



# ARC EXECUTIVE DIRECTOR'S 2022 ANNUAL REPORT

The 2022 Alliance of Rouge Communities (ARC) Executive Director's Annual Report summarizes the activities conducted by the ARC from January 1, 2022, to December 31, 2022, including products and outcomes from routine administration and meetings of the ARC and all its committees. It also includes results from ARC Illicit Discharge Elimination Program (IDEP) activities and public education activities, including workshops and developed products.

## EXECUTIVE DIRECTOR SERVICES

### ARC MEETINGS AND ADMINISTRATION

#### **FULL ALLIANCE MEETINGS**

ARC Staff supported three (3) Full ARC meetings including preparation of the agenda (under the direction of the Chair), distribution of the materials prior to meetings, facilitation of the meetings (including notetaking and tallying of votes at the meeting), preparation of E-votes, and preparation/distribution of meeting summaries to members and other interested parties.

[Full ARC meeting summaries](#) can be found on the ARC's website.

#### **EXECUTIVE COMMITTEE MEETINGS**

The Executive Committee discusses and approves items in advance of full ARC meetings including development and amendments to budgets and contracts. ARC Staff supported three (3) Executive Committee meetings including (under the direction of the ARC Officers) preparation of the agenda, distribution of the materials prior to the meetings, preparation of E-votes, facilitation of the meetings (including note-taking and documenting recommendations considered and actions taken), and meeting summary preparation and distribution. This subtask also included ongoing support services for the committee outside of the regular meetings.

[ARC Executive Committee meeting summaries](#) can be found on the ARC's website.

#### **FINANCE COMMITTEE MEETINGS**

The Finance Committee, supported by ARC Staff, developed and administered the annual budget and work plan. ARC Staff prepared monthly financial reports, budget amendments, mailed dues invoices to members, collected dues, submitted grant reimbursement requests and paid the ARC's bills. ARC Staff facilitated two (2) Finance Committee meetings on March 18, 2022, and October 25, 2022, and prepared the agenda, distributed materials regarding budget amendments and the annual budget recommendations for review prior to the November Executive Committee meeting.

#### **ADMINISTRATIVE SERVICES**

ARC Staff provided administrative oversight of the ARC day-to-day activities by staff, consultants, contractors, and external relationships with other agencies, organizations, and individuals to meet the goals of the ARC.

2022 Activities included:

- 💧 The 2021 ARC annual report was completed and submitted to the ARC in March 2022.

- ◆ The ARC was awarded federal grants in 2022 and because the total amount of the award was more than \$200,000, the EPA was required under EPA Order 5700.8 to review the ARC's systems for controlling and managing federal funds. This review was an assessment of the ARC's administrative and financial systems' ability to manage our awards in accordance with Federal Regulations, Uniform Grants Guidance, EPA guidelines and OMB Circulars. In September 2022, to ensure adherence to 2 CFR 200 guidelines, the ARC was officially pre award certified (PAC) as of 9/13/22 with an expiration date of 9/12/26. ARC Staff updated or created the below listed policies and procedures to receive the PAC:
  - Accounting procedures
  - Conflict of interest policy
  - Personnel policy
  - Timekeeping policy
  - Procurement policy
  - Property management policy
  - Record retention policy
  - Travel policy

## **FINANCIAL SERVICES**

ARC Staff provided accounting services in accordance with the ARC's Accounting Procedures Manual including processing of payables and receivables.

2022 Activities included:

- ◆ ARC Staff attended the following EPA webinars: April 28, 2022 – EPA Grants Competition Process, May 5, 2022 – EPA Grants Developing a Budget, May 10, 2022 – EPA Grants Financial Management, and September 22 – EPA Grants Complying with EPA Assistance Agreements.
- ◆ ARC Staff provided monthly reports for the ARC Treasurer and ARC members from January 1, 2022 through December 31, 2022.
- ◆ ARC Staff provided necessary staff to meet the separation of financial duties and responsibilities documented in the ARC's Accounting Procedures Manual so that no Executive Director Staff member has sole control over cash receipts, bank reconciliations, accounts payable, mail or other accounting functions.
- ◆ ARC Staff maintained separate general ledger accounts as required by funding source regulations.
- ◆ ARC Staff maintained financial records and files as required by the ARC Accounting Procedures Manual including grants and vendor contracts.
- ◆ ARC Staff submitted all required information for grant reimbursement requests and grant reporting.
- ◆ ARC Staff assisted and provided information for the 2021 Single Audit, financial statement and taxes.
- ◆ ARC Staff worked with both the Finance and Executive Committee to develop the 2023 ARC Budgeting Package which included a 2% increase in dues along with an adjustment from the finalized 2020 Census.
- ◆ ARC Staff prepared monthly financial reports, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC's bills.

## **OUTREACH AND ADVOCATE**

ARC Staff promoted the ARC as the advocate for the Rouge River Watershed, served as the primary spokesperson for the ARC, responded to requests for information and sought opportunities to promote ARC awareness. ARC Staff served as the ARC primary liaison to the general public, all members, including both formal and informal interaction with government officials, legislators and staff on a regular basis.



## GOVERNMENTAL ACTIVITIES

2022 Activities included:

- ◆ ARC Staff provided project information for EPA's website on various ARC restoration projects.
- ◆ ARC Staff received a call regarding setting up a tour and press event for the Michigan Attorney General for August 15, 2022. The event did not happen, but ARC Staff actively prepared for it working with ARC members until it was cancelled by the Attorney General's Office.
- ◆ ARC Staff forwarded a request from EGLE to ARC member communities to complete a survey through the Clean Watersheds Needs Survey (CWNS), hosted by the U.S. Environmental Protection Agency, which helps determine resources needed to improve wastewater, storm water, decentralized, and nonpoint source systems.
- ◆ ARC Staff organized a presentation by EGLE on the Clean Water Plan Wastewater Fund.
- ◆ ARC Staff attended the AOC Conference on May 24-26, 2022.
- ◆ ARC staff organized and provided EPA and EGLE staff a tour of EPA funded ARC projects July 27-28, 2022.
- ◆ ARC staff attended the Michigan Natural Resources Commission meeting August 11, 2022



EPA/EGLE tour of restoration projects

## STATEWIDE PUBLIC ADVISORY COUNCIL (SPAC)

- ◆ ARC Staff attended SPAC meetings on January 20, 2022, June 14, 2022, and October 11-12, 2022.
- ◆ ARC Staff attended SPAC Habitat Subcommittee meetings on March 9, 2022, May 23, 2022, and October 3, 2022.
- ◆ ARC Staff promoted and attended the April 26, 2022, all PAC meeting Michigan's Areas of Concern Program: Past, Present, and Future.
- ◆ ARC Staff supported RRAC at their 2022 meetings including January 11, 2022, May 9, 2022, July 21, 2022, and October 18, 2022.

## ORGANIZATION PARTICIPATION

2022 Activities included:

- ◆ ARC Staff participated in the One Water Public Education Campaign that is being led by SEMCOG. The campaign provides a regional public education strategy, led by local stakeholders, that provides common water resource messaging in southeast Michigan focused on stormwater, wastewater and drinking water. The messaging encourages water resource stewardship, encourages adoption of best management practices, and supports long-term investment in infrastructure.
- ◆ ARC Staff participated in the GLWA Watershed Hub work group and full group meetings to advance water quality monitoring in the region. The ED gave several presentations on the proposed investigational sampling framework and anticipated costs.
- ◆ ARC Staff continued to participate in the Southeast Michigan Partners for Clean Water work group.
- ◆ The ARC received the following awards for their restoration projects: American Public Works Association (APWA) MI Chapter 2022 Environmental Project of the Year award for Tamarack



APWA Tamarack Creek project award

Creek Restoration; Detroit Metro Chapter of AWP 2022 Environmental Project of the Year for Tamarack Creek Restoration; Michigan Recreation & Park Association 2021-2022 Landscape Design Award for the Johnson Creek Fish Hatchery Project.

- ◆ The ARC received a Certificate of Excellence for the exemplary performance and valuable contributions that the ARC has made to the preservation, restoration and stewardship of Michigan's natural environments and wildlife from the Michigan Natural Resources Commission.
- ◆ The ARC received the Michigan Award in 2022 from Keep Michigan Beautiful, Inc. for the ARC's Tamarack Creek Restoration project.
- ◆ ARC Staff collaborated with consultants from the Alliance of Downriver Watersheds to share best practices for permit compliance and to discuss opportunities for collaboration of some activities to reduce costs to both organizations.
- ◆ ARC Staff promoted the Friends of the Rouge Winter Stonefly Search (1/22/22), Spring Bug Hunt (4/23/22) and Fall Bug Hunt (10/15/22) on the ARC website and Facebook.
- ◆ ARC Staff promoted and attended the State of the Strait Conference May 11, 2022, to ARC member communities.

## MEMBER AND GENERAL PUBLIC REQUESTS

2022 Activities included:

- ◆ ARC Staff participated in WXYZ coverage of the ARC's GLRI funded Lower Rouge River Habitat Restoration project which included an interview with John O'Meara, ARC Restoration Manager on May 9, 2022.
- ◆ ARC Staff provided project information for a June 29, 2022, article on the Tamarack Creek Restoration Project published in C&G *Newspapers*.
- ◆ ARC Staff provided project information for the July 14, 2022, Detroit Free Press article "A small, troubled, Henry Ford-created lake in Wayne County is getting a makeover."
- ◆ ARC Staff responded to an email from a Plymouth Twp. resident regarding potential projects for their Master Plan process. ARC staff responded and copied the member community's representatives.
- ◆ The ARC did not receive any FOIA requests from January 1, 2022, through December 31, 2022.
- ◆ ARC Staff forwarded various emails from residents to community representatives for follow-up.
- ◆ ARC Staff promoted Friends of the Rouge volunteer and monitoring activities and Rouge Rescue events on the ARC website and Facebook.
- ◆ ARC Staff promoted Oakland County's Regional Stormwater Summit that was held on October 21, 2022, at Lawrence Tech.
- ◆ ARC Staff promoted Oakland County's 18<sup>th</sup> annual Kids' Clean Water Calendar Contest.
- ◆ ARC Staff promoted the Rouge River Water Festival held at the Cranbrook Institute of Science.



ARC Staff interviewed as part of WXYZ coverage of the ARC's GLRI Lower Rouge habitat restoration project

## PURSuing GRANT OPPORTUNITIES

The Executive Director staff applied for the following grants in 2022 on behalf of the ARC:

- ◆ EPA Environmental Justice - Rouge River AOC Environmental Justice was submitted by ARC Staff. At the request of EPA in January 2023, the request was broken up into 5 applications with the first 2 resubmitted in January 2023. Those 2 submissions were Rouge River AOC Environmental Justice – Inkster Park 1 (\$5,685,000) and Inkster Park 2 (\$5,250,000) (award pending).

- ◆ EGLE AOC GLRI Grant - ARC Rouge River Area of Concern PAC Support (awarded 2/27/23 to the ARC \$154,500)
- ◆ USDA Forest Service GLRI Forest Restoration grant – Reducing Runoff in the Rouge River AOC (\$299,250 award pending)
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding for Rouge River AOC Habitat Restoration LTU wetland habitat implementation. (awarded to the ARC \$810,000).
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding for Rouge River AOC habitat restoration Wilcox/Phoenix implementation. (awarded to the ARC \$5,008,595).

Additional grant activities include:

- ◆ ARC Staff provided support information for a NOAA Partnership application that was submitted by the Friends of the Detroit River.
- ◆ ARC Staff encouraged the members to submit project ideas that can potentially be used as stream mitigation sites by developers. Through this program, Schoolcraft College can restore a portion of the Bell Branch in Livonia in cooperation with a developer.
- ◆ ARC Staff prepared various letters of support for partners applying for grants.
- ◆ ARC Staff updated information to maintain the ARC's status in the Federal government's System for Award Management (SAM), Grants.gov and with the DUNS number. These are required to be current and renewed annually to apply for federal grants.
- ◆ ARC Staff researched and surveyed ARC Members seeking their input in determining the scope of the ARC's application for various grant applications throughout 2022.
- ◆ ARC Staff prepared a letter to GLWA in support of the Southeast Michigan Regional Monitoring Program. ARC staff worked with regional partners (GLWA, Counties, DWSD and SEMCOG) to develop a regional monitoring plan and budget to identify storm drains being impacted by unknown sources of sewage. The plan has received widespread support from the counties (Macomb, Oakland, Wayne) and the sanitary sewer districts in the Clinton and Rouge River watersheds.

ARC Staff reviewed the following grants and either assisted an ARC Member in preparing it, forwarded them to individual communities to consider applying for or recommended that the ARC not apply:

- ◆ ARC Staff reviewed the MDNR Michigan Spark Grant and forwarded the funding opportunity to ARC member communities.
- ◆ ARC Staff attended the informational webinar on January 25, 2022, for the Sustain our Great Lakes grant opportunity. The ARC did not submit an application.
- ◆ ARC Staff attended the informational webinar on August 4, 2022, for the National Fish and Wildlife Foundation Southeast Michigan Resilience Fund 2022-2023 grant opportunity. The ARC did not submit an application.

## TECHNICAL COMMITTEE

### MEETING FACILITATION

Staff support was provided for two (2) Technical Committee meetings on February 18, 2022, and October 3, 2022. Topics in February included IDEP findings, investigation priorities from communities, progress report information, and an update on Post Construction Standards acceptance. In addition, the work plans for IDEP investigations conducted by [ECT](#) and [Wayne County](#) were approved by the Technical Committee. Topics in October included information about what to expect from an EGLE audit,

collaborative plan updates, work plan recommendations for 2023, and the tool that SEMCOG is developing for tracking Post Construction reporting metrics.

### **IDEP FIELD INVESTIGATIONS**

Consistent with the Rouge River Collaborative IDEP Plan, illicit discharge investigations were conducted in Oakland and Wayne counties.

### **IDEP FIELD INVESTIGATIONS**

ARC Staff conducted investigations for Oakland County in the city of Beverly Hills and assisted Wayne County with investigations in Livonia and Inkster. The written findings of each investigation were provided to each community and summarized in the [2022 IDEP Investigation Summary](#).

Wayne County Department of Public Services, Environmental Services Division (ESD) conducted advanced investigations in the cities of Plymouth and Livonia and are detailed in the [2022 Wayne County IDEP Services Report](#).

### **TMDL DATA COLLECTION**

ARC staff conducted sampling in accordance with the ARC's Collaborative Total Maximum Daily Load (TMDL) Implementation Plan requirements. This included completing DO monitoring in Johnson Creek for two months, screening 83 outfalls for E. coli, and sampling 28 instream sites for suspended sediment. More information about this can be found in the 2022 Rouge River Water Quality Assessment Report.

### **IDEP TRAINING**

ARC Staff promoted and assisted SEMCOG with four training courses. The IDEP Alert Observer training held on October 18, 2022, was attended by 45 people in person and 120 people via Zoom. The IDEP Investigator training held on October 18, 2022, was attended by 25 people. The IDEP Alert Observer training held November 10, 2022 was attended by 20 people in person and 30 people via Zoom. The IDEP Investigator training held on November 10 was attended by 25 people. ARC Staff also updated the Investigator training slide presentation and presented at the SEMCOG training.

### **MS4 PERMIT**

2022 Activities include:

- ◆ ARC Staff shared Oakland County's Phase II MS4 Biennial Stormwater Progress Report "Summary for Community Use" with ARC members.
- ◆ In March 2022, ARC Staff prepared for the member communities the 2020-2021 Collaborative IDEP Progress Report and the 2020-2021 Collaborative PPP/PEP Progress Report for use in their permit reporting.
- ◆ ARC Staff provided guidance for completing and submitting Progress Reports and ARC Staff developed a template for the EGLE MS4 Progress Report for member communities to use.
- ◆ ARC Staff contacted EGLE regarding extending the Collaborative PPP and PEP plans through the end of the current permit cycle. The extension was approved and instead of ending 9/30/22 they are extended until 10/1/23.
- ◆ ARC Staff informed member communities on the Notice of Class Action Lawsuit-Monsanto Company. Several large west coast communities filed a class action lawsuit against Monsanto Company for manufacturing PCBs which resulted in impairments to the environment. The class

action group includes all Phase I and II MS4 entities (CVT, counties, etc.) that have PCB-impaired waters. The Rouge has PCB impairments; therefore ARC members are part of the class action.

- ◆ ARC Staff shared an online tool developed by SEMCOG to help track the Post Construction Stormwater Mgt metrics required by EGLE for your stormwater permit. The tool will be helpful in future permit negotiations with EGLE.
- ◆ ARC Staff held a joint Tech/PIE meeting to review the draft 2024 MS4 Reapplication Collaborative Plans on October 3, 2022.
- ◆ ARC Staff communicated with EGLE throughout the year on member community permits.
- ◆ ARC Staff supported communities during EGLE permit audits.
- ◆ ARC staff compiled Stormwater Management Plans for several communities and posted them to the ARC's website to meet the public notice requirement of the PPP.

## **PUBLIC INVOLVEMENT & EDUCATION (PIE) COMMITTEE**

### **MEETING FACILITATION**

Staff support was provided for one (1) PIE Committee meeting on October 3, 2022. Topics included updating the Collaborative PPP and PEP for the next permit cycle beginning in 2024. ARC Staff supported the PIE Committee with regular email communications regarding PIE activities including scope and budget changes and review of new public education materials and messages.

### **PUBLIC EDUCATION MATERIALS**

ARC Staff made various public education materials available to ARC members through the ARC website during 2022. Several items were restocked in 2022 including pet waste containers, fertilizer clips and various printed materials. ARC Staff surveyed ARC Members prior to creating new public education items to determine the topic. New items in 2022 included a brochure, display banner, social media graphic and newsletter article which focused on Best Management Practices for Businesses in the Rouge River watershed. More than 7,000 items were distributed to member communities and at various community events and workshops. Distribution details are included in the [PIE Materials Distribution Report](#). Listed below are descriptions of the public education items and any specific activities in 2022.

#### ***When it Comes to Chemicals – Change is a Good Thing!***

This tri-fold brochure focuses on changing chemical use to help protect water quality in the Rouge River. It provides information on changing to a chemical alternative, changing how you use chemicals and changing how you dispose of chemicals. The brochure also provides valuable links to southeast Michigan County's HHW collection events. A total of 230 copies were sent filling requests in 2022.

#### ***Watershed Wisdom for Homeowners – Healthy Habits for Clean Water Brochure***

The Watershed Wisdom for Homeowners brochure educates the public about healthy habits for clean water. The brochure has been distributed to members, realtors and homeowners' associations within the Rouge River watershed. A total of 400 copies were sent filling requests in 2022.

#### ***Protect Water Quality All Season Long! Posters***

ARC members posted these in support of their permit requirements in facilities, libraries or other buildings that the general public frequent. Posters are also distributed to the general public at community events. A total of 24 copies were sent filling requests in 2022.



### Have a Business in the Rouge River Watershed?

ARC staff created a new brochure in 2022 for Business Owners which educates business owners that are in the Rouge River watershed on best management practices that can be incorporated to protect water quality inside, outside and under their business. The brochure was created in 2022 with distribution beginning in January 2023.

### ARC Public Education Brochure

This flyer is used to educate the public about the ARC and its activities.

### ARC Member Brochure

The ARC Member Brochure was distributed to ARC member communities with their membership invoices. The brochure describes the ARC, member benefits, projects and committees. It is also distributed to other interested communities and organizations wanting to learn about the ARC.

### Waterfront Wisdom Brochure

A booklet for riparian homeowners in the Rouge River Watershed. The publication was originally published by the Oakland County Water Resources Commissioner's Office Environmental Team.

### Detention Pond Maintenance Manuals

A guidebook for private owners in southeast Michigan to educate them on the maintenance of detention ponds.

### Black-Eyed Susan Seeds and Tip Card

Black-eyed Susan seed packets are distributed to the general public along with a tip card which educates them on the benefits of native plants.

### Value of Trees

The Value of Trees tip card educates the general public on the benefits of planting native trees.

### Protect the Rouge River at Home – Dispose of Fats, Oils and Grease (FOG) Properly

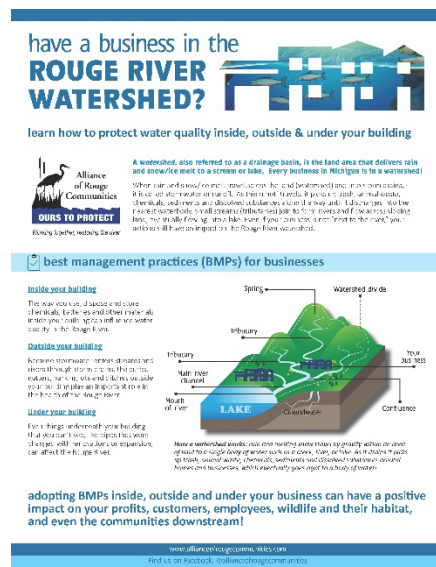
The FOG brochure educates the public on the proper disposal of fats, oils and grease in the house. Brochures were also distributed at member public events, the Great Lakes Restoration event and also as part of seedling giveaways at additional events.

### Additional Rouge Grant and SEMCOG Printed Pieces

The ARC has a limited supply of SEMCOG printed material and continues to distribute those when requested.

### Bookmarks

The bookmarks publicize the ARC and promote Rouge Friendly tips to the public.

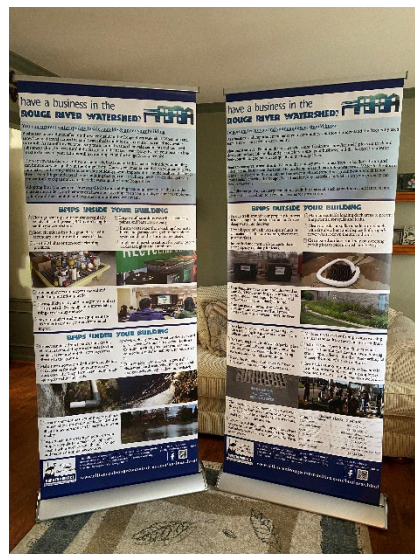


**New business BMP brochure**

## ARC BANNERS

As part of the Collaborative PEP the ARC committed to creating static display banners throughout the permit cycle. Below are the banners that have been previously created and continue to be rotated throughout the watershed (see [Banner Report](#)) where ARC member communities sign up to host the banners at one of their facilities for 2 weeks at a time.

- ◆ *ARC General Banners* (3 sets) - focuses on the connection of the MS4 to area waterbodies and the potential impacts discharges could have; the importance of pollution prevention and watershed restoration and stewardship; reporting illicit discharges; promoting proper disposal practices; identify and promote facilities for collection or disposal of household hazardous wastes; septic system maintenance; proper application and disposal of pesticides, herbicides, and fertilizers; proper disposal practices for grass clippings, leaf litter and animal; benefits of green infrastructure; and methods for managing riparian lands to protect water quality.
- ◆ *Chemicals – Change is a Good Thing* - focuses on changing to a chemical alternative, changing how you use chemicals and changing how you dispose of chemicals. It also provides links to southeast Michigan County's HHW collection events.



Banners created in 2022 for businesses in the Rouge River watershed.

2022 Activities included:

- ◆ ARC staff created a new set of banners in fall, 2022, which educates business owners that are in the Rouge River watershed on best management practices that can be incorporated to protect water quality inside, outside and under their business. These banners will be available for reservations to ARC member communities starting in 2023.

## COMMUNITY ARTICLE /AD GRAPHIC

ARC Staff have created articles that ARC members can use in their community newsletters or magazines along with an ad graphic on the same topic that can be used on websites and social media. Previously created articles and ad graphics have been posted to the ARC's website and Facebook account. The previously created articles/ad graphic topics include:

- ◆ *Brine Instead of Rock Salt to Protect Water Quality!*
- ◆ *What Is a Watershed & What Does It Have to Do with Me?*
- ◆ *When it comes to household chemicals – change is a good thing!*
- ◆ *Let's all dispose of fats, oils & grease (FOG) properly.*

2022 Activities included:

- ◆ ARC staff created a new article and ad graphic in 2022 titled [Business Owners – protect water quality inside, outside & under your building!](#)



Ad graphic created in 2022 for businesses in the Rouge River watershed.

## **GIVEAWAYS**

### **Pet Waste Containers**

Pet waste containers promote clean water with the message “*In the Bag, Not the River*”. The ARC restocked these in 2022 through our partnership with the One Water Campaign.

### **Fertilizer Clips**

Fertilizer clips with the ARC logo and the phrase: “Fertilize Sparingly and Caringly.” These were restocked in 2022 with an order of 5,000 additional clips.

### **Jar Opener**

The message on the jar opener includes “If you live here (state of Michigan), you live in a watershed” and lists several activities that the public can do to help protect water quality in the Rouge River. 5,000 jar openers were ordered and 100 of each were distributed to ARC members for giveaways in their facilities that the public visit in 2022.

### **Community Vehicle Magnets**

A vehicle magnet was designed with the message “If you live here (state of Michigan), you live in a watershed” to help educate people that we all live in a watershed. After surveying ARC members, a limited number of communities allow magnets on their vehicles, however there was enough interest to order 500 of them with 60 distributed in 2022.

## **ARC WEBSITE & SOCIAL MEDIA**

ARC Staff continued adding additional information and content to the ARC’s website at [www.allianceofrougecommunities.com](http://www.allianceofrougecommunities.com), providing more information for the general public on what they can do to help protect water quality and promotes the ARC’s restoration activities in the watershed. The website continues to provide ARC members valuable information to assist with meeting their stormwater permits while providing educational information on the Rouge River Watershed. In 2022 ARC Staff focused on developing individual pages for each of the ARC’s grant-funded restoration projects. The ARC website was moved from one hosting company to another in 2022 so unfortunately the visitor statistics are either not available or incomplete and will not be reported this year. It is assumed that with the addition of many new pages there was an increase in visitors in 2022 from the 3,679 visitors in 2021.



**Dedicated website pages for ARC restoration projects**

ARC Staff initiated a [Facebook account](#) for the ARC at the beginning of 2016. Facebook posts included educational messages and photos to educate the public on ways to protect the Rouge River along with promoting ARC and partner events and volunteer opportunities. ARC Staff added 57 posts to the ARC Facebook and encouraged ARC member communities to Like and Share the ARC’s posts. The ARC’s Facebook account had 317 followers and 266 total page likes with a page reach of 18,447 at the end of 2022. ARC Staff also respond to public comments and questions received on the ARC Facebook account or forwarded them to ARC member representatives when necessary.

Details on the traffic and posts on the ARC's website and Facebook can be found in the [Electronic Media Report](#).

## **OUTREACH ACTIVITIES**

The 2022 PIE outreach activities including workshops, workdays and presentations and promoting various Friends of the Rouge events. The detailed report is provided in the [Promoted & Hosted Workshop-Volunteer Report](#). The ARC also promoted Cooperating Partners events including Friends of the Rouge.

Additional 2022 Activities included:

- ◆ Upon request, ARC Staff provided a presentation to the Kiwanis Club of Colonial Plymouth on July 14, 2022, on water quality stewardship.
- ◆ ARC Staff coordinated the locations for FOTR rain barrel sales in Southfield and Livonia in 2022.
- ◆ The ARC conducted a water quality survey in 2022 and received more than 3,600 responses. The survey compared the public's opinion on the water quality changes in the Rouge River which will help determine our future public education activities. The results are [summarized in a report](#) that was produced in early 2023 and can be found on the ARC website.
- ◆ The ARC received a request from the Huron River Watershed Council to share its process in preparing the water quality survey in preparation of producing their own survey.
- ◆ ARC Staff mailed ARC brochures at the request of a resident of Farmington Hills.

## **WATERSHED SIGNAGE**

In 2022 ARC Staff worked with the ARC communities, the Road Commission for Oakland County and outside vendors to design, fabricate, distribute, and install 144 of the Rouge Ours to Protect watershed signs. ARC Staff acquired quotes for fabrication of the signs. ARC Staff surveyed member communities on their ability to install the signs with their own staff and whether they needed posts for the signs to minimize costs of installation. ARC Staff worked with both Oakland and Wayne County to get permits to cover all communities. Both Oakland and Wayne Counties provided in-kind services for the permitting process. ARC Staff mapped and marked all sign locations at each site. For those communities that did not have staff to install the signs either the Road Commission of Oakland County or an outside vendor installed their signs. ARC staff delivered all signs/posts to each community or provided to the outside installers. ARC Members have until spring 2023 to install their signs. All signs installed by outside vendors have been completed.



Watershed sign



Sign installation location marked with pink paint and flag



New watershed sign installed in Canton