Oakland County MS4 SWMP Activity Table

(BMP) Action/Activity	BMP Description/Method of Implementation	Target Audience and Key Message(s) Addressed (PEP Actions Only)	-OCFM -EDCA -OCPRC -OCHD -WRMD -WRC	Schedule	Measurable Goal(s)	Method of Evaluating Effectiveness		
	Public Education Plan							
KIIIIQTIN KOOTAC		Audience: General public, CVTs, county employees Key Message(s): PEP Topics A-K	WRC		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		
Dirt Doctors Program The Dirt Doctors Program is an in	n 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.	Audience: General public Key Message(s): 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	report pollution incidents through Oakland County's 24-Hour Pollution Hotline. Students also learn how water and pollution travel through the watershed.	Audience: General public Key Message(s): 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		
F-newsletter Articles	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 s newsletter.	Audience: General public, CVTs, elected officials, county employees Key Message(s): 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		
Fnyiroscane Watershed Model Program	odel 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. available to the public to borrow for presentations.	Audience: General public Key Message(s): 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		
Household Hazardous Waste Information (www.oakgov.com/waste/nohaz The WRC will continue to distrib	ribute HHW brochures.	e <u>Audience</u> : Residents <u>Key Message(s)</u> : PEP Topic A, G	WRMD WRC		events per year Collect and properly dispose of a	Report annually: -Provide working links to Web sites -Number of Web site hits -Number of brochures distributed -Pounds of waste collected through recycling programs		
Inland Lake Natural Shoreline Program shoreline landscapes on Michiga	gan'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 and regulations. In Oakland Conservation District and MDEQ to offer programming locally.	Audience: General Public, Riparian Landowners Key Message(s): PEP Topics A-K	WRC	Annually	Continue to coordinate one program	Report annually: -Number of programs held -Number of attendees -Workshop partners		
Interpretive Signage Signage at county parks will be in	e installed indicating their location within their watershed and other stewardship and water quality information.	Audience: General public Key Message(s): PEP Topics A-C, I, J	OCPRC EDCA		Install a minimum of five interpretive signs per permit cycle throughout Oakland County	-Report on signage installed and the content of the signage		
and Outreach The Oakland County CISMA is a page 1975.		Audience: Residents Key Message(s): PEP Topic A, J	WRC OCPRC EDCA RCOC Other partners in Oakland County: Oakland County CISMA MI Dept. of EGLE	Annually	resources to interested residents	Report annually: -Invasive species management practices implemented on Oakland County properties -Number of requests for information regarding invasive species management -Working links to Web sites with invasive species information		
Kins' (lean Water (alennar (ontest	ar 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 own daily actions impact our waterways.	Audience: General public Key Message(s): PEP Topics A-K	WRC	Annually in October	Distribute a minimum of 5 000	-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		
Lake Improvement Board Assistance Continue to serve (as required b	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	or Oakland County is available on Oakland Schools' Web site at: https://www.oakland.k12.mi.us/school-districts/services/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		

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
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 Web site at: www.destinationoakland.com	Audience: General public, visitors to the area Key Message(s): PEP Topics A, J	OCPRC	Annually	· _ · _ · _ · _ · _ · _ · _ · _ ·	-Report on the number and types of events held r -Report on the number of participants involved in stewardship activities
Oakland County Environmental Stewardship and Water Resource Web sites	WRC, EDCA, OCPRC and MSU-Extension Oakland County maintain environmental stewardship and/or water resource information on their Web sites at: EDCA: https://www.oakgov.com/advantageoakland/planning/environmentalstewardship/Pages/default.aspx WRC: www.oakgov.com/riparian WRC 24-Hour Pollution Hotline: https://www.oakgov.com/water/stormwater/Pages/environmental.aspx OCPRC: https://www.oakgov.com/parks/getinvolved/Pages/Natural-Resource-Management.aspx 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=1676f95c659d408e94bf73096db93387; a link to the Story Map is on WRC's "Seven Simple Steps to Clean Water" website at: https://www.oakgov.com/water/resources/education/Pages/seven-steps.aspx. 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 Web Sites	-Provide working links to Web sites
Oakland County Trail Network (OakRoutes) Mapping	Continue to update and distribute the Oakland County Trail Network (OakRoutes) map. A link to the interactive OakRoutes map is available on the Destination Oakland Web site at: https://www.oakgov.com/parks/Resources/OakRoutes%20Trail%20Map.pdf . The OakRoutes map and additional Regional Trail information is highlighted on an updated website available at: https://www.oakgov.com/parks/parksandtrails/Pages/Trails.aspx.	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
Oakland Lakefront Magazine Advertisements	Public education messages are placed in the Oakland Lakefront 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. Oakland Lakefront is published monthly and reaches approximately 15,400 residential homes on 67 inland lakes within Oakland County. The magazine reports that approximately 41,000 readers are reached.	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 -Expenditures for ads
OCSC Facilitation and Participation	The WRC will continue to facilitate the Oakland County Stormwater Committee (OCSC) which was formed to keep OC departments informed of Phase II permit compliance activities and to share permit-related information. OC departments will continue to participate on the OCSC.	-	WRC OCPRC OCFM	Annually	Hold a minimum of four (4) meetings per year	-Report on number of meetings attended -Meeting agendas and handouts available upon request
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.	Audience: General public, riparian landowners Key Message(s): PEP Topics A, C, H, J	WRC OCHD	Annually	Hold a minimum of five (5) workshops per permit cycle	-Report on number of workshops held -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: www.operationmedicinecabinetmi.com	Audience: General public Key Message(s): PEP Topic G	OC Sherriff'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 Web sites	-Number of events publicized on bulletin board -Working link to Destination Oakland Web site
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 <i>Ours to Protect</i> Web site at: www.semcog.org/OursToProtect HouseholdWaste.aspx and provide a link to Michigan RV dump sites (www.rvdumps.com/mi.htm) on Oakland County Waste Resource Management Division's Web site at: www.oakgov.com/waste/ .	Audience: Residents, visitors to the area Key Message(s): PEP Topic G	WRMD SEMCOG	Annually	Maintain working links to Web sites	-Provide working links to Web sites
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, househol 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 Web site (www.oakgov.com/riparian)	Audience: General Public, Riparian Landowners Key Message(s): PEP Topics A-K	WRC	Annually	Maintain working links to Web sites Distribute a minimum of 100 Waterfront Wisdom booklets per year	-Number of brochures/other materials distributed -Number of riparian Web site hits

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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
Gounty partners will host and/or participate in and promote River Day events as staff time allows. K	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
te 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. Ket County	_	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
te 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. K	Audience: 4th and 5th grade students, teachers and chaperones Key Message(s): PEP Topics A-G, I, J	WRC	Annually in May	Achieve participation of 1,500 participants. Present the Enviroscape and Dirt Doctors programs to a minimum of 4 classes per event.	-Track participation level at event for presentations and volunteer guiding
te 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. K C	Audience: 4th and 5th grade students, teachers and chaperones Key Message(s): 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
te in the U of M - Dearborn Water Festival providing staff for presentations as funding and staff time permits. This water festival educates students within the Wayne County portion of the Rouge River watershed. K	Audience: 4th and 5th grade students, teachers and chaperones Key Message(s): PEP Topics A-J	WRC	Annually in May	WRC to present to a minimum of 4 classes per event.	-Track participation level at event for presentations and volunteer guiding
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 sal of Act 451, Part 115 non-hazardous solid wastes.	Audience: Residents Key Message(s): PEP Topic A, G	WRMD	Annually	Provide working link to Web site	-Status of Solid Waste Plan update -Provide working link to website -Track number of website hits annually
has storm drain stencils available for use by community groups, CVT's, etc. will implement storm drain marker installation at the County complex as staff time allows.	Audience: General public, County employees, CVTs Key Message(s): PEP Topics A-C	WRC	Annually	Install five storm drain markers per year.	-Number and location of storm drain markers/stencils installed
f attend subwatershed advisory group (SWAG) meetings in support of local watershed planning and implementation efforts. WRC staff also facilitate the Upper Huron/Kent Lake SWAG on a very limited basis.	-	WRC	Annually	Attend a minimum of two SWAG meetings per year.	-Refer to meeting minutes from each SWAG for participation and agenda items addressed
provide technical support, equipment, information and referrals to water quality-related interest groups, committees and councils - upon request and as staffing time permits. <u>Kr</u>	Audience: General public, CVTs, county employees Key Message(s): PEP Topics A-K	WRC	Annually	Respond to a minimum of 20 requests	-Report on technical support provided
ports 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
ed 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 hases and will help to coordinate appropriate watershed signage locations, as requested.	Audience: General public, visitors to the area Key Message(s): 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
Gorkshops 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>K</u>	Audience: General public, CVTs, county employees Key Message(s): 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
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