



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

Public Education Message	Target Audiences	Key Messages	Delivery Mechanism or Activity	Timeline for Development	Timeline for Implementation	Responsible Party	Evaluation Method	Progress
Personal Watershed Stewardship	Residents, visitors, public employees, students; businesses, institutions, construction contractors, and developers.	Definition of a watershed; education on specific watershed(s) that public can affect; purpose for protecting watershed; ways human activities can affect watersheds.	City's protectyourwater.net 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). KVCC Ref. B, C, E, G, H & I	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).	Already implemented: website; pre-movie theatre ads (Kalamazoo 10 and Celebration Cinema); radio ads; Metro Bus ads; A View from the Curb (bi-annually); CCR annually in July; City staff participation as booth attendees at the annual Home Show (if selected); goal of two presentations and/or demonstrations and two tours a year.	City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) Steering Committee and Kalamazoo River Mainstem 3 Corridor (KRM3C) Steering Committee, the Environmental Concerns Committee (ECC), the Kalamazoo Area Stormwater Work Group, and WHP Committee.	O & 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 (2017). KVCC Reference F	Continued use of www.protectyourwater.net 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 WRKR 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 text for brief Public Survey comments.
Ultimate Stormwater Discharge Location and Potential Impacts	Residents, visitors, public employees, students; businesses.	Discharges to surface water.	Maintain stormwater asset markers, and consider additional locations. On-line GIS shows stormwater assets, including outfalls. Use of Annual Water Quality Report (Consumers Confidence Report). KVCC Reference D	Already developed stormwater asset marker installation plan, CCR text, and on-line GIS.	Already installed approximately 420 markers to selected catch basins/inlets. 55 read "No Dumping Drains to Lake" and the rest read "No Dumping Drains to River." Goal is to install markers in additional areas by 2013, dependent upon resources. On-line GIS already available.	City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Kalamazoo Area Stormwater Work Group, private organizations and citizens.	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.	Maintained approximately 533 markers on selected catch basins/inlets. Maintained use of and currency of on-line and internal 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 outfall locations.
Public Reporting of Illicit Discharges	Residents, visitors, public employees, students, businesses, construction contractors, and developers.	Definition of illicit discharges/connections; illicit discharges can adversely impact surface and groundwater; importance of and how to detect and report known and suspected illicit discharges to City and/or MDNRE; City ordinances.	protectyourwater.net website, the City's main website, the CCR, movie ads, radio ads, presentations, and staff training. Internal communication/protocol regarding roles & responsibilities in handling reports (e.g. Hazmat Team and staff support). New IDEP Brochure for citizens, and staff training.	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 & A slogan "What gets to the street, gets to the creek!" Partner in development of IDEP Brochure.	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 & A slogan "What gets to the street, gets to the creek!" Training for new staff.	City of Kalamazoo Environmental Services /Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, ECC, the Kalamazoo Area Stormwater Work Group, and WHPP Committee.	Existence of a public reporting system. Number of reports received/logged; 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.	Maintained public reporting system, with specific forms for recording report and follow-up actions (see IDEP section of SWPPI and Table 3 in text of Progress Report. Used annual Consumers Confidence Report (CCR) to state report mechanism. www.protectyourwater.net has IDEP information, and there are stormwater movie theater ads, New collaborative IDEP Brochure and discussions at events to educate public about reporting illicit discharges. Made available IDEP Brochure. Training for new and existing employees, and general outreach has resulted in an increased number of reports regarding illicit discharges.
Personal Actions that Can Impact the Watershed	Residents, visitors, public employees, students, businesses, construction contractors, and developers.	Improper disposal of chemicals can adversely impact surface water/ importance of using the Kalamazoo County Household Hazardous Waste Center; improper use of chemicals (e.g., fertilizers) can adversely impact surface water; best management practices can prevent adverse impacts to surface water.	City's protectyourwater.net website; City's pre-movie theatre ads; radio 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. Public Survey. KVCC Ref. C, G, H & I	Already developed: websites; CCR; A View from the Curb; movie ads; radio ads; classroom presentation format and models; static display; and some materials for distribution (e.g., handouts, sponges); use of the P & A slogan "What gets to the street, gets to the creek!"; discussion to develop ordinance banning phosphorus in most applications. Prepare Public Survey in 2016/17.	Will continue during permit period as budget and resources allow: disposal contract with Kalamazoo County Household Hazardous Waste Center; 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 & A slogan "What gets to the street, gets to the creek!" Will consider/evaluate adoption of ordinance banning phosphorus. Send out Public Survey in 2017.	City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, ECC, the Kalamazoo Area Stormwater Work Group, and WHPP Committee.	Number of website visitors; continued contract with Kalamazoo County for Household Hazardous Waste Collection Center use; number of educational presentations and demonstrations discussing stormwater; continued movie theatre ads, radio ads, and Metro Bus campaign. 2017 Public Survey results. KVCC Reference F	Continued use of www.protectyourwater.net website. Ongoing 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 WRKR 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 IDEP text section for brief comments regarding 2017 Public Survey.

Public Education Message	Target Audiences	Key Messages	Delivery Mechanism or Activity	Timeline for Development	Timeline for Implementation	Responsible Party	Evaluation Method	Progress
Waste Management Assistance	Residents, visitors, public employees, students; businesses, institutions, construction contractors, and developers.	Improper disposal of chemicals and solid waste can adversely impact surface water; availability of and importance of using the Kalamazoo County Household Hazardous Waste Center and the City's solid waste collection services (leaf, brush, bulk trash, recyclables).	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 Curb" publication; classroom presentations and demonstrations; facility tours; event presentations/model demonstrations; static displays; material distribution. 2017 Public Survey. KVCC Ref. C & I	Already developed: contract with Kalamazoo County; websites; one pre-movie theatre ad specifically addresses issue; radio ads; A View from the Curb; classroom presentation format and models; static display; and some materials for distribution. Public Survey 2016/ 2017.	Will continue during permit period as budget and resources allow: disposal contract with Kalamazoo County Household Hazardous Waste Center; Solid Waste Management Program (4 parts); message on websites, in "A View from the Curb," movie ads, and radio ads. Will continue to discuss the issue during many classroom presentations and model demonstrations, use static display and distribute materials. Public Survey distribution 2017.	City of Kalamazoo Environmental Services/Water Resources Division staff. Kalamazoo County responsible to continue service. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, ECC, the Kalamazoo Area Stormwater Work Group, and WHPP Committee.	Number of website visitors; continued contract with Kalamazoo County for Household Hazardous Waste Collection Center use; continued City Solid Waste Collection Program; number of City residents using collection services; volume of materials collected; number of educational presentations and demonstrations discussing stormwater; continued movie theater ad; Metro Bus Display campaign; radio ad campaign. Survey done. KVCC Reference F	Continued with the www.protectyourwater.net website, continued contract with Kalamazoo County Household Hazardous Waste Center, continued movie theater ads with 2 rotated ads specifically designed to address proper disposal practices, provided presentations, continued Metro Bus Display campaign, continued and enhanced radio ad campaign. See Table 4. There are approximately 12,000 participants in the household recycling collection program (~40% of total). The volume of bulk trash collected continues to grow. The average annual volume of leaves picked has also grown; the leaves are composted and given away free of charge to residents. See the SWMP Table for more details. Public survey prepared in 2016/2017 and performed in 2017. See brief discussion of survey in text.
Septic Tank Maintenance	Septic system owners; septage haulers.	Proper septic system O & M; how to recognize system failure and its potential impact on water quality; proper disposal of pumped waste; where to get information; existing ordinances.	City's protectyourwater.net website and main websites; classroom presentations and demonstrations; pre-movie ad; radio ad; event presentations/model demonstrations; static displays; ordinances.	Since there are only two short sections of streets within the City that are not serviced by sanitary sewer and have storm sewers, we largely defer this issue to Kalamazoo County Environmental Health, other than our general education campaign discussed in "Progress."	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 (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, the Kalamazoo Area SWWG, and WHP Committee .	Since there are only two short sections of streets within the City that are not serviced by sanitary sewer and have storm sewers, we largely defer this issue to Kalamazoo County Environmental Health. However, number of City website page visits for that topic can be measured; and continued movie theater ads and radio ad material.	The www.protectyourwater.net website contains information regarding septic systems along with rotated movie ads and the collaborative radio ad campaign with Battle Creek. Discussed topic during Groundwater Simulator, EnviroScape, and Jug Kit model demonstrations and presentations.
Benefits of Native Vegetation	Property owners; City employees, especially Parks & Recreation staff; general citizens.	Using native vegetation is usually beneficial, especially for surface water buffers since they typically are relatively low maintenance (don't need chemicals), they effectively absorb stormwater, decrease the need for mowing, and improve wildlife habitat.	Communicate the benefits to City decision makers; incorporate native vegetation into as many vegetative projects to the maximum extent practical. Maintain and consider enhancement of the City's Lawn Care Guidelines document. KVCC Ref. A & D	Already have several good links on website regarding benefits of native plants; will continue to research and modify/add as deemed appropriate.	Will continue to have information available on the website protectyourwater.net and discuss the issue during model demonstrations and presentations.	City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, TMDL Committees, ECC, and the Kalamazoo Area Stormwater Work Group.	Existence of website links; number of events that discuss benefits of using native plants; material made available to general citizens; communication to select City staff and contractors; participation with collaborative grant projects implementing vegetative strategies. KVCC Reference F	The www.protectyourwater.net contains sections discussing benefits of native vegetation - see stormwater section. Incorporated new buffer rules within revised Performance Standards in 2015. Discussed topics and participated in collaborative water quality initiatives (e.g. the Davis-Olmstead Drain Project) with partners. Continued buffer maintenance around South Crosstown Pond, etc. Made available related brochures (e.g. "Keep Your Lawn Green and Your Water Clean" and "Together...Better Roads, Cleaner Streams"). Recommended use of native vegetation/green options associated with Site Plan Review.
Management of Riparian Lands	Property owners; riparians; developers/contractors; lake & stream associations; golf courses; City employees, especially Parks & Recreation staff.	Importance of riparian corridors; issues/challenges associated with water quality; BMPs for riparians.	Communicate issue to general citizens via website, and pre-movie ad; discuss issue at presentations/demonstrations regarding water quality; incorporate BMPs into City policy as appropriate and practical. KVCC Reference J	Continue research for additional links for informational sources via website and research for potential handout material for presentations or website downloads. Prepare and incorporate new movie ad.	Will add new website links by 2012; will add additional handout material by 2013.	City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, TMDL Committees, ECC, and the Kalamazoo Area Stormwater Work Group.	Existence of website links; number of events that discuss importance of and BMPs for riparian properties; communication to select City staff and contractors; participation with collaborative grant projects implementing vegetative strategies.	Maintained the www.protectyourwater.net website and relevant links. Participated in the Kalamazoo River Conservation Plan efforts by attending meetings, providing information, and reviewing documents. Contributed information to the TMDL Steering Committee; KRWC, Portage & Arcadia Creeks Steering Committees, and the KSWG Committee. Made available "Keep Your Lawn Green and Your Water Clean" and "Together...Better Roads, Cleaner Streams" brochures. Researched and incorporated limited native vegetative seeding for select sloped area at the Schippers Crossing site. Enhancement of buffer at the South Crosstown Pond.
Entity Specific Pollutants	Business specific sectors; City-wide operations & maintenance; City Environmental Managers.	Importance of proper management of chemicals and disposal practices; existing City ordinances/ regulations.	Target mailings to selected business sectors; available website links/information; communication to business owners/managers/operators re: relevant issues; discussion of issue at presentations/model demonstrations; IDEP brochure. KVCC Ref. C, E & I	Already have had two targeted mailings to commercial business sectors (pressure washing and waste haulers); enhanced website links and new section; IDEP brochure. Already have demonstration models.	Will continue to evaluate need to add and enhance new website links, text, and graphics; will continue to participate in collaborative efforts to develop and distribute new materials. Will continue to discuss issue during presentations/model demonstrations.	City of Kalamazoo Environmental Services/Water Resources Division staff. Other participants may be the Kalamazoo River Watershed Council (KRWC), Portage & Arcadia Creeks (P & A) and Kalamazoo River Mainstem 3 Corridor (KRM3C) steering committees, TMDL Committees, ECC, the Kalamazoo Area Stormwater Work Group, and WHPPP Committee.	Continued and enhanced website links; additional website links, text and graphics; material made available to general citizens; number of presentations/model demonstrations that issue was discussed; collaboration with Fire Marshal; collaborative efforts with other organizations. KVCC Reference F	Continued with the www.protectyourwater.net and relevant links; continued Metro Bus Displays with new designs; continued rotation of numerous movie ads. Continued employee training with videos about municipal operations/BMPs. On-going collaboration with Fire Marshal/Public Safety Officers that perform business inspections and Right-toKnow to share information/database about facility chemical storage (e.g. Contaminant Source Inventories), and prepared and distributed Chemical Storage Inventory Forms. Made available new IDEP brochure. On-going Contaminant Source Inventory Update/Risk Assessment for Wellhead Protection Area (one-half of City).