

Oakland County MS4 SWMP Activity Table

Best Management Practice (BMP) Action/Activity	BMP Description/Method of Implementation	Target Audience and Key Message(s) Addressed (PEP Actions Only)	Responsible Department: -OCFM -EDCA -OCPRC -OCHD -WRMD -WRC	Schedule	Measurable Goal(s)	Method of Evaluating Effectiveness
Public Participation/Involvement Program (PPP)						
SWMP Homepage	The WRC has a website devoted to housing Phase II Stormwater permit-related information, including the County's Storm Water Management Plan, at: https://oakgov.com/government/water-resources-commissioner/stormwater/stormwater-management-program-swmp . Visitors to the site will be able to view a digital version of the SWMP and be able to provide input/comment on the plan through an email address or by phone. Comments would be incorporated into future updates of the SWMP, as appropriate. The WRC works collaboratively with watershed partner communities, Cranbrook Institute of Science, SEMCOG, SOCWA, MSU-Extension and the watershed councils. At present, Oakland County is a partner in several subwatershed advisory groups (SWAGs), participates in numerous environmentally-related committees and is a partner in the Collaborative Clinton River Watershed Public Education Plan that is being spearheaded by the Clinton River Watershed Council. The general public would be welcome at any and all of these committee meetings where they can provide their input on SWMP's at any time.	<u>Audience:</u> General public, CVTs, county employees	WRC	Ongoing	Maintain the website with the most up-to-date SWMP information available	-Provide working links to SWMP homepage -Provide a summary biennially of comments received on SWMP and those incorporated in an update to the SWMP
Public Education Plan						
Bulletin Boards	Bulletin boards in the WRC Public Works Building main lobby and framed posters in the vestibule of the WRC Water and Sewer Billing Office in Waterford are posted with information developed by the Southeast Michigan Partners for Clean Water on the "Seven Simple Steps to Clean Water" topics. Other related information is posted and/or materials are placed on the front desk of the Public Works Building main lobby for the public/county employees to take.	<u>Audience:</u> General public, CVTs, county employees <u>Key Message(s):</u> PEP Topics A-K	WRC	Annually	Maintain the postings of messages on the "Seven Simple Steps to Clean Water"	-Topics posted are tracked in an excel spreadsheet available upon request -Topics posted will be reported annually
Commercial, Industrial and Institutional Entities Stormwater Education	The WRC has a website devoted to providing education on stormwater best management practices for commercial, industrial and institutional entities at: https://oakgov.com/government/water-resources-commissioner/resources/education/pollution-prevention-for-commercial-industrial-and-institutional-properties .	<u>Audience:</u> General public, CVTs, county employees <u>Key Message(s):</u> PEP Topics A-E, G, K	WRC	Ongoing	Maintain the website with information on stormwater best management practices for commercial, industrial and institutional entities	-Provide working links to website -Number of website hits
Dirt Doctors Program	The Dirt Doctors Program is an interactive program geared towards 4th and 5th grade students and teaches youth about how individual actions affect our waterways. The program focuses on the importance of soil erosion prevention and watershed stewardship.	<u>Audience:</u> General public <u>Key Message(s):</u> PEP Topics A-C, F, G, I	WRC	Annually	Minimum of 25 programs annually	-Report on the number of students reached -Report on the number of events attended -Report on the number of presentations given -Provide pre- and post-evaluation survey results
Drain Detectives Program	The Drain Detectives Program is an interactive program geared towards 4th through 12th grade students. It teaches students how pollution can get into our waterways, what to look for, how to detect it and how to trace the source of the pollution. Students learn how they can help prevent pollution and how to report pollution incidents through Oakland County's 24-Hour Pollution Hotline. Students also learn how water and pollution travel through the watershed.	<u>Audience:</u> General public <u>Key Message(s):</u> PEP Topics A-C, H	WRC	Annually	Minimum of 5 programs per permit cycle	-Report on the number of students reached -Report on the number of events attended -Report on the number of presentations given -Provide pre- and post-evaluation survey results
E-newsletter Articles	WRC releases an electronic newsletter to the public, CVTs, elected officials and county employees on a quarterly basis (the E-newsletter has taken the place of the WRC Watermark newsletter). This newsletter keeps Oakland County communities informed on the many projects and services provided by the WRC and highlights some of the WRC's ongoing projects and services. It also provides updates about the evolving role of the WRC office. Oakland County's 24-Hour Pollution Hotline is also published in this newsletter.	<u>Audience:</u> General public, CVTs, elected officials, county employees <u>Key Message(s):</u> PEP Topics A-C, G, I, J	WRC	Published quarterly	Minimum of 4 newsletters annually	-Track environmental articles published in the E-newsletter -Report on the number of people that receive the E-newsletter
Enviroscape Watershed Model Program	The EnviroScape watershed model teaches students about watersheds and how individual actions affect our waterways, as well as how pollution moves throughout a watershed. Students are taught how to prevent pollution through everyday actions. The EnviroScape is also made available to the public to borrow for presentations.	<u>Audience:</u> General public <u>Key Message(s):</u> PEP Topics A-J	WRC	Annually	Minimum of 10 programs annually	-Report on the number of students reached -Report on the number of events attended -Report on the number of presentations given -Provide Pre- and post-evaluation survey results
Green Stormwater Infrastructure (GSI) Education	The WRC will provide education on GSI topics such as the benefits of rain gardens, native plants, trees and rain barrels as a means of reducing the quantity of stormwater runoff and improving the quality of our water resources, while at the same time improving wildlife habitat and aesthetics. The WRC also hosts a website on GSI: https://oakgov.com/government/water-resources-commissioner/stormwater/green-infrastructure .	<u>Audience:</u> General public, CVTs, elected officials, county employees <u>Key Message(s):</u> PEP Topic I	WRC	Ongoing	Participate in one virtual Master Rain Gardener Certification Training Course each year Maintain working links to websites promoting the use and benefits of GSI	Report annually: -Provide working links to websites -Number of website hits -Number of participants in annual virtual Master Rain Gardener Certification Training Course
Household Hazardous Waste Information	Continue to publicize information on the NO HAZ, Resource Recovery and Recycling Authority of Southwest Oakland County (RRRASOC) and Southeastern Oakland County Resource Recovery Authority (SOCRRA) programs to citizens and employees of Oakland County on WRMD's website (https://oakgov.com/community/health/health-a-z/information-a-z/hazardous-materials-and-household-waste). NO HAZ, RRRASOC and SOCRRA provide safe disposal of household hazardous waste to Oakland County municipalities to the maximum extent practicable (as budget allows). The WRC will continue to distribute HHW brochures. WRC also provides an ad on household hazardous waste disposal in the Lakefront Lifestyles magazine and has information in its Waterfront Wisdom publication and on their website at www.oakgov.com/riparian .	<u>Audience:</u> Residents <u>Key Message(s):</u> PEP Topic A, G	WRMD WRC	Annually	Maintain working links to websites Hold a minimum of four collection events per year Collect and properly dispose of a minimum of 200,000 pounds of household hazardous waste per year	Report annually: -Provide working links to websites -Number of website hits -Number of brochures distributed -Pounds of waste collected through recycling programs
Inland Lake Natural Shoreline Program	EGLE and MSU-Extension have spearheaded the development of the Michigan Natural Shoreline Partnership (MNSP). Each year, education and outreach is provided to inland lake homeowners and shoreline landscape contractors on the following topics: the importance of natural shoreline landscapes on Michigan's inland lakes, healthy lake ecosystems, understanding the shoreline, shoreline invasive plants, planning a natural shoreline landscape, design ideas for a natural shoreline landscape, plant selection, planting stock and site preparation, natural shoreline success, and Michigan rules and regulations. Information about the Partnership is available online at: https://www.shorelinepartnership.org/ .	<u>Audience:</u> General Public, Riparian Landowners <u>Key Message(s):</u> PEP Topics A-K	EGLE MSU-Extension	Annually	Continue to promote the Partnership within Oakland County	Report annually: -Working link to website on WRC's website
Interpretive Signage	Signage at county parks will be installed indicating their location within their watershed and other stewardship and water quality information.	<u>Audience:</u> General public <u>Key Message(s):</u> PEP Topics A-C, I, J	OCPRC EDCA	As funding permits	Install a minimum of five interpretive signs per permit cycle throughout Oakland County	Report on signage installed and the content of the signage
Invasive Species Management and Education and Outreach	Invasive species management is an important topic in Oakland County - namely in regard to the inland invasive plant, Phragmites australis, and numerous aquatic invasive plants. Often, residents are looking for direction on how to manage these invasive species and these requests are fulfilled in a variety of ways, including printed materials, websites and workshops. The Oakland County CISMA is a partnership of county and local governments, non-profit organizations and universities with a focus on managing the spread of numerous invasive species. Information on the Oakland County Cooperative Invasive Species Management Area (CISMA) is available online at: https://oaklandinvasivespecies.org/ .	<u>Audience:</u> Residents <u>Key Message(s):</u> PEP Topic A, J	WRC OCPRC EDCA RCOC Other partners in Oakland County: Oakland County CISMA MI Dept. of EGLE	Annually	Continue to provide educational resources to interested residents throughout Oakland County	Report annually: -Invasive species management practices implemented on Oakland County properties -Number of requests for information regarding invasive species management -Working links to websites with invasive species information
Kids' Clean Water Calendar Contest	The Kids' Clean Water Calendar contest is open to 4th and 5th grade students in all schools within Oakland County. Themes for drawing entries surround the Seven Simple Steps to Clean Water campaign topics developed by SEMCOG. The contest promotes the students to learn about watershed stewardship and how our daily actions impact our waterways. Contest details are available on WRC's website at: www.oakgov.com/calendarcontest	<u>Audience:</u> General public <u>Key Message(s):</u> PEP Topics A-K	WRC	Annually in October	Achieve participation of a minimum of 600 students per year Distribute a minimum of 5,000 calendars per year throughout Oakland County	Report on the number of student entries -Report on the number of calendars distributed -Report on the number of schools and school districts that participated

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Lakefront Lifestyles Magazine Advertisements and Articles	Public education messages are placed in the Lakefront Lifestyles magazine. The messages include pet waste management, earth-friendly fertilizers, proper household hazardous waste disposal, earth-friendly landscaping, car care, storm drain awareness and proper onsite septic system care/maintenance. Lakefront Lifestyles magazine is published monthly and reaches approximately 41,400 monthly audience members on 226 inland lakes within Oakland County. The magazine is also available digitally at: www.oaklandlakefront.com and reports about 40,000 monthly ad impressions via its digital publication. Many natural-resource related articles are also published on occasion.	Audience: General public, riparian landowners Key Message(s): PEP Topics A-K	WRC	April through September	Place six (6) ads per year Reach a minimum of 13,000 lakefront residents per ad per year	Number and types of ads placed Overview of natural resource article topics published Expenditures for ads
Lake Improvement Board Assistance	Continue to serve (as required by statute) on Lake Improvement Boards acting as a liaison between the Lake Improvement Board and the WRC for technical expertise and public education opportunities and materials.	Audience: General public Key Message(s): PEP Topics A, J	WRC	Annually	Continue participation on 50 Lake Improvement Boards throughout Oakland County	Report on number of lake improvement boards and requests for public education materials
Michigan Green Schools Program	This program was signed into law at the state level in 2006. The program encourages public and private schools to participate in energy savings and environmental activities to be designated as "Michigan Green Schools". Information on the program for Oakland County is available on Oakland Schools' website at: https://www.oakland.k12.mi.us/student-programs/environmental	Audience: K-12th grade students and teachers Key Message(s): PEP Topics A-C, E-G, I, J	WRMD Oakland Schools	Annually	Achieve participation of 175 Schools from Oakland County	Number of Oakland County schools in program
Natural Resources Education Program	Special programs are offered by OCPRC staff throughout the year which provide opportunities for the community to participate in ongoing stewardship efforts. Programs take place at the Oakland County Parks as well as other locations in Southeast Michigan. Stewardship opportunities are posted on OCPRC's website at: www.destinationoakland.com	Audience: General public, visitors to the area Key Message(s): PEP Topics A, J	OCPRC	Annually	Hold a minimum of 20 stewardship events per year with participation from a minimum of 200 individuals per year	Report on the number and types of events held Report on the number of participants involved in stewardship activities
Oakland County Environmental Stewardship and Water Resource websites	WRC, EDCA, OCPRC and MSU-Extension Oakland County maintain environmental stewardship and/or water resource information on their websites at: EDCA: https://oakgov.com/business/community-development/planning/environmental-stewardship WRC: www.oakgov.com/riparian WRC 24-Hour Pollution Hotline: https://oakgov.com/government/water-resources-commissioner/stormwater/24-hour-pollution-hotline OCPRC: https://oakgov.com/community/oakland-county-parks/get-involved/natural-resources-management MSU-Extension: https://www.oakgov.com/msu/programming/Pages/natural-resources.aspx In FY 2018, Oakland County Information Technology developed a Seven Simple Steps to Clean Water Story Map and that is available at: https://oakgov.maps.arcgis.com/apps/Cascade/index.html?appid=167695c659d408e94bf73096db93387 ; a link to the Story Map is on WRC's "Seven Simple Steps to Clean Water" website at: https://oakgov.com/government/water-resources-commissioner/resources/education/seven-simple-steps-to-clean-water . The page also promotes the 24-Hour Pollution Hotline and viewers can explore land use changes from 1940 vs. 2017 imagery within Oakland County.	Audience: General public, CVTs, county employees Key Message(s): PEP Topics A-K	WRC EDCA OCPRC RCOC MSU-Extension	Annually	Maintain working links to websites	Provide working links to websites
Oakland County Trail Network (OakRoutes) Mapping	Continue to update and distribute the Oakland County Trail Network (OakRoutes) map. The Oakland County 24-Hr Pollution Hotline information is on this updated map. The OakRoutes map and additional Regional Trail information is highlighted on an updated website available at: https://oakgov.com/community/oakland-county-parks/parks-trails/trails	Audience: General public, CVTs, county employees Key Message(s): PEP Topics A, C	OCPRC EDCA	Annually	Provide updates to the OakRoutes map once per permit cycle	Report on updates to OakRoutes map
Onsite Sewage Disposal (Septic System) Maintenance Education	Proper onsite sewage disposal system (OSDS) operation and maintenance is a critical part of protecting water quality within Oakland County. There are more than 80,000 households/businesses served by OSDs' within Oakland County. The Oakland County Health Dept. currently permits the installation of septic systems in Oakland County. They have a website dedicated to septic system permitting and other related information at: https://oakgov.com/community/health/services/environmental-health/onsite-sewage-disposal-system-septic . MSU-Extension also hosts a website with information related to septic system maintenance at: https://www.cnr.msu.edu/septic_system_education/ .	Audience: General public, riparian landowners Key Message(s): PEP Topics A, C, H, J	WRC OCHD MSU-Extension	Annually	Maintain working links to websites	Number of website hits Provide working link to websites Report on public education ads/information published/distributed
Operation Medicine Cabinet	The Oakland County Sheriff's Office launched "Operation Medicine Cabinet" in July of 2009 to provide citizens a venue to properly dispose of expired and/or unused prescriptions at several different locations throughout Oakland County. This program helps to reduce the environmental impacts of prescription drugs in our waterways that can have detrimental effects on fish, frogs and other aquatic life. Additional information is available at: https://oakgov.com/government/sheriff/community-services/domestic-safety/operation-medicine-cabinet	Audience: General public Key Message(s): PEP Topic G	OC Sheriff's Office and Participating CVTs	Annually	Maintain participation of a minimum of 20 drop-off sites throughout Oakland County	Report on the number and location of participating CVTs Provide working link to website Track number of website hits annually
Presentations and Displays	OC partners will provide displays and presentations for water quality-related events upon request and availability of staff time.	Audience: General public, CVTs, county employees Key Message(s): PEP Topics A-K	WRC EDCA OCHD - Environmental Health Services (EHS) OCPRC MSU-Extension	Annually	Provide a display at a minimum of six (6) events per year Provide a minimum of six (6) presentations per year on various natural-resource related topics	Number and types of events attended
Publicize Environmental-Related Events	Publicize environmental stewardship and other relevant environmental activities to WRC staff and the general public through in-house bulletin boards in WRC lobby. Oakland County also has a Web portal where this information is available at: www.destinationoakland.com	Audience: General Public, visitors to the area, WRC staff Key Message(s): PEP Topic A	WRC OCPRC	Annually	Publicize a minimum of 20 natural-resource related events per year Maintain working links to websites	Number of events publicized on bulletin board Working link to Destination Oakland website
Recreational Use/Access	Continue efforts to provide access to lake, riparian and wetland habitats through universally accessible trails, piers and boardwalks.		OCPRC	Annually	Add or improve recreational access/use to a minimum of one (1) one Oakland County site per permit cycle	Report on the number and location of new access locations
Recreational Vehicle Waste Dumpsites	Post links and/or locations to recreational vehicle (RV) waste dumpsites in the region on SEMCOG's Ours to Protect website at: https://www.semco.org/protect-our-waterways/770118-what-you-can-do-with-household-hazardous-waste and provide a link to Michigan RV dump sites (https://www.rvdumps.com/category/dump-stations/?tag=michigan&orderby=title&order=asc) on Oakland County Waste Resource Management Division's website at: https://oakgov.com/business/community-development/planning/waste-recycling .	Audience: Residents, visitors to the area Key Message(s): PEP Topic G	WRMD SEMCOG	Annually	Maintain working links to websites	Provide working links to websites
Regional Public Education Efforts	Continue to participate in the Southeast Michigan Partners for Clean Water group and support/share the resources available from this group, including: Seven Simple Steps to Clean Water brochures, tip cards and kids activity sheets. Topics include: fertilizer, car care, pet care, household hazardous waste disposal, earth-friendly landscaping, water conservation and storm drain awareness. Materials from the "Our Water. Our Future. Ours to Protect" campaign materials are distributed on an ongoing basis.	Audience: General public Key Message(s): PEP Topics A-K	WRC	Annually	Maintain postings of Seven Simple Steps to Clean Water materials throughout the year at various Oakland County buildings	Track the number and type of materials distributed
Regional Stormwater Summit	This annual event, which debuted in 2013, features presentations on stormwater and watershed initiatives in the southeast Michigan and the Great Lakes region that are relevant in helping communities work together and gain insight into addressing the region's stormwater and watershed management challenges.	Audience: General public Key Message(s): PEP Topics A-C, G, I, K	WRC	Annually in the Fall (September/October)	Achieve 100 participants annually	Date event held and number of participants Featured speakers and speaker topics
Riparian Information Distribution	Distribute riparian landowner educational material (i.e. Waterfront Wisdom brochure) at events, meetings, and through mailings Maintain WRC's riparian education website at: www.oakgov.com/riparian	Audience: General Public, Riparian Landowners Key Message(s): PEP Topics A-K	WRC	Annually	Maintain working links to websites Distribute a minimum of 100 Waterfront Wisdom booklets per year	Number of brochures/other materials distributed Number of riparian website hits
River Day Events	Oakland County partners will host and/or participate in and promote River Day events as staff time allows.	Audience: General public, County employees Key Message(s): PEP Topics A-G, I, J	WRC OCPRC	Annually	Achieve a minimum of two county-sponsored events per year.	Number and type of River Day Events held/participated in

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School Program - Clinton River Water Festival at Oakland University	Participate in the Clinton River Water Festival at Oakland University, providing staff for event planning, registration, volunteer guiding and presentations as funding and staff time permits. This water festival educates students in the Oakland County portion of the Clinton River watershed.	<u>Audience:</u> 5th grade students, teachers and chaperones <u>Key Message(s):</u> PEP Topics A-G, I, J	WRC OCPRC OCHD MSU-Extension	Annually in May	Achieve participation of 1,100 students per year, plus 150 adults, chaperones and teachers and 100 volunteers. Oakland County department's to present to a minimum of 4 classes per event.	-Track participation level at event for planning, presentations, volunteer guiding
School Program - Lake St. Clair Water Festival at Macomb Community College	Participate in the Lake St. Clair Water Festival, providing staff for presentations as funding and staff time permits. This water festival educates students in the Macomb County portion of the Clinton River watershed.	<u>Audience:</u> 4th and 5th grade students, teachers and chaperones <u>Key Message(s):</u> PEP Topics A-G, I, J	WRC	Annually in May	Achieve participation of 1,500 participants. Present the Enviroscope and Dirt Doctors programs to a minimum of 4 classes per event.	-Track participation level at event for presentations and volunteer guiding
School Program - Rouge River Water Festival at Cranbrook Institute of Science	Participate in the Rouge River Water Festival at Cranbrook, providing staff for event planning, registration, volunteer guiding and presentations as funding and staff time permits. This water festival educates students in the Oakland County portion of the Rouge River watershed.	<u>Audience:</u> 4th and 5th grade students, teachers and chaperones <u>Key Message(s):</u> PEP Topics A-G, I, J	WRC OCPRC OCHD MSU-Extension	Annually in September	Achieve participation of 1,500 participants. Oakland County department's to present to a minimum of 4 classes per event.	-Track participation level at event for planning, presentations, volunteer guiding
Solid Waste Plan	Continue to implement Oakland County's Solid Waste Plan which establishes an enforceable program and processes that when implemented will minimize future adverse impacts upon public health, the environment and the landscape as a result of the generation, handling, processing and disposal of Act 451, Part 115 non-hazardous solid wastes. Information is available at: https://oakgov.com/business/community-development/planning/waste-recycling/solid-waste-plan .	<u>Audience:</u> Residents <u>Key Message(s):</u> PEP Topic A, G	WRMD	Annually	Provide working link to website	Status of Solid Waste Plan update Provide working link to website -Track number of website hits annually
Storm Drain Markers/Stenciling Program	The WRC has storm drain stencils available for use by community groups, CVT's, etc. The WRC will implement storm drain marker installation at the County complex as staff time allows.	<u>Audience:</u> General public, County employees, CVTs <u>Key Message(s):</u> PEP Topics A-C	WRC	Annually	Install five storm drain markers per year.	-Number and location of storm drain markers/stencils installed
Technical Support	WRC will provide technical support, equipment, information and referrals to water quality-related interest groups, committees and councils - upon request and as staffing time permits.	<u>Audience:</u> General public, CVTs, county employees <u>Key Message(s):</u> PEP Topics A-K	WRC	Annually	Respond to a minimum of 20 requests for natural resource-related information per year.	-Report on technical support provided
Watershed Council Support	WRC supports the work of the Huron River Watershed Council, the Clinton River Watershed Council and the Friends of the Rouge by monetarily supporting their organizations and the work that they do to inform and educate the public on watershed stewardship.	-	WRC	Annually	Maintain monetary support to watershed councils annually.	Report on monetary donations to each watershed group
Watershed Signage	Watershed signage promotes awareness of the public about the location of local water resources and the watershed that they live in/are visiting. The WRC no longer has a formal signage installation program, but they share information with CVTs regarding the vendor information for sign purchases and will help to coordinate appropriate watershed signage locations, as requested.	<u>Audience:</u> General public, visitors to the area <u>Key Message(s):</u> PEP Topics A, B	WRC	Annually	Respond to requests for information on watershed signage in a timely manner.	-Number of watershed signs installed to date -Number of requests for watershed signage information
Workshops/Seminars	Attend workshops on various water quality/quantity programs, practices and policies. OS will make their facilities available for workshops/seminars as requested and as budget and schedule allow.	<u>Audience:</u> General public, CVTs, county employees <u>Key Message(s):</u> PEP Topics A-K	WRC EDCA OCFM	Annually	Attend and/or host a minimum of ten workshops/seminars annually.	-Report on workshop/seminars held and attended