

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

REVISED JUNE 22, 2023

The Public Education Plan (PEP) is being submitted to the Michigan Department of Environment, Great Lakes and Energy (EGLE) to fulfill those requirements of the National Pollutant Discharge Elimination System (NPDES) Stormwater Discharge of Stormwater to Surface Waters of the State from a Municipal Separate Storm Sewer System (MS4). This PEP is designed exclusively for use by the Bay Area Storm Water Authority (BASWA) and its use is limited to the members and nested jurisdictions associated with the BASWA. The BASWA is comprised of the following member municipalities:

The following MS4 permittee(s) are included in this Public Participation Plan:

BASWA Members/Permittees

Charter Township of Bangor
Bay County Road Commission
City of Bay City
City of Essexville
County of Bay
Charter Township of Hampton
Charter Township of Monitor

***Previous Permit Nested Jurisdictions**

Bangor Township Public Schools
Bay-Arenac Intermediate School District
Bay City Public Schools
Essexville-Hampton Public Schools

***At the time of this permit application submission, the BCRC is not in a position to include the listed school districts as nested jurisdictions under this application and subsequent permit. The BCRC is open to discussions, as to which governmental entity they should be included. Or, if they will be required to secure an independent NPDES Phase II permit from EGLE.**

In accordance with the NPDES MS4, this PEP will be implemented collectively by members of BASWA to comply with the public education mission statement presented below:

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 public education efforts, each Permittee will act and respond in a manner consistent with the scope of its current legal authority. Each Permittee will identify public education elements presently occurring within its jurisdiction and those elements the Permittee has the legal authority to carry out. BASWA will monitor and oversee the public education efforts of each Permittee/Member. The public education activities will align with the above mission statement.

Objectives for Public Education

1. Provide access to materials to increase the general public’s awareness that they live within two major watersheds within Bay County, comprised of the Kawkawlin River and Saginaw River watersheds.
2. Provide access to materials explaining how the general public’s daily activities impact the watersheds and this precious resource.
3. Provide access to materials to improve the public’s understanding of the how the Saginaw and Kawkawlin Rivers relate to and affect the Saginaw Bay. Materials to educate the public on ways to improve all three’s status as natural resources, recreational resources and valuable community assets.
4. BASWA to coordinate the Permittees and Nested Jurisdictions for 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 include the following:

- A review of the effectiveness of PEP activities implemented prior to this permit cycle.
- Review topics identified by permittees at meetings prior to and throughout the permit cycle.
- Discuss input received from permittees regarding potential public outreach opportunities.

| Required Element | Public Education Topic | Priority Ranking | Issue Type |
|-------------------------|---|-------------------------|-------------------|
| A | Provide access to materials promoting watershed responsibility and stewardship. | High | Community-wide |
| B | Provide the public access to materials explaining connection of MS4’s to waterbodies and impacts discharges can have on those waterbodies. | High | Community-wide |
| C | Provide the public access to resources to report illicit discharges and access to information related to illicit discharges and proper disposal of materials. | High | Community-wide |
| D | Provide the public access to preferred cleaning materials and procedures for car, pavement and power-washing. | Medium | Community-wide |
| E | Provide the public access to information on proper application and disposal of pesticides, herbicides and fertilizers. | High | Community-wide |

| Required Element | Public Education Topic | Priority Ranking | Issue Type |
|-------------------------|---|-------------------------|---------------------------|
| F | Provide the public access to materials on how to properly dispose of grass clippings, leaf litter and animal wastes. | Medium | Community-wide |
| G | Notify the public for locations, times and requirements for collection or disposal of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes and marine/motor vehicle fluids. | Medium | Community-wide |
| H | Provide the public access to materials for proper septic system care and maintenance and how to recognize system failure. | Low | Targeted OSSDs properties |
| I | Provide the public access to materials to implement green infrastructure and low impact development. | Low | Community-wide |

Activity #1: Develop/Update/Maintain Web Sites

Target Audience: Community-wide

Key Message: A-I included on rotating basis

Delivery Mechanism: A web site currently exists for the County; the Storm Water BASWA 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.

The BCRC website will also contain links to the BASWA website and other BASWA members/permittees websites.

Goal: Annual maintenance and updating of website; record visits to site through a “visit” counter on a yearly basis.

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

Responsible Party: BASWA and all Permittees

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

Activity #2: Develop Articles/Inserts for Newsletters

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

Key Message: A-I

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. Newsletters are mailed on a variable schedule, depending on the Permittee.

Goal: Include storm water information as part of Permittee’s newsletter.

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

Responsible party: BASWA and all Permittees

Evaluation: Will work with EGLE and possibly a local college or university to survey newsletter recipients and compare to 2007 results. This is a tentative work item, as history has shown very few public responses are received.

Activity #3: Youth Watershed Education

Target Audience: Schools, civic groups, youth programs (grades 1st – 8th)

Key Message: A, B, C, D

Delivery Mechanism: Coordinate with Consumers Energy to verify their on-going effort to include curriculum for this age group continues throughout this permit cycle.

Goal: Consumers Energy’s goal is to educate young minds as to the correct and most effective way to preserve their watershed.

Year & Frequency: Ongoing throughout permit cycle

Responsible Party: BASWA, all Permittees, Consumers Energy

Evaluation: Contact educators in several school districts for a copy of the syllabus for this sponsored educational activity.

Activity #4: Promote BASWA Illicit Discharge Reporting System

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|---------------------|--|
| 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 all Permittees |
| Evaluation: | Number of calls to hotline; nature of complaints; follow-up actions; number of illicit discharges/pollution issues cleaned-up/outcome of issues. The method of receiving calls/complaints will be evaluated and adjusted as needed. The type of discharges and action taken will be reviewed and procedures for each improved upon if necessary. |

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 providing links to information included on other Permittee’s websites or related websites. The coordinated effort by the Permittees will serve as an integrated promotion of public education for reduction of pollutants in storm water and, in turn, the watersheds. The effort will provide materials to 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, BASWA 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, as dates and locations are identified. The BASWA and Permittees will use their web sites, public service announcements and newsletters to promote these activities.

Relationship to Watershed Management Planning

With experience gained as watershed management progresses, appropriate modifications will be made to the PEP. Specific goals for the watershed were previously developed and these will be reviewed and the PEP modified, as necessary.

Method for Determining Activity Effectiveness

During the first Certificate of Coverage cycle, it became evident that the process of educating citizens on storm water quality improvement will 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 permit requires the Permittee to “describe a method for determining the effectiveness of the various public education activities”, as they relate to the Bay City Urbanized Area. 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. 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 tallying follow up inquiries. The number of web-site hits will be reported.

Tentative Work Item: As stated above, history has shown the public is not responsive to surveys. Thus, we consider this a tentative work item, to be evaluated prior to implementation.

“A survey will be developed in-house based on previous base-line surveys conducted in previous permits. These surveys, like those completed during the last permit cycle, will be assembled and conducted by a third-party vendor specializing in gathering public understanding and awareness information. It will be conducted at the end of the permit cycle to determine the effectiveness of the messages and delivery mechanisms. It will be done using the means and methods recommended by the third-party vendor. Depending on responses, the PEP 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 EGLE. 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 BASWA feels are necessary for public education evaluation.

Annual Budget

BASWA adopts annual budgets. A line item and apportionment are prepared and provided to the BASWA members/Permittees 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 BASWA under PA 233 of 1955 in 2003. All annual budgets and apportionments are available on the BASWA website.