program. The program designed to keep the city's roadsides, open areas, and parks clean and attractive.	NONE	Residents, businesses and organizations.	X	X	X							X	X		Annually	City of Auburn Hills	Number of businesses, organizations and groups participating.
A, G	Waste Disposal	Education of the public on the availability, location and requirements of facilities for disposal HHW and travel trailer sanitary wastes.	NONE	Residents	X						X						Annually	City of Auburn Hills	Number of messages per year.

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A, C, G	Household hazardous waste collection day	The City will continue its Annual Household Hazardous Waste Collection Day.	NONE	Residents	X		X				X					Annually	City of Auburn Hills	Number of participants and amount of material collected.
B	Storm drain labeling	New developments are required to install pre-cast storm drain covers with the message “No Dumping Drains to River”. The City also provides the opportunity for residents and organizations to label existing storm drains.	NONE	Residents and businesses		X										Annually	City of Auburn Hills	Number of storm drains labeled. Report only if volunteers lable stormdrains.
A, C	Promote City’s Complaint and Response System	The City has a reporting system (hotline) in place that allows residents, businesses, and passers through to call if a problem is encountered.	NONE	Residents and businesses	X		X									Annually	City of Auburn Hills	Number of articles published and number of calls received.
A, I, J	Riparian Land Management	Distribute riparian landowner educational material and make available to the public via mailings, website, events, and or meetings.	CRWC OCWRC MSU-EDU	Residents and businesses	X								X	X		Annually	City of Auburn Hills	Number of articles published and/or distributed.