

PUBLIC EDUCATION PLAN

CITY OF DEARBORN



MARCH 2019

SECTION A – PURPOSE

In accordance with the permit requirements for Federal Phase II Storm Water Regulations, this Public Education Plan (PEP) was prepared to instill within the City of Dearborn residents, businesses, and officials, a heightened level of awareness of the connection between individual actions and the health of their watershed and water resources. The objective of this plan is to promote, publicize, and facilitate watershed education for the purpose of encouraging the public to reduce the discharge of pollutants in storm water.

SECTION B –ELEMENTS OF THE PUBLIC EDUCATION PLAN

The PEP program is designed to promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants in stormwater to the maximum extent practicable. The plan describes current and proposed best management practices (BMPs) to meet the minimum control measure requirements in a Public Education Plan (PEP).

The PEP is designed to implement a sufficient amount of educational activities to ensure that the targeted audiences are reached with the appropriate messages to the maximum extent practicable. The permittee shall identify applicable topics from the topics listed below.

- A. Promote public responsibility and stewardship in the applicant(s) watershed.
- 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, yard wastes, and motor vehicle fluids.
- H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure – **Topic H is Not Applicable to Dearborn (no septic systems in the city)**
- I. Educate the public on and promote the benefits of green infrastructure and Low Impact Development.
- J. Identify and educate commercial, industrial and institutional entities likely to contribute pollutants to stormwater runoff.

For all applicable topics, the PEP shall identify:

1. Target audience.
2. Key message.
3. Delivery mechanism.
4. Year and frequency the BMP will be implemented.
5. Responsible party.

A **measurable goal with a measure of assessment shall be included for each BMP** and as appropriate, a schedule for implementation (months and years), including interim milestones and the frequency of the BMP.

The PEP shall provide the procedure for evaluating and determining the effectiveness of the overall PEP. The procedure shall include a method for assessing changes in public awareness and behavior resulting from the implementation of the PEP and the process for modifying the PEP to address ineffective implementation.

SECTION C –PUBLIC EDUCATION BMPs

Activity #1: Distribute pollution prevention literature on various topics through brochures, educational materials, and other media

Delivery Mechanism: The City of Dearborn will provide pollution prevention literature on various topics at its facilities and/or community events or will provide electronic material on the City website. The City will utilize SEMCOG’s Protect Our Waterways “What You Can Do...” brochures, and/or handout materials that are available at cost through the Wayne County Publication Clearinghouse.

Key Messages: The key message is to educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have and the importance of pollution prevention and watershed restoration and stewardship. It may also educate the public on reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids). Items may also promote preferred cleaning materials and procedures for car, pavement, and power washing. In addition, materials may inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Materials may also include the benefits of green infrastructure and Low Impact Development and methods for managing riparian lands to protect water quality. It may also include educating commercial, industrial, educational, and institutional entities likely to contribute pollutants to stormwater runoff.

Target Audience: Residents.

Year/Frequency: Throughout the permit cycle.

Goal: Provide continuous availability of brochures at City facilities, provide continuous access to brochures on the City website, provide educational materials at 2 events per calendar year.

Assessment: Number of materials distributed, topic, location of distribution and event name
Number of views on the City website

Responsible Parties: Department of Public Works, in coordination with other City departments (website, event planning)

Topics Addressed: A-J

Activity #2: Coordinate and distribute community articles and ad graphics on pollution prevention and watershed restoration and stewardship

Delivery Mechanism: The City will provide educational articles through its eNewsletter (published every other week) and/or “The Back Fence” newsletter (published twice per year).

Key Messages: Articles and ad graphics may include the following topics: The connection of the MS4 to area waterbodies and the potential impacts discharges could have. The importance of pollution prevention and watershed restoration and stewardship. Reporting illicit discharges and improper disposal of materials into the Rouge River Watershed, promoting proper disposal practices, identify and promote facilities for collection or disposal of household hazardous wastes (including travel trailer sanitary wastes, chemicals and motor vehicle fluids), preferred cleaning materials and procedures for car, pavement, and power washing. Proper application and disposal of pesticides, herbicides, and fertilizers and the proper disposal practices for grass clippings, leaf litter and animal waste that may enter the Rouge River. Benefits of green infrastructure and Low Impact Development and methods for managing riparian lands to protect water quality. It may also include educating commercial, industrial, educational, and institutional entities likely to contribute pollutants to stormwater runoff.

Target Audience: Residents.

Year/Frequency: Two articles per each year of the permit cycle

Goal: Publish 2 articles per year of the permit cycle

Assessment: List of articles with title, topic, and date published

Responsible Parties: Department of Public Works, in coordination with other City departments

Topics Addressed: A-J

Activity #3: Provide displays for community venues and outreach activities at events

- Delivery Mechanism:** Wayne County has various pollution prevention and/or watershed awareness displays available for loan. The City will utilize the displays at key public venues in the community such as municipal libraries, City Hall, community meetings, fairs and/or events.
- Key Messages:** Public awareness of watershed issues and improving personal actions affecting the health of the watershed also including key messages associated with A-J of the PEP topics, such as general watershed stewardship; household hazardous waste disposal; proper lawn care; car washing; storm drain pollutants; pet waste; riparian land management; benefits of native plants; and illegal dumping in storm drains.
- Target Audience:** Residents, visitors, community leaders.
- Year/Frequency:** Display at 1 location, public venue, event, or meeting per year
- Goal:** To increase resident awareness of watershed and MS4 pollution issues and willingness to engage in pollution prevention activities or watershed stewardship by hosting a display at least once per year during the permit cycle.
- Assessment:** Number of events; number of days displayed; name of display.
- Responsible Parties:** Department of Public Works, in coordination with other City departments
- Topics Addressed:** A-J

Activity #4: Promote county-wide complaint tracking and response system

- Delivery Mechanism:** A 24 Hour Environmental Hotline is in place and administered by the Wayne County Department of Public Services. This activity will help educate the public on illicit discharges and work with Wayne County to publicize county-wide public reporting and response system for illicit discharges or improper disposal of materials into local storm drain systems. The hotline numbers and collection/disposal information will be advertised on the City's website, as well as being displayed on other topical brochures, distributed at display events and other outlets.
- Key Messages:** The message will educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have and the importance of pollution prevention and watershed restoration and stewardship. Promote awareness of environmental contaminants and encourage the reporting of observed and/or suspected pollutant sources. It will also include informing the public of collection/disposal sites of household hazardous waste, travel trailer sanitary wastes, chemicals and motor vehicle fluids along with proper disposal practices for grass clippings, leaf litter, and animal wastes.
- Target Audience:** Residents, visitors, commercial and industrial businesses, local government officials and employees
- Year/Frequency:** Ongoing promotional efforts
- Goal:** Promote environmental hotlines continuously on the City's website

Assessment: Number of website views, number of calls to Environmental Reporting line as determined by Wayne County; results of the tracking and response system.

Responsible Parties: Department of Public Works, in coordination with other City departments and Wayne County

Topics Addressed: B, C, J

Activity #5: Promote water resource protection workshops

Delivery Mechanism: The City will promote regional educational workshops and programs for residential, business and municipal target audiences that are organized through agencies such as Wayne County, MSU Extension, SEMCOG, the Michigan Water & Environment Association, the Natural Shorelines Partnership, Friends of the Rouge and others. The City will promote these programs on its website and eNewsletter.

Key Messages: Programs may include the following: Watershed Management Short Course, Master Rain Gardener and Master Composter program, the Michigan Water Stewards program, watershed-friendly golf course management workshop, illicit discharge and connections elimination workshop, road salt BMP/de-icing alternatives workshop, land use/storm water planning workshops, and riparian land management workshops.

Target Audience: Residents, government officials and employees, construction contractors, and developers.

Year/Frequency: Throughout the permit cycle as workshop dates are established and need for promotional assistance are identified by others.

Goal: Promote workshops as they are made known to the City (goal is 2 per year, if available)

Assessment: Number and type of promotional efforts

Responsible Parties: Department of Public Works, in coordination with other City departments and other agencies.

Topics Addressed: A-J

Activity #6: Promote county household hazardous waste reduction program

Delivery Mechanism: The City will work with Wayne County to publicize residential disposal options for flammable, poisonous, toxic and corrosive materials through community collection events, and informational materials for the public that promote the collection events and proper disposal of household hazardous waste and recycling. Efforts will include providing public information and promoting collection events and information at their customer service locations, on the City website and its eNewsletter.

Key Messages: The program seeks to address the environmental (including water quality) and public health effects resulting from improper handling and disposal of household hazardous waste, and is committed to reducing the use of home

toxics and keeping citizens informed about the choices and responsibilities associated with purchasing, handling and disposing of toxic substances.

- Target Audience:** Wayne County residents.
- Year/Frequency:** Annually. HHW collections are typically held by the Wayne County Department of Public Services 4 times each year in different communities.
- Goal:** Encourage residents to dispose of home toxics properly by promoting the Wayne County HHW days annually.
- Assessment:** Promotion/publicizing efforts, including the events published; the outlet and number of days published.
- Responsible Parties:** Resource Recovery Guide and event flyers produced by Wayne County. Promotion of these materials by the City of Dearborn Department of Public Works, in coordination with other City departments.
- Topics Addressed:** G

Activity #7: Promote and support volunteer activities

- Delivery Mechanism:** The City will promote and implement Rouge River awareness and restoration projects such as Friends of the Rouge - Rouge Rescue, River Day, workdays, water festivals and green schools programs through its website and eNewsletter.
- Key Messages:** To promote the importance of volunteer activities in the Rouge River Watershed such as River Day, Rouge Rescue, workdays, water festivals, and green schools programs and encourage public responsibility and stewardship in the Rouge River.
- Target Audience:** Public, businesses and schools
- Year/Frequency:** Promote volunteer activities and/or FOTR events annually.
- Goal:** Promote volunteer and other watershed events.
- Assessment:** Name and type of activity promoted; dates and outlet promoted; FOTR activity reports
- Responsible Parties:** City of Dearborn Department of Public Works, in coordination with FOTR and other City departments.
- Topics Addressed:** A-J

SECTION D –Evaluation of Effectiveness

Evaluation of accumulated measures of the effectiveness of the PEP’s individual activities success can be categorized in terms of output (i.e., effort or activity) that measures short-term goals and milestones. Examples of output measurements include tracking web site hits or the number of literature pieces distributed to a target audience. The City will track these outputs as listed as the “Assessment” for each Public Education BMP, on a yearly basis. If the City sees a decrease in the level of participation for these activities, it will assess whether a future change needs to be made in order to increase the effectiveness.