

## Southeast Michigan Partners for Clean Water Annual Report September 2017 – August 2018

The [Southeast Michigan Partners for Clean Water](#) group is comprised of [SEMCOG members](#), including representatives from local communities and counties, in addition to representatives from watershed councils, not-for-profit agencies, the private sector, and water resource professionals. The purpose of the group is to facilitate information sharing; coordinate public education; and leverage resources on water quality, stormwater management, and green infrastructure implementation.

SEMCOG supports ongoing [Phase II compliance activities](#) by summarizing annual information related to SEMCOG's stormwater and water resource management activities, with a specific focus on communication, public education, and outreach efforts. This information helps communities and counties meet the reporting requirements associated with federal Phase II Stormwater Regulation. SEMCOG [congratulates](#) all of its member communities actively working to restore and protect the Great Lakes!

The Southeast Michigan Partners for Clean Water held three meetings between September 2017 and August 2018:

- [February 13, 2018](#)
- [April 24, 2018](#)
- [July 24, 2018](#)

### Information in this report includes:

1. Communication, Public Education, and Outreach Activities
2. Municipal Training and Government Outreach
3. SEMCOG Committees
4. Transportation Alternatives Program

# Communication, Public Education, and Outreach Activities

## “What You Can Do...To Protect Our Waterways”

In April 2004, SEMCOG launched the “Our Water. Our Future. Ours to Protect,” water quality public education campaign to provide Southeast Michigan residents with simple actions they can take to help protect our water resources.

In 2015, the public education campaign was revitalized and reintroduced as the [“What You Can Do...To Protect Our Waterways,”](#) campaign and continues to be used by local communities to educate residents and send one consistent message on water quality protection throughout Southeast Michigan. Tip cards containing information on “What You Can Do” about Storm Drains, Landscaping, Household Hazardous Waste, Pet Care, Lawn Care, and Car Care, can be found in *Appendix I*.



The [Protect Our Waterways](#) webpage, which lists actions the public can take to protect water resources and includes the link to download the tip cards, received 3,602 visits from September 2017-July 2018. The number of times each tip card was viewed is listed below.

Webpage	Sep - Dec 2017	Jan-July 2018	Total Sep 2017- July 2018
<a href="#">To Protect our Waterways</a>	1,453	2,149	3,602
<a href="#">Household Hazardous Waste</a>	47	61	108
<a href="#">Storm Drains</a>	207	174	381
<a href="#">Landscaping</a>	53	87	140
<a href="#">Pet Care</a>	38	52	91
<a href="#">Lawn Care</a>	48	71	119
<a href="#">Car Care</a>	26	159	185

## Great Lakes and Fresh Water Week 2018

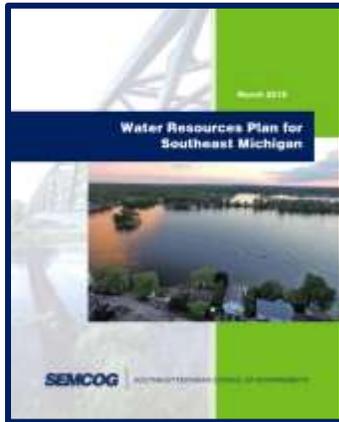
In alignment with the release of [Michigan's Water Strategy](#), SEMCOG and the Southeast Michigan Partners for Clean Water encouraged regional participation in the [11th annual Great Lakes and Fresh Water Week](#) from June 2-10, 2018. To prepare for this week-long celebration, SEMCOG collected information on recreational, educational, and stewardship-related activities and events occurring around the region during the week. These events and activities were hosted on SEMCOG's website and also shared in the *Regional Update* and *Environmental Exchange newsletters*.

## Website Analytics

Webpage	Sep-Dec 2017	Jan-July 2018	Total Sep 2017- July 2018
<b><u>Water</u></b>	1,187	1,547	3,112
<a href="#">Regional Policies</a>	123	183	142
<a href="#">Water Resources Task Force</a>	32	-	464
<b><u>Watersheds</u></b>	48	17	2,950
<a href="#">Watershed Groups</a>	176	47	499
<a href="#">Anchor Bay Watershed Group</a>	-	212	89
<b><u>Stormwater</u></b>	710	1,572	2,290
<a href="#">Partners for Clean Water 2017</a>	125	271	154
<a href="#">Partners for Clean Water 2015-2016</a>	15	30	21
<a href="#">Partners for Clean Water 2014-2015</a>	835	1,235	10
<a href="#">Phase II Regulations</a>	31	42	125
<a href="#">Landscaping Practices</a>	72	133	241
<a href="#">Maintenance Garages &amp; Storage Yards</a>	48	55	147
<a href="#">Streets and Parking Lots</a>	44	75	179
<b><u>Lake St. Clair</u></b>	556	1,308	1,873
<a href="#">Comprehensive Management Plan</a>	13	49	132
<a href="#">Conserve &amp; Restore Habitat</a>	45	194	58
<a href="#">Enhance Public Use</a>	7	30	53
<a href="#">Manage Stormwater through Retrofits</a>	22	49	56
<a href="#">Identify and Reduce Sources of Bacteria</a>	26	31	61
<a href="#">Use Technology to Protect and Restore</a>	21	46	93
<a href="#">Recent Water Resource Publications</a>	53	64	100
<a href="#">Spill Scenario Simulations</a>	35	17	52
<b><u>Green Infrastructure</u></b>	790	1,407	2,197
<a href="#">Green Infrastructure Vision</a>	128	354	482
<a href="#">Low Impact Development Manual</a>	666	1,308	1,974
<a href="#">Great Lakes, Green Streets Guidebook</a>	24	61	85
<b><u>Parks and Recreation</u></b>	339	874	1,213
<a href="#">Pulse of the Region Survey on Parks</a>	27	53	

<a href="#">Task Force</a>	-	111	111
<b><a href="#">Case Studies - Environment</a></b>	91	132	223
<a href="#">Green Infrastructure</a>	18	31	49
<a href="#">Green Streets</a>	8	8	16
<a href="#">Habitat Restoration</a>	3	5	8
<a href="#">Invasive Species</a>	2	8	10
<a href="#">Parks and Open Space</a>	6	4	10
<a href="#">Sustainable Energy</a>	5	7	12
<a href="#">Water</a>	7	5	12
<b><a href="#">Access to Parks</a></b>	29	86	115
<b><a href="#">Access to Regional Parks</a></b>	18	53	71
<a href="#">Park Finder</a>	701	5,440	6,141
<b><a href="#">Park Finder app</a></b>	-	2,796	2,796

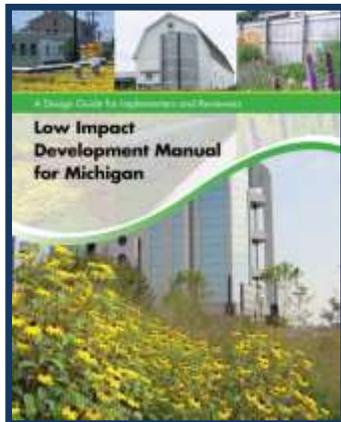
**SEMCOG’s new *Water Resource Plan for Southeast Michigan* provides framework for protecting the region’s water resources**  
*Other related publications were also accessed during the year*



In March 2018, SEMCOG’s General Assembly adopted the [Water Resources Plan for Southeast Michigan](#).

This plan emphasizes the importance of integrated water resources management across the major areas of advancing the blue economy, natural resources protection and enhancement, and water infrastructure systems. Learn more about the Water Resource Plan by viewing this short video [By the Numbers](#), highlighting our region’s water resources.

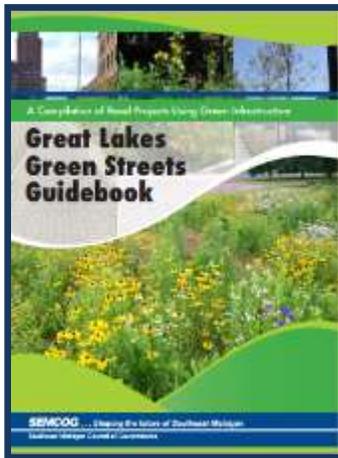
The *Water Resource Plan for Southeast Michigan* was viewed 212 times between April 2018 and July 2018 from SEMCOG’s website.



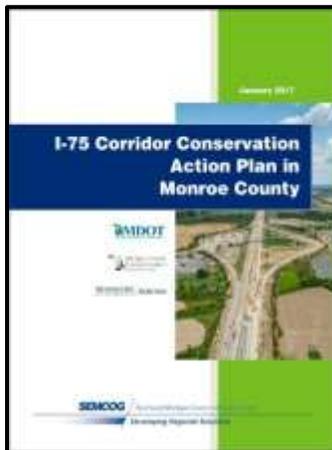
The [Low Impact Development Manual for Michigan](#) was accessed 1,974 times between September 2017 and July 2018.



The [Green Infrastructure Vision for Southeast Michigan](#) was accessed 482 times between September 2017 and July 2018.



The [Great Lakes Green Streets Guidebook](#) was accessed 85 times between September 2017 and July 2018.



The [I-75 Corridor Conservation Action Plan in Monroe County](#) was accessed 114 times between September 2017 and July 2018.

## Media

SEMCOG has multiple tools that are used to promote its work to members and the media. Those include *Regional Update*, *Environmental Exchange*, *Semscope*, blogs, and social media. Media activities conducted by SEMCOG in 2018 are described in the following section.

## Regional Update

SEMCOG actively provides information about its programs, projects, services, and data about Southeast Michigan. SEMCOG publishes its [\*Regional Update\*](#) electronic newsletter biweekly for nearly 4,400 subscribers. It often includes information on water quality, green infrastructure, and stormwater management, as well as information on impending environmental policy that can affect Southeast Michigan and news about important environmental meetings in the region.



- [July 23, 2018](#)
- [July 9, 2018](#)
- [June 25, 2018](#)
- [June 11, 2018](#)
- [May 28, 2018](#)
- [May 14, 2018](#)
- [April 30, 2018](#)
- [April 16, 2018](#)
- [April 2, 2018](#)
- [March 19, 2018](#)
- [March 5, 2018](#)
- [February 19, 2018](#)
- [February 5, 2018](#)
- [January 22, 2018](#)
- [January 8, 2018](#)

## Environmental Exchange

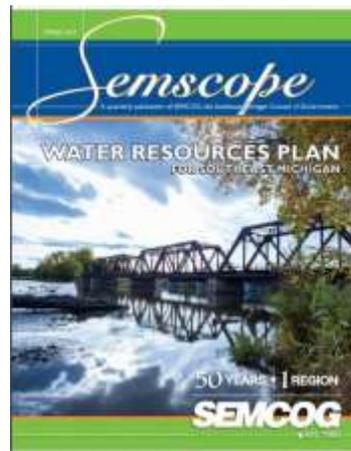
SEMCOG continues to publish information on relevant environmental opportunities in Southeast Michigan through the *Environmental Exchange* newsletter. The following *Environmental Exchanges* were published from September 2017 to August 2018 and sent to more than 650 subscribers.



- [August 2018](#)
- [April, 2018](#)
- [February, 2018](#)
- [January, 2018](#)
- [November, 2017](#)
- [October, 2017](#)
- [September, 2017](#)

## Semscope

*Semscope* is a quarterly publication of SEMCOG highlighting SEMCOG products, events, best practices, and examples of innovative projects and programs from member communities and institutions. *Semscopes* published from September 2017 to the August 2018 can be found [here](#). The April 2018 issue of *Semscope* provides an overview and summary of the *Water Resource Plan for Southeast Michigan*. This magazine is to SEMCOG members and emailed to nearly 6,400 subscribers.



## Blogs

SEMCOG released multiple blogs during the year on environmental topics related to water resources, green infrastructure, and parks and recreation. Blog posts are often featured in the biweekly *Regional Update* and monthly *Environmental Exchange* newsletters. Past blogs can be accessed on [SEMCOG's blog site](#). Environmental blogs from FY 2018 are listed below.

- [Coming soon: a 360-degree virtual tour of Southeast Michigan's trail network](#)
- [Our 50th Anniversary: Celebrating Legacies of Service](#)
- [Two programs making a difference in our region](#)
- [New plan provides framework for protecting region's water resources](#)
- [Southeast Michigan ParkFinder – It's now an app](#)
- [SEMCOG Supports Comprehensive Approach to Lead and Copper](#)
- [Report Card disappointing, but not surprising](#)
- [More funding and regional coordination on the horizon for Southeast Michigan's parks](#)
- [One Water. One Region.](#)
- [The Power of Partnerships](#)
- [Green Infrastructure partnerships precipitate learning in Southeast Michigan](#)

## Social Media

SEMCOG maintains a presence on social media through [Twitter](#), [Facebook](#), and [LinkedIn](#). Social media platforms have been used to circulate blog posts from SEMCOG's website and information from *Regional Update*, *Environmental Exchange*, and *Semscope*. SEMCOG also uses social media to highlight the Green Infrastructure Education series and bring attention to the "What You Can Do... To Protect Our Waterways," public education campaign. SEMCOG makes an effort to post weekly messages from the water quality tip cards to keep its followers informed on what they can do to help protect water quality. In addition to keeping followers up-to-date on everything SEMCOG is doing, SEMCOG uses social media to highlight events and projects happening throughout the region and to share best practices for protecting environmental quality.

As of August 2018, here are the statistics for SEMCOG's social media platforms:

Twitter:	3,038 (now); 2,807 (September 2017)
Facebook:	1,328 (now); 1,233 (September 2017)
LinkedIn:	559 (now); 520 (September 2017)

## Lobby Display

SEMCOG routinely displays information from the "What You Can Do... To Protect Our Waterways," tip cards on its electronic lobby display, which is viewed by numerous visitors from local government. SEMCOG also circulates information on upcoming events related to green infrastructure and stormwater management on the lobby display, as well as activities SEMCOG is engaged in related to stormwater management and green infrastructure in Southeast Michigan.

# Municipal Training and Government Outreach

## SEMCOG Universities

[SEMCOG Universities](#) are a series of workshops and training for SEMCOG member local elected leaders and staff. Environmentally oriented SEMCOG Universities are described in this section. In addition to SEMCOG Universities, SEMCOG also provides technical assistance and maintains and hosts multiple committees, which provide further educational and outreach opportunities.

### Held Workshops:

#### Winter Maintenance SEMCOG University

**September 21, 2017**

- This SEMCOG University was hosted by the City of Ann Arbor. Participants learned details from local communities about road deicing techniques, new equipment technology, and deployment strategies.

#### Green Infrastructure Champions

**October 11, 2017**

- This workshop was hosted by SEMCOG to offer an opportunity for municipalities, engineers, and consultants to get hands-on training for green infrastructure planning. This workshop provided an avenue for new and emerging green infrastructure champions to learn from local experts about planning, design, construction, monitoring, and maintenance of green infrastructure. Attendees also learned about the regional mentoring network, to develop broader green infrastructure relationships throughout the region.

### Upcoming Workshops:

#### Annual Municipal Stormwater Training

**October 9, 2018**

- SEMCOG is working with the Partners for Clean Water to plan for a regionwide IDEP and Pollution Prevention training. The MS4 training is scheduled for October 9, 2018, at Schoolcraft College, and will consist of a morning IDEP Investigator Training for those who work directly with identifying and eliminating illicit discharges and connections. The afternoon session features pollution prevention and good housekeeping and basic IDEP alert observer training. Registration will be coordinated through SEMCOG in late August/early September.

## Member Requests, Technical Assistance, and Engagement

SEMCOG offers technical assistance and resources related to water resource management to its member communities and educational institutions. “What You Can Do...To Protect Our Waterways” materials are a great way to publicly disseminate information on the importance of protecting water quality in Southeast Michigan. SEMCOG’s other environmental publications are also a great resource for SEMCOG members. The organizations that formally requested environmental materials from SEMCOG in 2018 include:

City/Organization/Agency	Material
City of Brighton	Water Quality Tip Cards
Metropolitan Organizing Strategy Enabling Strength	Green Infrastructure Evaluation
Detroit Future City	Green Infrastructure Evaluation
Charter Township of Chesterfield	Water Quality Tip Cards
Oakland County	Green Infrastructure Evaluation
Pittsfield Charter Township	Water Quality Tip Cards

## SEMCOG Committees

### Executive Committee

[SEMCOG's Executive Committee](#) conducts the main policy work and is the financial control body of the organization, providing final approval of regional studies and plans, as well as taking action on policies and legislative positions. Throughout 2017, SEMCOG's Executive Committee has been engaged in the planning and policy approval process for *the Water Resources Plan for Southeast Michigan*. Regional policies for the *Water Resources Plan for Southeast Michigan* were approved by the Executive Committee in 2018. The Executive Committee also approved the Drinking Water Monitoring Work Program in May 2018.

### General Assembly

[SEMCOG's General Assembly](#) consists of all delegates and alternates from SEMCOG member communities and educational institutions. Throughout the Water Resources Planning process, General Assembly members received updates on the plan and also participated in surveys on priorities for Water Resources in Southeast Michigan. In March, the General Assembly adopted the *Water Resources Plan for Southeast Michigan*.

### Parks and Recreation Task Force

This group ensures that Southeast Michigan's recreation system meets the quality of life, health, and accessibility needs of its residents and visitors, as well as the economic development and environmental priorities and goals of the region and local communities. Previous meetings have focused on parks at both the regional and county levels, featuring presentations from [the Michigan Department of Natural Resources](#), [Huron Clinton Metroparks](#), and a [panel discussion](#) featuring the region's county parks departments. Tentative plans for a December meeting will focus on other recreation partners, such as parks associations, local foundations, trail commissions, health care providers, and land conservancies.

## **Huron to Erie Corridor Real-Time Drinking Water Monitoring**

The real time drinking water monitoring project, funded by a grant through the Michigan Department of Natural Resources' Office of Great Lakes and the Governor's 21st Century Infrastructure Fund, aims to equip the 14 water treatment plants along the Huron to Erie Corridor with new monitoring equipment to allow for real-time detection of contaminants. The equipment will be tied together to form a network to which the treatment plant operators can refer when a spill is reported or when unreported contaminants might present in the St. Clair River, Lake St. Clair, Detroit River, and Lake Erie. The equipment will be purchased and installed by the end of September 2018.

## **Infrastructure Asset Management**

The 21st Century Infrastructure Pilot Program was completed in April 2018, and legislation passed in June 2018 created the Michigan Infrastructure Council (MIC). The Water Asset Management Council (WAMC) and Transportation Asset Management Council (TAMC) will support the MIC at the state level. For the seven-county region, SEMCOG is focused on supporting local governments in implementing asset management programs and will engage its members on the region's next steps with asset management and infrastructure coordination. SEMCOG's October 18 General Assembly will include a break-out session on Infrastructure Asset Management to share more information.

## **Transportation Alternatives Program**

The [Transportation Alternatives Program \(TAP\)](#) offers funding opportunities for a number of transportation improvements including the implementation of green infrastructure and environmental mitigation activities.

In December 2017, SEMCOG held a [SEMCOG University](#) workshop on the Transportation Alternatives Program (TAP), to provide local governments with guidance and information on eligibility, competitiveness criteria, the project selection process, and best practices for applying to the grant program and implementing projects. In addition to the workshops, SEMCOG provides every community that is considering applying to TAP funding with the opportunity to receive information on green infrastructure and why it might be something for them to consider in their projects when applying for TAP funding.

These communities received TAP funds in FY 2018 for projects that incorporate green infrastructure:

- City of Dexter Mill Creek Trail - Phase II (\$313,693)
  - Project potentially includes rain gardens.
- Wayne County Parks and Recreation- Rouge River Greenway (\$154,900)
  - Project includes rain gardens.
- City of Ann Arbor Allen Creek Berm Opening and Shared-Use Pathway (\$503,716)

- This is a re-award from last year, but includes a bike/ped tunnel is being included in a bigger flood prevention project.
- Ann Arbor Township- Huron River Drive Shared-use Pathway (\$291,896)
  - This is a re-award from last year, but includes a porous pavement path.
- Wayne County Parks and Recreation Hines Park-Ann Arbor Trail Connector (\$504,102)
  - This is a re-award from last year, but the larger project includes rain gardens.

### **Past projects:**

- Allen Park (2013 project-Complete)
  - The project includes one mile of bioretention cells along Ecorse Road from Pelham Road to just east of Luana Avenue to complement the city's 2011 reconstruction of Ecorse Road.
  - The project includes landscaping and tree plantings along the corridor, the creation of bioretention cells to capture and treat stormwater, the addition of bike racks, trash receptacles and benches, and updated LED street lighting.
  - This downtown corridor has seen safety improvements with the consistent green belt buffer between vehicular traffic and pedestrians.
- Ferndale – W 9 Mile Streetscape Improvement (2013 Project-Complete)
  - This project includes streetscape improvements on Nine Mile Road from Livernois Street to Pinecrest Drive.
  - As part of the resurfacing project, Ferndale reduced the traffic lanes from five to three to match the profile for Nine Mile Road east of this project.
  - The streetscape project added a parking lane with porous pavers, widened the sidewalk, and updated crosswalks to ADA standards.
  - This project also replaced streetlights and added benches, trash receptacles, trees and landscaping.
- Southfield – City Centre and Evergreen Rd. Enhancement (2014 Project-Complete)
  - The project created facilities for pedestrians and bicyclists: a 10-foot-wide multi-user path; mid-block plaza-like refuge island and planters; decorative stamped concrete crosswalks; amenities; and wayfinding signage.
  - It incorporated environmental mitigation techniques to collect and retain rainfall from the road and provide pretreatment of the stormwater through the implementation of a rain garden.
  - This project was implemented in conjunction with \$6.35 million reconstruction of Evergreen Road.
- Detroit – Joy Road Green Stormwater Infrastructure (Project awarded in 2017)
  - This project enhances three intersections through the use of green infrastructure to manage stormwater runoff along Joy Road between M-39 and Evergreen Road.

- Green infrastructure in this project includes landscaping and bioretention stormwater cells to capture roadway runoff before it enters the stormwater collection system, and expanded sidewalks with pervious pavement.

Additionally, several TAP projects have removed or will remove impervious traffic lanes, which were replaced with landscaped features to decrease impervious area, and increase tree canopy, vegetative cover, and green space. The communities implementing these projects include:

- Ferndale (W. Nine Mile and Livernois)
- Monroe (N. Dixie Hwy)
- Detroit (East Jefferson)
- City of Roseville (Utica Road)

More information on TAP project locations and status can be viewed using the [TAP Project Location and Status Story Map](#).

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September 2018-August 2019

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SEMCOG helps to support ongoing [Phase II compliance activities](#) by summarizing annual information related to SEMCOG's stormwater and water resource management activities, with a specific focus on communication, public education, and outreach efforts. This information helps communities and counties meet the reporting requirements associated with federal Phase II Stormwater Regulation. SEMCOG [congratulates](#) all of its member communities actively working to restore and protect the Great Lakes!

Southeast Michigan Partners for Clean Water meetings were held twice over the 2018-2019 year:

- [October 15, 2018](#)
- [December 19, 2018](#)

### Information in this report includes SEMCOG's:

1. Communication, Public Education, and Outreach Activities
2. Municipal Training and Government Outreach
3. Transportation Alternatives Program
4. Other SEMCOG Staff Services
5. Other Regional Training

## Communication, Public Education, and Outreach

### “What You Can Do...To Protect Our Waterways”

In April 2004, SEMCOG launched the, “Our Water. Our Future. Ours to Protect,” water quality public education campaign to provide Southeast Michigan residents with simple actions they can take to help protect our water resources.

In 2015, the public education campaign was revitalized and reintroduced as the “What You Can Do...To Protect Our Waterways,” campaign. It continues to be used by local communities to educate their residents and send one consistent message on water quality protection throughout Southeast Michigan. Tip Cards containing information on “What You Can Do” about Storm Drains, Landscaping, Household Hazardous Waste, Pet Care, Lawn Care, and Car Care, can be found in *Appendix 1*.



The [Protect Our Waterways](#) webpage, which lists actions the public can take to protect our water resources and includes the link to download Tip Card, received 4,695 visits from September 2018-August 2019. The number of times each Tip Card was viewed is listed below.

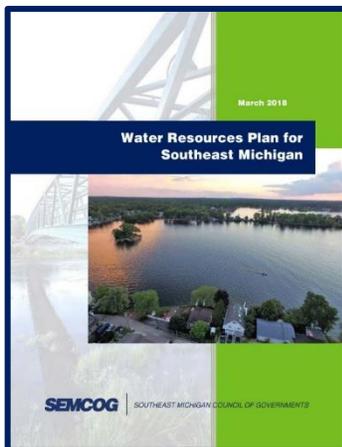
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<a href="#">To Protect our Waterways</a>	1,290	3,405	4,695
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<a href="#">Storm Drains</a>	81	367	448
<a href="#">Landscaping</a>	27	108	135
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<a href="#">Lawn Care</a>	20	89	109
<a href="#">Car Care</a>	22	62	84

## SEMCOG’s Website Refresh

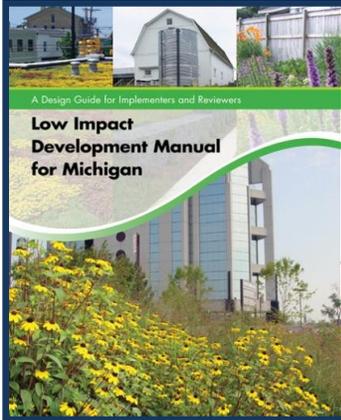
This past summer, SEMCOG updated the Environment portion of its website. Now, you can find more updated information about SEMCOG’s latest projects, and access all of your favorite environmental news more easily. Check out the new pages on [Stormwater](#), [Drinking Water](#), [Wastewater](#), and learn about all of SEMCOG’s local [partnerships](#). You can also learn more about water infrastructure by checking out SEMCOG’s [water infrastructure](#) page, which contains information about SEMCOG’s latest Infrastructure Asset Management project. Be sure to access the [latest Environmental Exchange newsletter](#) to stay up-to-date with all of SEMCOG’s work. We will continue to regularly update these environmental pages.

## Website Analytics

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<b>Water</b>	594	1,140	1,981
<a href="#">Regional Policies</a>	86	81	167
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<a href="#">Watershed Groups</a>	244	458	702
<a href="#">Anchor Bay Watershed Group</a>	33	58	91
<b>Stormwater</b>	862	1,310	2,172
<a href="#">Partners for Clean Water 2016-2017</a>	75	33	108
<a href="#">Partners for Clean Water 2017-2018</a>	78	94	172
<a href="#">Phase II Regulations</a>	27	34	61
<b>Green Infrastructure</b>	1,149	1,373	2,522
<a href="#">Green Infrastructure Vision</a>	236	298	534
<a href="#">Low Impact Development Manual</a>	31	39	70
<a href="#">Great Lakes, Green Streets Guidebook</a>	0	4	4
<b>Parks and Recreation</b>	606	1,283	1,889
<a href="#">Southeast Michigan Park Finder</a>	2,508	3,145	5,653
Southeast Michigan Park Finder App	1,150	1,455	2,605
<a href="#">Southeast Michigan Trail Explorer</a>	11,659	8,224	19,883
<b>One Water</b>	0	5,623	5,623



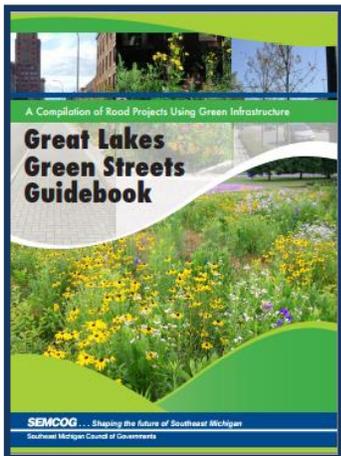
In March 2018, SEMCOG’s General Assembly adopted the [Water Resources Plan for Southeast Michigan](#). This plan emphasizes the importance of integrated water resources management across the major areas of advancing the blue economy, natural resources protection and enhancement, and water infrastructure systems. Learn more about the Water Resource Plan by viewing this short video [By the Numbers](#), highlighting our region's water resources. The *Water Resource Plan for Southeast Michigan* was viewed 75 times between September 2018 and August 2019 from SEMCOG’s website.



The [Low Impact Development Manual for Michigan](#) was accessed 62 times from September 2018-August 2019.



The [Green Infrastructure Vision for Southeast Michigan](#) was accessed 2,310 times from September 2018-August 2019.



The [Great Lakes Green Streets Guidebook](#) was accessed four times from September 2018-August 2019.

## One Water Campaign

SEMCOG has always been involved in public education related to water resources. In 2019, SEMCOG, in partnership with Great Lakes Water Authority and the Cranbrook Institute of Science, launched the One Water Campaign for Southeast Michigan. The goal of this campaign was to attain a greater awareness and mutual shared responsibility for water resources and to create public support for investments in water resources and infrastructure asset management.



Campaign messaging largely focused on the connection between stormwater, drinking water, and wastewater. The goal was to help the public understand the connection between the water system, the vastness of the system, and that public involvement plays a role in maintaining and improving the water system. To view One Water materials and find other helpful information on wastewater, stormwater, and drinking water, visit [mionewater.com](http://mionewater.com). This website contains educational videos, social media posts, tip cards, an interesting blog series on all three topics, and more.

The campaign ran from June 1-9, 2019, and made quite an impression in the region. Outdoor advertising, video and radio ads, and social media were all outlets for disseminating this information. Here are some statistics: 13.7 million impressions were received via outdoor advertising, including billboards and bus ads; 66 communities used One Water videos on their local TV stations; 120 broadcast TV spots were purchased, receiving 1.3 million impressions. On social media, the campaign received 491,000 video views, 2,375 shares and retweets, and 3,453 link clicks. These impressions help show the impact of the One Water campaign. SEMCOG, in partnership with GLWA and Cranbrook, hope to continue the campaign over the next few years, to reinforce to the public the importance of our water system. Stay tuned for 2020!

## Media

SEMCOG has multiple media publications including the *Regional Update* and *Environmental Exchange* newsletters, *Semscope* magazine, blogs, and social media. Media activities conducted by SEMCOG in 2016 are described in the following section.

### ***Regional Update***

SEMCOG continues to provide information on its programs, projects, services, and data about Southeast Michigan. To enable information sharing, SEMCOG publishes a bi-weekly [\*Regional Update\*](#) newsletter, which often includes information on water quality, green infrastructure, and stormwater management. SEMCOG also circulates information on impending environmental policy that can affect Southeast Michigan and also helps publicize important environmental meetings in the region.

# SEMCOG | Regional Update

A Biweekly Publication of SEMCOG, the Southeast Michigan Council of Governments

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- [December 3, 2018](#)
- [November 19, 2018](#)
- [November 5, 2018](#)
- [October 15, 2018](#)
- [October 1, 2018](#)
- [September 17, 2018](#)
- [September 3, 2018](#)

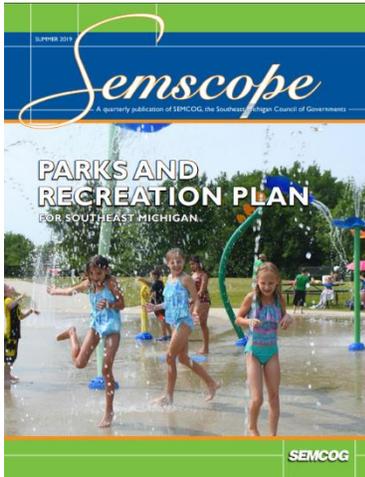
## ***Environmental Exchange***

SEMCOG publishes information on relevant environmental opportunities in Southeast Michigan through the *Environmental Exchange* newsletter. The following *Environmental Exchanges* were published from September 2018 to August 2019.



- [August 2019](#)
- [July 2019](#)
- [May 2019](#)
- [April 2019](#)
- [March 2019](#)
- [February 2019](#)
- [January 2019](#)
- [November 2018](#)
- [September 2018](#)

## Semscope



*Semscope* is a quarterly magazine, published by SEMCOG, highlighting SEMCOG events, best practices, and examples of innovative projects and programs from member communities and institutions. *Semscopes* published from September 2018 to August 2019 are included below.

- [Fall 2018](#)
- [Winter 2019](#)
- [Spring 2019](#)
- [Summer 2019](#)

## Blogs

SEMCOG released multiple blogs during the year on environmental topics related to water resources, green infrastructure, and parks and recreation. Blog posts are often featured in the biweekly *Regional Update* and monthly *Environmental Exchange* newsletters, and are posted on social media and SEMCOG's website. Past blogs are posted on [SEMCOG's blog site](#). Environmental blogs from September 2018 to August 2019 are listed below.

- [Summertime fun in the park!](#)
- [Collaborative Partnership to Lead to Park Improvements](#)
- [One Water, Part 1: Stormwater](#)
- [One Water, Part 2: Wastewater](#)
- [One Water, Part 3: Drinking Water](#)
- [First round of State Water Trails announced](#)
- [Communities Earn Natural Resources Grants to Improve Parks System](#)

## Podcasts

In 2019, SEMCOG began a podcast – Region Ahead – to discuss a range of topics important to Southeast Michigan. This new form of media is helping to engage a wider audience with current issues and topics in Southeast Michigan. Podcasts are posted on SEMCOG's website as well as on Apple Podcasts, Google Podcast, Stitcher, Spotify, and Castbox. Check out the [podcast](#) today.

## Social Media

SEMCOG maintains a presence on social media through both [Twitter](#) and [Facebook](#). Social media platforms are ways to spread messages to the public. They are used to circulate blog posts and information from both the *Regional Update* and the *Environmental Exchange*. SEMCOG also uses social media to highlight the Green Infrastructure Education series and bring attention to the “What You Can Do...To Protect Our Waterways,” public education campaign. SEMCOG makes an effort to post weekly messages from the water quality Tip Cards to keep our followers informed on what they can do to help protect water quality. In addition to keeping followers up-to-date on everything SEMCOG is doing, SEMCOG also uses social media to highlight events

and projects happening throughout the region and to share best practices for protecting environmental quality.

In August 2019, SEMCOG had:

- 3,358 followers on [Twitter](#)
- 36,400 impressions on [Twitter](#)
- 15,198 likes on [Facebook](#)

### Lobby Display

SEMCOG routinely displays messages from the “What You Can Do...To Protect Our Waterways,” Tip Cards in our lobby, which can be viewed by numerous visitors from local government. SEMCOG also circulates information on upcoming events related to green infrastructure and stormwater management on the lobby display, as well as activities SEMCOG is engaged in related to stormwater management and green infrastructure in Southeast Michigan. In addition to the Lobby Display, SEMCOG recently produced a [promotional video](#) to help share the message about SEMCOG’s role in Southeast Michigan.

## Municipal Training and Government Outreach

### SEMCOG Universities

SEMCOG Universities are series of workshops for SEMCOG member local elected leaders and staff. Environmentally oriented SEMCOG Universities are described in this section. In addition to SEMCOG Universities, SEMCOG also provides technical assistance and hosts multiple committees, which provide additional educational and outreach opportunities. To learn more about SEMCOG’s upcoming and past workshops, visit [SEMCOG’s website](#).

### Member Requests, Technical Assistance, and Engagement

SEMCOG offers member communities and institutions technical assistance and resources related to water-resource management. “What You Can Do...To Protect Our Waterways” materials are a great way to publicly disseminate information on the importance of protecting water quality in Southeast Michigan. SEMCOG’s other environmental publications are also a great resource for SEMCOG members. More than 100 organizations and communities from the seven-county region formally requested One Water and other environmental materials from SEMCOG in 2018-2019. These are a few representative examples:

City/Organization/Agency	Material
Macomb County Public Works	One Water Giveaway Items
City of Eastpointe	One Water Pet Waste Bags
City of Fraser	One Water Giveaway Items
City of South Lyon	One Water Giveaway Items and Tip Cards
Oakland County Water Resource Commissioners Office	One Water Giveaway Items

Washtenaw County Water Resource Commissioners Office	One Water Giveaway Items
City of Hazel Park	Stormwater Assistance

## SEMCOG Committees

### Executive Committee

SEMCOG's Executive Committee conducts the main policy work and is the financial control body of the organization, providing final approval of regional studies and plans, as well as taking action on policies and legislative positions. This year, SEMCOG's Executive Committee worked to approve the *Parks and Recreation Plan for Southeast Michigan*, as well as SEMCOG's new Green Infrastructure grant program.

### General Assembly

SEMCOG's General Assembly consists of all delegates and alternates from SEMCOG member communities and educational institutions. The October 2018 General Assembly featured an excellent presentation on SEMCOG's Infrastructure Asset Management project, which is working to better understand Southeast Michigan's important water infrastructure assets. More important water infrastructure topics will be presented at the upcoming General Assembly on October 17, 2019.

### Lake St. Clair CISMA

The CISMA is a partnership-based management structure comprised of representatives of local, regional, state and federal agencies, nongovernmental organizations, property owners, and the public. The goal of the CISMA is to stop the spread of invasive species and build a resilient landscape through habitat restoration. SEMCOG led development of the Lake St. Clair CISMA along with its 33 local government members and stakeholders. This past year, SEMCOG helped provide assistance to the Lake St. Clair CISMA through mapping and technical data. SEMCOG produced Early Detection and Response and Threat Ranking maps. SEMCOG also helped provide the CISMA with letters of support for funding opportunities.

### Parks and Recreation Task Force

This group ensures that Southeast Michigan's recreation system meets the quality of life, health, and accessibility needs of its residents and visitors, as well as the economic development and environmental priorities and goals of the region and local communities. This year, the group focused on development of the [\*Parks and Recreation Plan for Southeast Michigan\*](#). Task force meetings were held to understand the recreation needs of the region, and to develop important policies to benefit the region.

## **SEMCOG Current Projects**

### **Infrastructure Asset Management**

The Infrastructure Asset Management Program focuses on underground water infrastructure – drinking water distribution, sanitary sewer, and stormwater collection systems. It involves collecting asset data on these three systems in the region, for the purpose of creating a needs assessment. SEMCOG is working closely with the Michigan Infrastructure Council, the Water Asset Management Council and the Transportation Asset Management Council and, in the future, will provide a summary of information to define the need for investment in our underground infrastructure. This project encourages a culture of regional coordination in the project planning for both road projects and underground infrastructure projects. To learn more about the project, and its associated funding opportunity, visit SEMCOG's [website](#).

### **Climate Resiliency**

SEMCOG and MDOT are conducting a study to understand and manage flood risks to transportation infrastructure in the seven-county SEMCOG region. The study includes a flooding risk assessment for roads, bridges, culverts, and pump stations in the area and integration of the results into day-to-day agency practices, such as asset management and long-range planning. Integration of results into key agency functions will enable SEMCOG and MDOT to proactively manage flooding risks to the transportation system. The study includes development of a standardized framework for analyzing hydrology and hydraulics associated with highway stormwater runoff.

### **SEMCOG Green Infrastructure Grant**

SEMCOG has awarded [\\$265,000 in funding](#), from the U.S. Environmental Protection Agency's Great Lakes Restoration Initiative (GLRI), to six Southeast Michigan communities for implementing green infrastructure projects. The goal of this grant program is to reduce nutrient loading into Lake Erie and reduce stormwater runoff through the use of best management practices and green infrastructure. Over the next year, SEMCOG will continue to report on this project, as green infrastructure projects grow throughout the region.