TABLE 5: Stormwater Public Education Plan 2016-17 Progress Report - Revision 2019

<table>
<thead>
<tr>
<th>Public Education Message</th>
<th>Target Audiences</th>
<th>Key Messages</th>
<th>Delivery Mechanism or Activity</th>
<th>Timeline for Development</th>
<th>Timeline for Implementation</th>
<th>Responsible Party</th>
<th>Evaluation Method</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>O &amp; M of City’s website, pre-movie ads, radio ads, Metro Bus ads; number of presentations, materials distributed, events participated in; feedback received from community. Third Public Survey</strong></td>
<td>Residents, visitors, public employees, students, businesses, institutions, construction contractors, and developers.</td>
<td>Definition of a watershed, education on specific watershed(s) that public can affect, purpose for protecting watershed, ways human activities can affect watersheds.</td>
<td>City’s unpublished internal website, City’s pre-movie theatre ads, radio ads, Metro Bus ads; City’s annual Consumers Confidence Report/Water Quality Report (CCR), classroom presentations and demonstrations, facility tours, event presentations/model demonstrations (Groundwater Simulator and Enviroscape), static displays, material distribution (e.g., Storm Watch and “Brown Water, Green Weeds” brochures, sponges).</td>
<td>Already developed: Website; pre-movie theatre ads; radio ads; Metro Bus ads; CCR. A View from the Curb; classroom presentation format and models; static display; and some materials for distribution (e.g., handouts, sponges).</td>
<td>Already hyperlinked: website; previouse News文章s (Kalamazoo 10 and Celebration Cinema); radio ads, Metro Bus ads; A View from the Curb; classroom presentation format and models; static display; and some materials for distribution (e.g., handouts, sponges).</td>
<td>City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage &amp; Arcadia Creeks (P &amp; A) Steering Committee, and Kalamazoo River Mainstem 3 Corridor (KRM3C) Steering Committee, the Environmental Concerns Committee (ECC); the Kalamazoo Area Stormwater Work Group, and WHPP Committee.</td>
<td>Evaluation Method: Projected use of <a href="http://www.protectyourwater.net">www.protectyourwater.net</a> platform with new stormwater sections, movie theater ads, new placards for Metro Bus Display campaign, and collaborative radio education campaign with City of Battle Creek using WKFR 103.3 FM and WKRR 107.7 FM. Distributed numerous materials and participated in numerous events where we incorporated stormwater, TMDL, and groundwater education into the same events. Annual Water Quality Report (CCR) had sections on stormwater and watershed management. See Table 4 for additional details. See brief for Public Survey comments.</td>
<td>Continued use of <a href="http://www.protectyourwater.net">www.protectyourwater.net</a> platform with new stormwater sections, movie theater ads, new placards for Metro Bus Display campaign, and collaborative radio education campaign with City of Battle Creek using WKFR 103.3 FM and WKRR 107.7 FM. Distributed numerous materials and participated in numerous events where we incorporated stormwater, TMDL, and groundwater education into the same events. Annual Water Quality Report (CCR) had sections on stormwater and watershed management. See Table 4 for additional details. See brief for Public Survey comments.</td>
</tr>
<tr>
<td><strong>Ultimate Stormwater Discharge Location and Potential Impacts</strong></td>
<td>Residents, visitors, public employees, students, businesses.</td>
<td>Maintain stormwater asset markers, and consider additional locations. On-the-GIS shows stormwater assets, including culverts. Use annual Water Quality Report (Consumers Confidence Report). <a href="http://www.protectyourwater.net">www.protectyourwater.net</a> has IDEP information, and there are stormwater movie theater ads, KVCC Reference F.</td>
<td>Continuously updated: stormwater asset marker installation plan, CCR text, and online GIS.</td>
<td>Already developed/updated stormwater asset marker installation plan, CCR text, and online GIS.</td>
<td>Already installed approximately 420 markers to adjacent to a water body. 50 least “No Dumping to Lakes” and the real-world “No Dumping to River.” Goal is to install stormwater asset markers in additional areas by 2013, dependent upon resources. On-the-GIS already available.</td>
<td>City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage &amp; Arcadia Creeks (P &amp; A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Kalamazoo Area Stormwater Work Group, private organizations and citizens.</td>
<td>Evaluation Method: Number of markers installed and maintained. Continued availability of on-line GIS; continued movie theater ads, radio ads, and website; continued presentations and model demonstrations.</td>
<td>Continued approximately 533 markers on selected catch basins/inlets. Maintained use of on-line GIS database. Continued to rotate movie ads associated with stormwater. Maintained and made available new IDEP Brochure. Revised Performance Standards in 2015 that considers stormwater controls and outfitting locations.</td>
</tr>
<tr>
<td><strong>Public Reporting of Illicit Discharges</strong></td>
<td>Residents, visitors, public employees, students, businesses, construction contractors, and developers.</td>
<td>Definition of illicit discharge/connection; illicit discharges connections can adversely impact surface and groundwater, importance of and how to detect and report known and suspected illicit discharges to City and/or MDEQ. City ordinances.</td>
<td>City’s protected waterways.net website, the City’s main website, the CCR, movie ads, radio ads, presentations, and staff training. Internal communication/protocol regarding roles and responsibilities in handling reports (e.g., Hazel Team and staff support), new IDEP Brochure for citizens, and staff training.</td>
<td>Already developed: websites, movie ads, radio ads, Metro Bus ads; CCR; A View from the Curb; classroom presentation format and models; static display; staff training, and some materials for distribution (e.g., handouts, sponges); use the P &amp; A slogan “What gets to the streets, gets to the creek!”</td>
<td>Will continue during permit period as budget and resources allow. message on websites, movie ads, radio ads, the CCR, and in A View from the Curb. Will continue to discuss the issue during many classroom presentations and model demonstrations, use static display; and use the P &amp; A slogan “What gets to the streets, gets to the creek!” Training for new staff.</td>
<td>City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage &amp; Arcadia Creeks (P &amp; A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Environmental Concerns Committee (ECC); the Kalamazoo Area Stormwater Work Group, private organizations and citizens.</td>
<td>Existence of a public reporting system. Number of reports received捉獲; number of responses to calls, number of and variety of strategies to inform public on the importance of and how to report illicit discharges and connections. Implementation of staff training.</td>
<td>Continued use of online GIS database. Continued to rotate movie ads associated with stormwater. Maintained and made available new IDEP Brochure. Revised Performance Standards in 2015 that considers stormwater controls and outfitting locations.</td>
</tr>
<tr>
<td><strong>Personal Actions that Can Impact the Watershed</strong></td>
<td>Residents, visitors, public employees, students, businesses, construction contractors, and developers.</td>
<td>Improper disposal of chemicals can adversely impact surface water; importance of using the Kalamazoo County Household Hazardous Waste Center; improper use of chemicals in general can adversely impact surface water; best management practices can prevent adverse impacts to surface water.</td>
<td>City’s protected waterways.net website, the City’s main website, the CCR, movie ads, radio ads, classroom presentation format and models; static display; and some materials for distribution (e.g., handouts, sponges); use the P &amp; A slogan “What gets to the streets, gets to the creek!”</td>
<td>Already developed: websites, classroom presentations/model demonstrations (Groundwater Simulator and Enviroscape), static displays, material distribution, Public Survey.</td>
<td>Will continue during permit period as budget and resources allow. message on websites, movie ads, radio ads, the CCR, and in A View from the Curb. Will continue to discuss the issue during many classroom presentations and model demonstrations, use static display and distribute materials (e.g., “Storm Watch” and “Brown Water, Green Weeds” brochures, sponges), and use the P &amp; A slogan “What gets to the streets, gets to the creek!”</td>
<td>City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage &amp; Arcadia Creeks (P &amp; A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Environmental Concerns Committee (ECC); the Kalamazoo Area Stormwater Work Group, and WHPP Committee.</td>
<td>Number of websites visited; continued contract with Kalamazoo County for Household Hazardous Waste Collection Center use; number of educational presentations and demonstrations discussing stormwater; continued movie theater ads, radio ads, and website; continued presentations and model demonstrations.</td>
<td>Continued use of <a href="http://www.protectyourwater.net">www.protectyourwater.net</a> platform with new stormwater sections, movie theater ads, new placards for Metro Bus Display campaign, and collaborative radio education campaign with City of Battle Creek using WKFR 103.3 FM and WKRR 107.7 FM. Distributed numerous materials and participated in numerous events where we incorporated stormwater, TMDL, and groundwater education into the same events. Used annual Consumers Confidence Report (CCR) to discuss watershed management. See Table 4 for additional details. See brief for Public Survey comments.</td>
</tr>
</tbody>
</table>

4/15/2019 Page 1 of 2
**Public Education Message**  
**Target Audiences**  
Residents, Visitors, Public Officials, Businesses, Institutions,  
Contractors, developers, and other interested parties.  
**Key Messages**  
Proper disposal of chemicals and solid waste can adversely impact surface water quality. Improper disposal of pumped-up water; where to get information: existing ordinances.  
**Delivery Mechanism or Activity**  
Contract with Kalamazoo County for Household Hazardous Waste Center use; City’s protectyourwater.net website and main websites. City’s pre-movie theatre ads, radio ads, City’s “A View From the Creek” publication; classroom presentations and demonstrations; facility tours; event presentations/model demonstrations; static displays; material distribution.  
**Timeline for Development**  
We will continue to have information available on the website protectyourwater.net, rotate pre-movie ad, rotate radio ad, and discuss the issue during model demonstrations and presentations.  
City of Kalamazoo Environmental Services’ Water Resources Division staff. Kalamazoo County is the primary organization and regulatory authority regarding septic systems. Other participants may be the Kalamazoo River Watershed Council (KRWCC), Portage &Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Kalamazoo Area Stormwater Work Group, and WHPP Committee.  
**Evaluation Method**  
Number of website visitors; continued rotation of multiple movies. City residents using collection services. Number of brochures collected; number of educational presentations and demonstrations discussing stormwater; continued movie theater ads; Metro Bus Display campaign; radio ad campaign. Survey done.  
**Progress**  
Continued with the www.protectyourwater.net website, and continued rotation of multiple movies. City residents using collection services. Number of brochures collected; number of educational presentations and demonstrations discussing stormwater; continued movie theater ads; Metro Bus Display campaign; radio ad campaign. Survey done.  

---  

**Waste Management Assistance**  
**City of Kalamazoo Environmental Services/Water Resources Division staff. Kalamazoo County responsible to continue participating in the Kalamazoo River Watershed Council (KRWCC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, ECC, the Kalamazoo Area Stormwater Work Group, and WHPP Committee.  
**Key Messages**  
Since there are only two short sections of City's protectyourwater.net website and main websites. City’s pre-movie theatre ads, radio ads, City’s “A View From the Creek” publication; classroom presentations and demonstrations; facility tours; event presentations/model demonstrations; static displays; material distribution.  
**Delivery Mechanism or Activity**  
We continue to have information available on the website protectyourwater.net, rotate pre-movie ad, rotate radio ad, and discuss the issue during model demonstrations and presentations.  
City of Kalamazoo Environmental Services’ Water Resources Division staff. Kalamazoo County is the primary organization and regulatory authority regarding septic systems. Other participants may be the Kalamazoo River Watershed Council (KRWCC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Kalamazoo Area Stormwater Work Group, and WHPP Committee.  
**Evaluation Method**  
Number of website visitors; continued rotation of movies. City residents using collection services. Number of brochures collected; number of educational presentations and demonstrations discussing stormwater; continued movie theater ads; Metro Bus Display campaign; radio ad campaign. Survey done.  
**Progress**  
Continued with the www.protectyourwater.net website, and continued rotation of multiple movies. City residents using collection services. Number of brochures collected; number of educational presentations and demonstrations discussing stormwater; continued movie theater ads; Metro Bus Display campaign; radio ad campaign. Survey done.