



Oakland County, Michigan 2004 Public Education Plan

Certificate of Coverage MIG610042 General Storm Water Discharge Permit MIG61000

Submitted to:

**State of Michigan Department of Environmental Quality
Surface Water Quality Division**

Prepared by:

**Oakland County Drain Commissioner's Office
Environmental Unit
Revised May 10, 2005**



Table of Contents

Education Categories

1. Personal watershed stewardship.....	5
2. Ultimate storm water discharge location and potential impacts.....	5
3. Public reporting of illicit discharges	5
4. Personal actions that can impact the watershed	6
5. Waste management assistance	6
6. Management of riparian lands.....	6

Education Categories vs Activities Matrix.....	7
--	---

Introduction	8
--------------------	---

Goal 1 – Remove Sources of Pollution that Threaten Public Health

OCDC - Publicize Hotline Program to Oakland County Staff (SWPPI 1E)	9
OCDC/RCOC – Publicize Hotline Program to County Residents (SWPPI 1E).....	9

Goal 2 – Restore/Maintain Aesthetically Appealing Conditions

WRMD – Household Hazardous Waste Information (SWPPI 2F)	9
WRMD – America Recycles Days (SWPPI 2F).....	9

Goal 3 – Improve and Maintain River Ecosystems for Fish and Wildlife

OCDC – Publicize Habitat Related Events – (SWPPI 3G)	10
OCDC – Riparian Information Distribution.....	10
OCPEDS – Riparian Landowner Identification	10

Goal 4 – Minimize the Amount of Soil Erosion and Sedimentation

RCOC – Stream Crossing Grading (SWPPI 4H).....	11
--	----

Goal 5 – Minimize Flow Variability and Associated Negative Impacts

Goal 6 – Maximize Community Assets Related to the River

Goal 7 – Preserve and Enhance the Quality of the Great Lakes

OCDC – Schools Program (SWPPI 7K)	11
RCOC – Watershed Signage (SWPPI 7K)	11
OCDC/OCPEDS/OCHD – Presentations and Displays (SWPPI 7K).....	12
OCPEDS – Special Topic Seminars (SWPPI 7K)	12
OCPEDS – Environmental Stewardship Website (SWPPI 7K)	12
OCDC -- Technical Support (SWPPI 7K)	12
OCPR – Nature Center Programs	12
OCPR – Interpretive Signage	13
OCDC – Bulletin Boards.....	13
OCPR – Park Staff Education (SWPPI 7L)	13
OCDC – Website (SWPPI 7L).....	14
OCDC/OCPEDS/SEMCOG – Regional Public Education Efforts (SWPPI 7M).....	14
OCDC – Regional Survey (SWPPI 7M).....	14
OCDC – Newsletter Articles	14
OCPEDS – On Campus Volunteer Events.....	15
OCDC – Print Materials to OCSC Departments	15
OCDC – Campus Waterways Signage.....	15
OCDC – Parking Lot Drainage Education	16

Goal 8 – Integrate Stormwater Management in Planning and Land Use Approval

Process

OCDC/RCOC – Staff Education (SWPPI 8N)	16
OCPEDS – Technical Support (SWPPI 8P)	16

Goal 9 – Establish Financial and Institutional Arrangements for the Fulfillment of the Management Plan

OCDC – Drainage District Mapping (SWPPI 9X)	17
---	----

Goal 10 – Enforce Action Plans and Increase Accountability for Stormwater

Management

OCDC – Facilities Guidebook for Facilities Managers.....	17
--	----

Acronyms

- OCDC – Oakland County Drain Commissioner’s Office
- OCPEDS – Oakland County Planning and Economic Development
- RCOC – Road Commission of Oakland County
- OCPR – Oakland County Parks and Recreation
- OCFM – Oakland County Facilities Management
- OCHD – Oakland County Health Department
- WRMD – Oakland County Waste Resource Management Division
- OCSC – Oakland County Stormwater Committee

Phase II Stormwater Permit Public Education Categories

This Public Education Plan (PEP) was developed as a requirement of the Oakland County Phase II Stormwater Permit. This Plan outlines public education goals and messages that must be communicated under the requirements of the Phase II regulations. It also describes existing and future efforts Oakland County plans to undertake to achieve these education goals and how the efforts will be evaluated.

Oakland County is a partner in 11 subwatershed groups to address Phase II stormwater permit requirements. Approaching stormwater management on a subwatershed, cross-jurisdictional basis is both cost-effective and environmentally sound. The watershed approach allows partners to share information and resources to address stormwater concerns at their source. Similarly, this public education program was developed in coordination with other permittees in the subwatershed groups. This will allow for a consistent and effective mechanism for protecting water resources across the region, while leveraging financial resources in Oakland County.

This PEP is designed, at a minimum, to accomplish education in the following six education categories, as outlined in guidance document from the Michigan Department of Environmental Quality (MDEQ).

1. Personal watershed stewardship

Educate the public about their responsibility and stewardship in their watershed.

Key messages:

- What is a watershed?
- What watershed do you live in?
- How is the stormwater system connected to our waterways?
- How do our everyday activities affect our waterways?
- What can individuals do to protect our water resources?

2. Ultimate storm water discharge location and potential impacts

Education of the public on the location of residential separate storm water drainage system catch basins, the Waters of the State - where the system discharges, and the potential impacts from pollutants from the separate storm water drainage system.

Key messages:

- The connection between storm drainage systems and natural water bodies.
- The environmental impacts of pollutants that enter the storm drainage system.
- How to keep common pollutants out of the storm drainage system.
- Storm water discharged from separate storm sewer systems does not receive treatment prior to discharge.

3. Public reporting of illicit discharges

Encouragement of the public reporting the presence of illicit discharges or improper disposal of materials into the applicant's separate storm water drainage system.

Key messages:

- The connection between storm drainage systems and natural water bodies.
- Only stormwater should enter a storm drainage system.
- What is an illicit discharge?
- The impact of illicit discharges on the environment.
- How to report an illicit discharge.
- Consequences/Penalties associate with illicit discharges and improper waste disposal.

4. Personal actions that can impact the watershed

Education of the public on the need to minimize the amount of residential, or non-commercial, wastes washed into nearby catch basins (this should include the preferred cleaning materials and procedures for car, pavement, or power washing; the acceptable application and disposal of pesticides and fertilizers and the effects caused by grass clippings, leaf litter, and animal wastes that get flushed into the waterway.

Key messages:

- The impacts of residential car, pavement, and power washing on water quality.
- Preferred methods of car, pavement, and power washing to protect water quality.
- The impacts of fertilizers and pesticides on water quality.
- How to properly apply fertilizers and pesticides, methods for minimizing their use, and non-toxic alternatives to protect water quality.
- How to use, store, and properly dispose of fertilizers and pesticides.
- Mowing techniques to reduce waste and protect water quality.
- Proper animal waste disposal techniques.
- Other environmentally-friendly lawn and garden practices.

5. Waste management assistance

Education of the public on the availability, location and requirements of facilities for disposal or drop-off of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids.

Key messages:

- The impact of household hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids on our waterways and the importance of their proper disposal.
- Non-toxic alternatives to household hazardous materials.
- Methods for reducing and properly disposing of yard wastes, including composting.
- Techniques to reduce grass clippings and leaf litter, including composting.
- Promotion of community programs for waste disposal.
- Disposal locations, requirements and available alternatives of travel trailer sanitary wastes.

6. Management of riparian lands

Education of the public concerning management of riparian lands to protect water quality

Key messages:

- How poor riparian land management can negatively impact our waterways.
- Effective riparian stewardship practices for protecting water quality.

The following matrix lists each public education activity and the education category that will be addressed.

	1. Personal watershed stewardship	2. Ultimate stormwater discharge location and potential impacts	3. Pubic reporting of illicit discharges	4. Personal actions that can impact the watershed	5. Waste management assistance	6. Management of riparian lands
Publicize Hotline to OC Staff						
Publicize Hotline to OC Residents						
HHW Information						
America Recycles Days						
Publicize Habitat Related Events						
Riparian Information Distribution						
Riparian Landowner Identification						
Stream Crossing Grading						
Schools Programs						
Watershed Signage						
Presentations & Displays						
Special Topic Seminars						
Environmental Stewardship Website						
Technical Support						
Nature Center Programs						
Interpretive Signage						

	1. Personal watershed stewardship	2. Ultimate stormwater discharge location and potential impacts	3. Public reporting of illicit discharges	4. Personal actions that can impact the watershed	5. Waste management assistance	6. Management of riparian lands
Park Staff Education						
OCDC/OCHD Websites						
Regional Public Education Efforts						
Regional Survey						
Newsletter Articles						
On-Campus Volunteer Events						
Print Material to OSCS Departments						
Campus Waterways Signage						
Parking Lot Drainage Education						
OCDC Staff Education						
RCOC Staff Education						
OCPEDS Technical Support						
Drainage District Mapping						
Facilities Guidebook						

Introduction

The following pages include specific tasks that Oakland County will work toward to fulfill the Public Education Categories listed previously. These tasks will eventually be incorporated into the Oakland County Storm Water Pollution Prevention Initiative (SWPPI). To ease this transition, the following tasks are arranged in the format and organization of the SWPPI.

This Public Education Plan is the first draft of an evolving document that will grow and expand as new ideas are incorporated, and as the results of regional public education survey data, as it is received and interpreted. The survey results will identify the areas where public education on stormwater is most lacking and the best media to provide stormwater education to the general public.

Goal 1 – Remove Sources of Pollution that Threaten Public Health

OCDC – Publicize Hotline Program to Oakland County Staff (SWPPI 1E)

Audience: Parks & Recreation Dept Staff, OCDC Staff, FMO Staff, Airport Staff, and RCOC Staff

Messages: Report suspicious discharges

Action: Publicize/Promote hotline program by distributing hotline promotional materials to staff.

Timeline: Program to be publicized once per year after update is complete. Update is scheduled for completion before the end of the permit cycle in 2008.

Measuring Effectiveness: Number of discharges reported will tracked for the Phase II Annual Report.

OCDC/RCOC – Publicize Hotline Program to County Residents (SWPPI IE)

Audience: General Residents

Messages: Report suspicious discharges

Action: The Department of Citizen Services at the RCOC, along with OCDC will continue documenting phone complaints regarding storm drainage and forwarding them to the appropriate RCOC department for action. OCDC will be notified of complaint and steps taken. Magnets and brochures with the hotline information will be distributed as handouts when appropriate at events where OCDC has a display.

Timeline: Ongoing

Measuring Effectiveness: A summary of the complaints tracked will be included in the Phase II Annual Report.

Goal 2 – Restore/Maintain Aesthetically Appealing Conditions

WRMD/OCDC – Household Hazardous Waste Information (SWPPI 2F)

Audience: General Residents

Messages: Waste Management Assistance

Action: Continue to publicize information on the NO HAZ, RRRASOC and SOCRRA programs to citizens and employees of Oakland County. NO HAZ, RRRASOC, and SOCRRA provide safe disposal of household hazardous waste to Oakland County municipalities to the maximum extent practicable (as budget allows). OCDC will continue to distribute HHW brochures and calendar.

Timeline: Ongoing

Measuring Effectiveness: Citizen participation in HHW days will be reported in the Phase II Annual Report.

WRMD – America Recycles Days (SWPPI 2F)

Audience: General Residents

Messages: Reduce Waste

Action: Continue to publicize America Recycles Day to Oakland County Employees. America Recycles Day (ARD) is a national event that takes place annually on November 15. This day, and the events surrounding it, serve to raise public awareness and promote the social, environmental, and economic benefits of buying recycled and recycling.

Timeline: Ongoing

Measuring Effectiveness: The number of pledge cards received, where citizens sign and commit to buying recycled and recycling.

Goal 3 – Improve and Maintain River Ecosystems for Fish and Wildlife

OCDC – Publicize Habitat Related Events (SWPPI 3G)

Audience: General Public, OCDC Staff

Messages: Personal Watershed Stewardship, Riparian Land Management

Action: Publicize clean-up activities to OCDC staff and the general public through website calendar links and in-house bulletin boards.

Timeline: Ongoing

Measuring Effectiveness: Report events that were publicized through OCDC in the Phase II Annual Report.

OCDC/OCHD – Riparian Information Distribution

Audience: Riparian Landowners

Message(s): Personal watershed stewardship, personal actions that can impact the watershed, management of riparian lands

Action: Include riparian landowner educational print material when regular mailings are sent out for the following purposes:

- Construction information to drain landowners from OCDC
- Packets given to lake association representatives at lakeboard meetings with OCDC.
- Beach Notifications to Residents by OCHD

Timeline: OCDC will identify procedure changes during FY2005 to incorporate Riparian Information Distribution, as well as explore available riparian information to distribute.

Once procedural changes are in place and riparian information has been obtained, copied, etc, distribution will commence. This is currently scheduled for FY2006. Riparian information will only be mailed when other mailings are scheduled to go out.

Measuring Effectiveness: Number of mailings and items sent will be tracked by the OCDC Environmental Unit and reported in the Phase II Annual Report.

OCPEDS – Riparian Landowner Identification

Audience: Municipalities

Message(s): Personal watershed stewardship, personal actions that can impact the watershed, management of riparian lands

Action: OCPEDS will develop address lists of riparian landowners for each CVT upon request and availability of staff time.

Timeline: The lists will be completed by September 30, 2005

Measuring Effectiveness: Lists created will be tracked and reported in the Phase II Annual Report.

Goal 4 – Minimize the Amount of Soil Erosion and Sedimentation

RCOC – Stream Crossing Grading (SWPPI 4H)

Audience: RCOC Highway maintenance staff

Messages: Promote watershed protection and stewardship

Action: Continue to use the video “Keep an Eye on It” to train highway maintenance staff on proper grading practices at stream crossings.

Timeline: Provide each county and MDEQ Soil Erosion Staff with an initial copy and as requested.

Measuring Effectiveness: Report the number of videos mailed out upon request.

Goal 5 – Minimize Flow Variability and Associated Negative Impacts

Goal 6 – Maximize Community Assets Related to the River

Goal 7 – Preserve and Enhance the Quality of the Great Lakes

OCDC – School Programs (SWPPI 7K)

Audience: K-12th Grade Students

Message(s): Personal watershed stewardship, ultimate stormwater discharge location and potential impacts, public reporting of illicit discharges, personal actions that can impact the watershed and riparian land management.

Action: Support educational programs throughout Oakland County including water festivals, career days, etc. Participate in the U of M Dearborn Water Festival by providing staff and expertise for presentations and/or displays as funding and staff time permits. Participate in the Cranbrook Water Festival by providing staff and expertise for presentations and/or displays as funding and staff time permits.

Timeline: One Water Festival Annually, ongoing classroom support.

Measuring Effectiveness: Record events where OCDC staff provided support in Phase II Annual Report.

RCOC – Watershed Signage (SWPPI 7K)

Audience: General Public, Visitors to the Area

Message(s): Promote interest in watersheds by identifying visible waterbodies.

Action: Support coordination of signage of waterways for major road/stream crossings on County owned roads. Develop maps and estimates of potential sign locations to aid CVTs.

Timeline: Target completion 2005

Measuring Effectiveness: Progress will be reported in the Phase II Annual Report.

OCPEDS/OCDC/OCHD – Presentations and Displays (SWPPI 7K)

Audience: CVTs

Message(s): Personal watershed stewardship, ultimate stormwater discharge location and potential impacts, public reporting of illicit discharges, personal actions that can impact the watershed, riparian land management, and waste management assistance

Action: Provide displays and presentations for one water-quality related event upon request and availability of staff time.

Timeline: Within one year.

Measuring Effectiveness: Event held and display and presentation provided will be provided in the Phase II Annual Report.

OCPEDS – Special Topic Seminars (SWPPI 7K)

Audience: Businesses, CVTs, General Public

Message(s): Personal Watershed Stewardship

Action: Conduct one Special Topic Seminars on an environmental stewardship topics upon request and availability of staff time.

Timeline: Within one year.

Measuring Effectiveness: Seminar held and number of attendees.

OCPEDS – Environmental Stewardship Website (SWPPI 7K)

Audience: General Public

Message(s): Personal Watershed Stewardship

Action: Build and maintain existing OC Environmental Stewardship Website to provide current and accurate information for OC employees and citizens.

Timeline: Ongoing

Measuring Effectiveness: Report updates to webpage in Phase II Annual Report.

OCDC – Technical Support (SWPPI 7K)

Audience: Phase II Permittees, Businesses, General Public

Message(s): Riparian land management, waste management assistance, public reporting of illicit discharges, personal watershed stewardship, ultimate stormwater discharge location and potential impacts.

Action: Provide technical support, equipment, information, and referrals to water-quality-related interest groups, committees, and councils - upon request and as staffing permits.

Timeline: Ongoing

Measuring Effectiveness: Report technical assistance for the Phase II Annual Report.

OCPR – Nature Center Programs

Audience: OC Employees, General Public, Visitors

Message(s): Personal watershed stewardship, personal actions that can impact the watershed, management of riparian lands

Action: Nature Center Staff will continue to maintain interpretive exhibits discussing aquatic ecology and the impact of personal actions on the watershed. Staff will continue to lead interpretive tours and present interpretive programs that discuss the water cycle and personal impacts on the watershed. Staff will include new information on the quality of parkland habitats in the Clinton River Watershed provided by detailed ecological surveys currently being conducted by the Michigan Natural Features Inventory.

Timeline: Ongoing

Measuring Effectiveness: Visitor feedback surveys will continue to be conducted with the information reported in the Phase II Annual Report.

OCPR – Interpretive Signage

Audience: General Public, Visitors to the Area

Message(s): Watershed Awareness, Personal Watershed Stewardship, Management of Public Lands within the Watershed

Action: Budget allocations for interpretive signage have been made for all parks for the 2005 season. Signage will be coordinated with park naturalists and the OCPR Communications Department. Signs indicating the location of the park within the watershed will be added to each park. Signs indicating active OCPR management of natural areas will also be added at some parks.

Timeline: Ongoing

Measuring Effectiveness: Visitor comments to park staff will be noted. Information on sign content and location, as well as public reaction will be reported in the Phase II Annual Report.

OCDC – Bulletin Boards

Audience: OC Employees, General Public

Message(s): All

Action:

OCDC will continue their existing efforts to post bulletin boards in the main lobby that follow the calendar of topics from the Southeast Michigan Partners for Clean Water. The OCSC is working toward establishing a network of bulletin boards and associated contact persons throughout the county buildings.

This will result in a coordinated effort where Oakland County employees and visitors to county facilities will view the education on the bulletin boards at the same time they will be receiving the same messages from the Partners mass media campaign and their local municipalities.

Timeline:

OCDC bulletin boards are already an ongoing project. Past listings of projects and photos of the boards are available from the OCDC Environmental Unit.

A listing of new buildings, available boards, and contact persons is currently being developed through the OSCS. A starting list containing at least one board per OCSC member building is targeted for March 2005. The list will be under continual update and new additions added whenever possible.

Measuring Effectiveness:

OCDC will poll the bulletin board contact person on an annual basis to hear their comments on bulletin board content and effectiveness.

OCPR – Park Staff Education (SWPPI 7L)

Audience: OCPR Staff

Message(s): Personal actions that can impact the watershed, riparian land management, ultimate storm water discharge location and potential impacts

Action: OCPR will promote Watershed Education of Park Staff through its Natural Resources Stewardship Program.

Timeline: Ongoing

Measuring Effectiveness: Major educational items will be reported in the Phase II Annual Report.

OCDC – Website (SWPPI 7L)

Audience: General Public

Message(s): Personal watershed stewardship, waste management assistance

Action: Use Oakland County’s website to provide information to both Oakland County residents and Oakland County employees.

Timeline: Ongoing

Measuring Effectiveness: Topics on website will be reported in the Phase II Annual Report.

OCDC/OCPEDS/SEMCOG – Regional Public Education Efforts (SWPPI 7M)

Audience: General Public

Message(s): All

Action: Continue to participate in Southeast Michigan Partners for Clean Water to develop regional public education materials, campaigns, and coordinate material purchases.

Brochures, tip cards, posters, and other materials developed by the regional public outreach campaign, “Our Water. Our future. Ours to Protect. “ will be utilized. These materials contain information that covers all of the key messages. The overall campaign promotes the Seven Simple Steps to Clean Water. Topics include: fertilizer, car care, landscaping, storm drain awareness, household hazardous waste, water conservation, pet care, and riparian protection, including a kid’s activity sheet. The campaign materials will be distributed at municipal offices, events, web site, and direct mail throughout the permit cycle.

Timeline: Ongoing

Measuring Effectiveness: Report activities from Southeast Michigan Partners for Clean Water in Phase II Annual Report. Report progress when future survey information is available.

OCDC - Regional Survey (SWPPI 7M)

Audience: General Public

Message(s): All

Action: Participate as a monetary sponsor in regional survey on watershed-related topics to establish baseline and focus for public education campaign.

Timeline: Survey results will be published during the fall 2004. Survey results will be incorporated into the actions of the county and the regional public education committee.

Measuring Effectiveness: Report progress when future survey information is available

OCDC – Newsletter Articles

Audience: OC Employees

Message(s): All

Action: Articles on topics relating to stormwater will be submitted to the following newsletters, and to special newsletters on a request basis.

The Watermark – OCDC

The Telegraph – Oakland County

Timeline: Articles will be submitted at least quarterly.

Measuring Effectiveness: Articles that are submitted and published will be recorded in the Phase II Annual Report.

OCPEDS – On-campus Volunteer Events

Audience: OC Employees

Message(s): Watershed Stewardship

Action: Oakland County will plan to hold a volunteer event, before or after work hours, on the county campus. An example of an activity underway is the volunteer effort to work in the native plant garden established behind the Executive Office Building. The native plant garden has been planted and maintained by volunteer effort.

Oakland County will publicize these volunteer opportunities through website, print material, bulletin boards, or a combination.

Timeline: Three workdays in the native garden are planned for 2005.

Measuring Effectiveness: Number of volunteers at each event will be counted and reported in the Phase II Annual Report. If the event is successful, future events will be planned.

OCDC – Print Material to OCSC Departments

Audience: OCSC Departments/OC Employees

Message(s): All

Action: Establish a network of representatives to distribute print material to OCSC departments. OCDC will package print material and distribute to network reps as needed. Coordinate print material with SE Michigan partners schedule for public education material.

Timeline: Establish a network by March 2005. Send print material via network as needed, but no more than quarterly. (OCDC ISO goals include a 50% reduction in paper generation in five years.)

Measuring Effectiveness: OCSC representatives will report back on the effectiveness of the print material.

OCDC – Campus Waterways Signage

Audience: OC Employees, General Public

Message(s): Personal watershed stewardship, ultimate stormwater discharge location, and management of riparian lands

Action: Install waterways/watershed signage on county campus

Timeline: Evaluate the possibility of installing waterways signage on the county campus by September 30, 2005, resulting in a list of acceptable and appropriate locations (if any). Pursue funding for signage purchase and installation at those locations during FY2006.

Measuring Effectiveness: Progress of Campus Waterways Signage project will be reported in the Phase II Annual Report.

OCDC – Parking Lot Drainage Education

Audience: OC Employees

Message(s): Ultimate stormwater discharge location and potential impacts, stormwater does not receive treatment prior to discharge, and personal actions that can impact the watershed

Action: OCSC representatives will coordinate the creation of a rotating poster display that shows where the runoff from each parking lot on the OC campus goes to. Create a schedule to rotate the display to a new building on a regular basis. Coordinate the rotating poster display with a combination of other public education efforts: handouts in employee mailboxes, broadcast e-mail and catchbasin stenciling.

Timeline: Poster and schedule are to be completed by March 2005. Catch basin stenciling will take place as staff time or volunteer time and weather permit

Measuring Effectiveness: The OCSC representative in each building will gather informal feedback on the poster display and report it to the OCSC. Results will be reported in the Phase II Annual Report.

Goal 8 – Integrate Stormwater Management in Planning and Land Use Approval Process (Government Role)

OCDC –Staff Education (SWPPI 8N)

Audience: OCDC Engineering and Field Staff

Message(s): Public reporting of illicit discharges and management of riparian lands

Action: Create and implement an education plan to educate engineering and field staff on illicit discharge detection and reporting, as well as new stormwater Best Management Practices (BMPs) and techniques. Management staff will use the education plan to identify required and suggested education for all employees including educational pieces relating to stormwater management. OCDC EU staff will arrange for training and notify the appropriate employees of the training opportunity.

Employee training will be discussed between managers and employees at each annual review.

Timeline: A draft education plan is targeted for completion by the end of 2004. OCDC EU will begin setting up training opportunities early 2005, with a goal of two training sessions annually.

Measuring Effectiveness: Training for any OCDC staff is already evaluated on ISO form DC-125 which each employee is required to complete after attending any training. Supervisors receive a copy of each completed evaluation.

RCOC – Staff Education (SWPPI 8N)

Audience: RCOC staff involved in any aspect of water quality/stormwater management

Message(s): It is essential to implement best management practices.

Action: Provide training to appropriate RCOC staff on water quality/stormwater management.

Timeline: Prepare a draft education plan for RCOC employees by December 2005.

Measuring Effectiveness: Report educational activities in the Phase II Annual Report.

OCPEDS – Technical Support (SWPPI 8P)

Audience: General Public, Businesses, Committees, Councils, etc.

Message(s): All

Action: Provide technical support, information, and referrals to water-quality-related interest groups, committees, and councils, upon request and as staff time allows.

Timeline: Ongoing

Measuring Effectiveness: Number and type of request handled will be reported in the Phase II Annual Report.

Goal 9 – Establish Financial and Institutional Arrangements for the Fulfillment of the Management Plan (Ownership and financial Responsibility)

OCDC - Drainage District Mapping

Audience: General Public, OC CVTs

Message(s): Ultimate stormwater discharge point

Action: Continue to map all drainage districts in GIS. These will serve as catchments within the subwatersheds that have an established legal entity and apportionment. These legal subwatershed groups can serve as models to other subwatersheds.

Timeline: Ongoing

Measuring Effectiveness: Drainage districts mapped each year will be reported in the Phase II Annual Report.

Goal 10 – Enforce Action Plans and Increase Accountability for Stormwater Management

OC – Facilities Guidebook for Facilities Managers

Audience: Facilities Managers in Region

Message(s): Personal actions that can impact the watershed, management of riparian lands

Action: OCSC representatives will work with regional partners to create a facilities guidebook for facilities managers. This guidebook will be 3-ring binder ready and created in a modular format for future expansion and updates.

Timeline: OCSC representatives have already met with regional partners and are developing subjects and content layout. The team is pursuing options for funding of final print runs.

Measuring Effectiveness: Facilities representatives from OC and CVTs will review drafts of the guidebook sections. An evaluation will be included with the guidebook to be returned to the project team.