

Alliance of Rouge Communities “A FEW IDEAS for 2009/2010”

**The Value of ARC Membership
December 2008
UPDATED AS OF: March 2010**

OUR FOUR IDEAS

1. Promote ARC membership benefits
2. Expand our network of stakeholders
3. Enhance our public education efforts
4. Better define our roles



Kitten Driving a Garden Tractor

1. ARC Membership Benefits



Promote the value of membership

- Access to RPO grants**
- Reducing public education costs**
- Optimizing monitoring costs**
- Water connects many disciplines with common goals (no borders)**
- Regional web-site resource**
- Collaboration & networking**

1. ARC Membership Benefits

- ECT prepared the “Why join the ARC” Powerpoint presentation in October 2009
- Executive Director, Treasurer & Chair worked hard to provide communities with information to support budget requests
- ECT staff will provide members with MS4 permit compliance assistance and tracking support

2. Expand Our Stakeholders



Coordinate better with:

- ▶ **City of Detroit and/or DWSD**
- ▶ **Clinton River Watershed Council, Huron River Watershed Council and Downriver Watershed Alliance**
- ▶ **SEMCOG**
- ▶ **MDEQ**
- ▶ **FOTR & SOCWA**
- ▶ **DTE & ITC**



2. Expand Our Stakeholders

- Officers made two formal requests to the City of Detroit on ARC membership
- Attended Clinton & Huron Watershed Council functions on behalf of the ARC
- Ongoing discussions with SEMCOG on providing assistance to the ARC in the future – next meeting is 3/29/10 to brainstorm service delivery options

Stakeholders - continued

- ECT & ARC members continue to try to work out solutions to the contested case with the DNRE (i.e. ARC alternate permit)
- FOTR has become more dependent on the ARC for funding as a service provider to the ARC
- No action with DTE or ITC yet
- ECT has met with Erb Family Foundation

3. Enhance Public Education

-  **Publish a quarterly ARC newsletter**
-  **Conduct an independent public survey on the effectiveness of our public education material**
-  **Stewardship Forum**
-  **Web-site resource**
-  **Become Sponsorship-ready by 2010**

3. Enhance Public Education

- Two ARC newsletters were produced by ECT in 2009, another one is in the works!
- No survey yet
- No stewardship forum yet
- Web-site is a work-in-progress (PIE \$)
- Our 501(c)(3) paperwork has been filed with the IRS and the “ARC Foundation” can begin receiving donations

4. Better Define Our Roles



Streamline current ARC Committee structure to minimize duplication



Optimize the use of ECT time to support the ARC



4. Better Define Our Roles

- Invited PIE Committee Chair & Technical Committee Chair to Finance Committee Meetings
- ECT is prioritizing activities on “MS4 permit compliance” issues
- ECT is sending only the required persons to various ARC meetings to optimize time

Feedback

- Let myself, or any other Officer, know your feedback anytime!
- Tim Faas, ARC Chairperson
tim.faas@canton-mi.org