

Introduction

The goals and objectives for the watershed are reflective of the priority pollutants and stressors across the watershed. The long-term goals represent significant strides towards expected levels of restoration. Objectives represent shorter term activities that, once achieved, will demonstrate success in meeting the goals.

Vision Statement

The Mission and Vision of the Alliance of Rouge Communities (ARC) are as follows:

Mission

The Alliance of Rouge Communities (ARC) will continue to improve the Rouge River, return beneficial public uses, and prevent future problems. It will reduce costs for meeting storm water permit requirements through cooperative efforts, and provide a state and national model for locally driven watershed approaches that minimize the need for State/Federal mandates.

Vision

We envision a dynamic working partnership comprised of Rouge River communities, counties and agencies working together to sustain a healthy and vibrant Rouge River.

The goals and objectives of this watershed management plan support both the mission and vision of the Alliance of Rouge Communities.

Goals & Objectives

The goals and objectives are important as they direct future decision-making towards selecting appropriate management actions for improvements in the watershed.

Goal I: Reduce sources of pollution that threaten public health

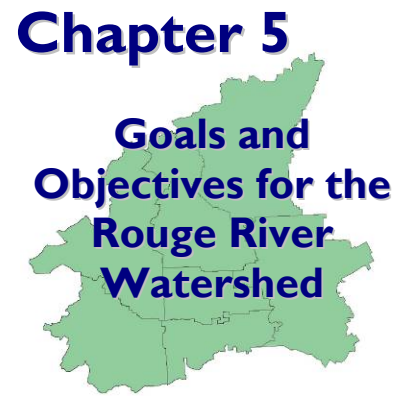
This goal supports the continuation of efforts to address sources of pathogens and bacteria in the river and its tributaries while also addressing the Rouge River E. coli TMDL (MDEQ, 2007).

Objectives to meet this goal are:

- ◆ Continue to address remaining SSOs & CSOs. (Middle 1/Lower 1 – N/A)
- ◆ Continue to prevent, identify and eliminate illicit discharges & illicit connections
- ◆ Work to reduce nonpoint source pollution.

Goal II: Reduce runoff impacts through sustainable storm water management strategies and programs

A primary focus for watershed planning is to address impacts from non-point source pollution. These impacts include the amount or volume of urban storm water runoff, combined with storm water flow rates and non-point source pollution.



Objectives to meet this goal are:

- ◆ Implement measures to effectively manage storm water volume and flow rates.
- ◆ Work to reduce water quality impacts from urban storm water runoff.

Goal III: Inform and educate the public to become watershed stewards

Improving the public's understanding of their role as watershed stewards is critical to long-term watershed restoration. The previous goal focuses on storm water pollution, storm water volume and storm water flow rates. Restoration and water quality improvements will not be realized without participation from watershed residents and business owners.

Objectives to meet this goal are:

- ◆ Continue to conduct public education and participation programs.
- ◆ Collaborate with Rouge River watershed stakeholder groups on stewardship activities.

Goal IV: Protect, restore and/or enhance natural features to maintain/improve river and watershed ecosystems

While addressing storm water quality, volume and flow rates is a primary goal, minimizing these impacts can be realized by maintaining and enhancing natural features, such as wetlands, woodlands and riparian corridors to improve the urban stream indicators. These indicators were described at length in the previous chapters, including stream hydrology, water quality, stream habitat, aquatic and fish diversity and stream corridor conditions.

Objectives to meet this goal are:

- ◆ Implement measures to protect natural features and watershed ecosystems.
- ◆ Work to enhance or restore green infrastructure and watershed ecosystems
- ◆ Restore or maintain aesthetically appealing conditions.

Goal V: Maximize community assets related to the watershed

Community assets are commonly referred to as recreational opportunities, both active and passive, but which are connected to the environment and the Rouge River. As the ARC and watershed stewards strive for improvements across the watershed, it's the connection to the river that attracts residents and visitors to the river and other natural features.

Objectives to meet this goal are:

- ◆ Promote and enhance the amount and quality of recreational opportunities.
- ◆ Educate the public about the connection between river stewardship and recreational opportunities.

Goal VI: Support institutional relationships for the implementation of the management plan

This goal is representative of the ongoing institutional arrangement of the Alliance of Rouge Communities. Additionally, this goal encourages partnerships and collaborative efforts between the ARC and local, state and federal representatives, non-profit organizations, business and industry and educational institutions.

Objectives to meet this goal are:

- ◆ Investigate financing and incentive programs to support local storm water management.
- ◆ Maximize the use of resources through a collaborative effort so that standards, ideas, and programs are shared.
- ◆ Educate the public about the connection between watershed health and economic sustainability.

Table 5-1 shows the connection between the Rouge River Watershed Goals and the priority pollutants and stressors described at length in the previous chapter. The table highlights that the majority of the goals have some link to each of the pollutants and stressors.

Table 5-1: Goals Related to Pollutants and Stressors

	Goal 1 Public Health	Goal 2 Storm Water	Goal 3 Education	Goal 4 Watershed Ecosystems	Goal 5 Community Assets	Goal 6 Implementation
Pathogens (E. coli and Fecal Coliform indicators)	X	X	X		X	X
Water Volume & Rate		X	X	X	X	X
Sediment		X	X	X	X	X
Nutrients	X	X	X	X	X	X

Table 5-2 identifies the relationship between the Rouge River Watershed Goals to the State designated uses and the ARC desired uses.



Table 5-2: Relationship between Goals and Designated and Desired Uses

		Goal 1 Public Health	Goal Storm water	Goal 3 Education	Goal 4 Watershed Ecosystems	Goal 5 Community Assets	Goal 6 Implementatio n
Designated Uses	Agriculture		X				X
	Public water supply at the point of intake (N/A)						
	Navigation		X				
	Warmwater fishery		X	X	X	X	X
	Other indigenous aquatic life and wildlife		X	X	X	X	X
	Partial body contact recreation	X	X	X			X
	Total body contact recreation between May 1 & October 31	X	X	X			X
	Coldwater Fishery		X	X	X	X	X
Desired Uses	Flood Control		X			X	X
	Ecosystem Protection & Enhancement		X		X	X	X
	Recreational Opportunities & Aesthetics	X	X	X	X	X	X
	Coordinated Planning & Development	X	X	X	X	X	X
	Open Space/Greenway Preservation			X	X	X	X

Table 5-3 shows the relationship between the Rouge River Watershed Goals and the Beneficial Use Impairments described previously.

Table 5-3: Relationship of Goals to Rouge River RAP Beneficial Use Impairments (BUI)

	Goal 1 Public Health	Goal 2 Storm water	Goal 3 Education	Goal 4 Watershed Ecosystems	Goal 5 Community Assets	Goal 6 Implementation
Restrictions on Swimming & Other Water-Related Activities	X	X	X			X
Loss of Fish & Wildlife Habitat		X	X	X	X	X
Degradation of Fish Communities		X	X	X	X	X
Degradation of Benthos		X	X	X	X	X
Degradation of Wildlife Populations		X	X	X	X	X
Eutrophication or Growth of Undesirable Algae	X	X	X	X	X	X
Degradations of Aesthetics		X	X	X	X	X
Restrictions of Fish Consumption		X	X	X	X	X