

MEETING SUMMARY
ALLIANCE OF DOWNRIVER WATERSHEDS
Public Education Committee Meeting

November 4, 2009

1:30 pm – 3:30 pm



Allen Park
Belleville
Berlin Township
Brownstown Township
Dearborn Heights
Ecorse
Flat Rock
Gibraltar
Grosse Ile Township
Huron Township
Lincoln Park
Melvindale
Riverview
Rockwood
Romulus
Southgate
South Rockwood
Sumpter Township
Taylor
Van Buren Township
Wayne County
Wayne County
Airport Authority
Westland
Woodhaven
Woodhaven-Brownstown
School District
Wyandotte

The Alliance of Downriver Watersheds Public Education Committee held a meeting on November 4, 2009.

Attendance:

Noel Mullett	Wayne County DOE
Dean Tuomari	Wayne County DOE
Ric Lawson	HRWC
Pam Labadie	HRWC
Leah Groya	Wade Trim
Karen Mondora	OHM
Bryan Wagoner	Wayne County Airport Authority
Barb Goryca	Dearborn Heights Watershed Comm
Tim Walsh	South Rockwood
Robert Burns	Friends of Detroit River
Jessica Koerner	MDEQ
Bruce Szczechowski	Stream Team/Anderson High School
John Nasarzewski	Stream Team/Anderson High School

1) I&E Program Goals, Plans and Strategies

Ric Lawson and Pam Labadie prepared and reviewed an overview of goals and strategies. The Committee wants to ensure that we stay in tune with what the original WMPs and PEPs indicated. Pam reviewed strategies that have worked in other watersheds and that the HRWC has employed in the past. For example, success has been seen in point of sale promotions, direct mail tip cars, pollution prevention calendars, print advertising and a watershed map poster. Pam suggested the ADW could use the Grow Zone projects as a jumping off point to develop a message about native plantings. There was considerable discussion of what the ADW “could do” or “should do” related to public education programs and pieces. In the end, however, the ADW has a very limited budget for PE activities in 2010. While the Committee thought all were good ideas and we should discuss/develop a more detailed plan and strategy for 2011, in 2010 we need to target a few cost effective methods that meet commitments in permits.

2) Identify Potential New Activities for 2010 Budget

Several items were previously identified for potential implementation with 2010 funds. Each of these were discussed. The CMI grant that the ADW was awarded in late 2009 will also include some educational components. Those were reviewed so we weren't repeating the efforts covered by grant funds. The grant funded education components will focus on promoting low impact development techniques associated with native plant grow zones. Target audiences will include municipal/facility managers, commercial/industrial entities, and home/condo associations. The public education budget for 2010 is approximately \$15,000 (outside of the grant funded efforts).

3) Recommendations for Full ADW

The Public Education Committee agreed to make the following recommendation to the full ADW for their approval at the upcoming ADW meeting on December 16, 2009. The recommendation is to allocate the \$15,125 available in 2010 in the manner detailed in the attached table.

4) Next Meeting

No meeting was scheduled. The next PE Committee meeting will likely be held in February 2010 to begin work on the recommended actions (pending full ADW approval at the 12/16/09 meeting).

**ADW Public Education Committee
Recommendation for 2010 Public Education Budget**

The Public Education Committee met on November 4, 2009 and determined the following to be the recommendation to the full ADW as to how the \$15,125 available in the 2010 budget should be allocated and spent.

Activity/Task	2010 Budget	Performed By	Scope
Distribute Pollution Prevention Literature	\$2,500	Wayne County	Wayne County and ADW cost share printing costs associated with package of storm water pollution prevention literature. Plan is to distribute bundles of materials to schools to target audience due to limited budget
Coordination of System Labeling/Signage	\$2,500	Wayne County	PE Committee will coordinate a program where all ADW communities can order "Entering Watershed" and "Creek Crossing" signs per their permit requirements. PE Committee will coordinate locations. Wayne County will coordinate blanket installation permit. Local entities will install.
Volunteer Monitoring (Benthics)	\$7,500	Wayne County and HRWC	HRWC Adopt A Stream monitoring and Wayne County Stream Team Monitoring Support for 2 events per year at 12 sites across ADW
Volunteer Effort	\$2,625	Volunteers/Students	Same As Above