



Working together, restoring the river

EXECUTIVE DIRECTOR'S 2021 ANNUAL REPORT

In 2021 the ARC produced its fourth article and ad graphic for use in community newsletters and on social media and websites.

- Let's all dispose of fats, oils & grease (FOG) properly – new in 2021
- 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!

To learn more changes you can make, visit: www.allianceofrougecommunities.com

Keep kitchen fats, oils and grease (FOG) out of the Rouge River. Pouring FOG down the drain can cause sewer backups and overflows that are messy, costly and a potential threat to your health and the environment.

Put it in the trash after . . .

- Pouring FOG into a container or jar allowing it to cool & solidify.
- Using a paper towel or scraper to wipe FOG off dishes & pans.
- Mixing liquid FOG with cat litter or coffee grounds in a sealable container.

When it comes to household chemicals, changing your habits can help protect water quality in the Rouge River!

- **Change to a chemical alternative**
There are many natural options that work just as well!
- **Change the way you use chemicals**
Follow directions - a little usually goes a long way!
- **Change how you dispose of chemicals**
Never dump down a storm drain - take them to a Household Hazardous Waste collection event.

To learn more changes you can make, visit: www.allianceofrougecommunities.com

Experience the Township Get Connected I Want To Clerk's Coronavirus Resources

Septic System Maintenance

Use Brine (Protecting Water Quality)

Brine instead of Rock Salt to Protect Water Quality!
Salt keeps our communities safe, by reducing both the number of vehicle accidents as well as slip and fall accidents. Unfortunately, salt doesn't just disappear when all the snow melts; it is washed into our lakes, rivers, and streams and has an almost immediate effect on water quality. As a homeowner, consider reducing salt use by applying brine, not rock salt, before a snow storm and shoveling frequently to keep snow from accumulating. This is the best way to save your back, your knees, and the Rouge River!

Brine, a mixture of salt and water, has become a great alternative to traditional rock salt. The transition to using brine for a homeowner has minimal costs. The brine can be pre-mixed in large quantities and stored in your basement or garage. By spraying brine, you have more control over your application, so you don't apply over the same area twice and it won't bounce off the driveway the way rock salt can. Brine starts working much faster than rock salt due to the increased contact area with the snow. The best method is to apply the brine before a snow storm begins. Not all communities have transitioned to the use of brine on roads because there is a significant startup cost for additional equipment and storage.

HOME RECIPE FOR BRINE
What you need:
1 1/2 gallons hot water
3-4 cups rock or table salt
Bucket
Sprayer

Directions: Combine salt and hot water (which helps dissolve the salt) in bucket until all salt is dissolved completely (so salt chunks don't clog sprayer). Pour mixed brine into a sprayer and apply to sidewalk and driveway prior to a snowfall. Each gallon should cover 1,000 square feet of surface (about 200 feet of sidewalk).

Detention Pond Maintenance

Northville Twp. website

Public Services

Yard Waste Pick up

The last days for yard waste pick up are Monday, December 14 and Tuesday, December 15 (depending on your pick up day). Please have all yard waste in the proper containers and at the curb by 7:00 a.m. on your collection day.

Yard waste must be separate from trash and recyclables.

Yard waste containers must weigh less than 50 pounds.

Visit www.socma.org for more trash, recycling, and yard waste guidelines.

Christmas Tree Chipping

Christmas trees will be chipped during the first two full weeks of January as weather permits. Please be sure to remove all tinsel and ornaments.

If you use a plastic drop cloth or bag under the tree in the house, please remove the bag after taking the tree to the curb. Be sure to remove the tree stand. Trees will be chipped and the chips will be reused for the trail at Beverly Park.

Thank you for your cooperation.

What is a Watershed?

Have you ever been asked if you live in a watershed? Only to realize you aren't sure, because you don't really know what a watershed is. This is not uncommon. The term watershed is not historically well-known; however, it is starting to make its way into our conversations. Why? Let's start with defining what a watershed is.

A watershed, also referred to as a drainage basin, is the land area that delivers rain and snow/ice melt to a stream or lake. Watersheds are divided by a ridge of high land which serves to separate two (or more) areas as drained by different river systems. So, do you live in a watershed? Absolutely! Everyone who lives in Michigan, lives in a watershed!

So why is this important to know? No matter where you are at any given time, you are in a watershed, and your actions directly impact the health of that watershed. Additionally, the health of that watershed impacts you, everyone around you, and even the communities downstream.

When rain and snow/ice melt travel across the land (watershed) and through storm drains, it is called stormwater or runoff. As this runoff travels it picks up trash, contaminants, sediments and dissolved substances along the way until it discharges into the nearest water body. Small streams join to form rivers and flow across sloping land, eventually flowing into a lake. These bodies of water impacted by runoff provide recreational opportunities, habitat for wildlife, and even drinking water for communities. By keeping our cars from leaking, litter off the streets, and properly disposing of animal and chemical wastes we are being good stewards by protecting not only the health of our watershed but also ourselves and everything downstream.

To get more information on how you can protect water quality and to figure out which watershed you live and work in visit: www.allianceofrougecommunities.com/watershed.html

The Villager
Beverly Hills community newsletter

IF YOU LIVE HERE

YOU LIVE IN A WATERSHED!

For more information visit: allianceofrougecommunities.com

March 2022

Submitted by:



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Ann Arbor, MI 48105

ARC EXECUTIVE DIRECTOR'S 2021 ANNUAL REPORT

The 2021 Alliance of Rouge Communities (ARC) Executive Director's Annual Report summarizes the activities conducted by the ARC from January 1, 2021, to December 31, 2021, 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 two (2) 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 various grant reimbursement requests and paid the ARC's bills. ARC Staff facilitated two (2) Finance Committee meetings on April 12 and September 15 and prepared the agenda, distributed materials regarding budget amendments and the annual budget recommendations for review prior to the September 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.

2021 Activities included:

- ◆ The 2020 ARC annual report was completed and submitted to the ARC in March 2021.

- ◆ ARC Staff developed the “Policy for Communication with Limited English Proficiency” in April 2021 to ensure reasonable steps are taken to allow persons with Limited English Proficiency (LEP) have meaningful access and an equal opportunity to participate in our activities and programs.
- ◆ ARC Staff prepared an IAA between the ARC and Wayne County for all current and future ARC AOC grants on Wayne County property. This allows the WC Commission to approve one agreement for all grant projects instead of each agreement having to go back through the WC process and Commission approval. The ARC will be the owner in the construction contracts with contractors, with WC as a 3rd party to them. This allows WC to be able to administer the contract if needed.
- ◆ ARC Staff met with Rebecca Runkel, Novi, who was taking over the Treasurer position from Kate Richardson who left Novi in 2021. ARC staff prepared a transition package and reviewed the ARC Treasurer duties.

FINANCIAL SERVICES

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

2021 Activities included:

- ◆ ARC Staff researched and coordinated a request to join the MITN Purchasing Group so that the ARC could post bids on MITN. This will streamline the bidding process for the ARC’s grant-funded restoration projects. ARC Staff completed the onboarding paperwork, provided information for a vendor letter and press release. ARC Staff attended onboarding training along with posting and awarding training.
- ◆ ARC Staff attended a webinar on the transition of SAM using Unique Entity ID instead of a DUNS number.
- ◆ ARC Staff provided monthly reports for the ARC Treasurer and ARC members from January 1, 2021 through December 31, 2021.
- ◆ 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 2020 Single Audit, financial statement and taxes.
- ◆ ARC Staff worked with both the Finance and Executive Committee to develop the 2022 ARC Budgeting Package which included a 2% increase in dues.
- ◆ 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

2021 Activities included:

- ◆ ARC Staff organized a presentation by EGLE on the Clean Water Plan Wastewater Fund.
- ◆ ARC Staff attended the virtual AOC Conference on September 29-30, 2021.
- ◆ ARC Staff attended the virtual Great Lakes Day in Washington on March 3, 2021
- ◆ ARC Staff attended the virtual Great Lakes Commission Semiannual Meeting on May 11-12, 2021.

STATEWIDE PUBLIC ADVISORY COUNCIL (SPAC)

ARC Staff attended SPAC meetings on March 4, 2021, June 17, 2021 and September 30, 2021.

ORGANIZATION PARTICIPATION

2021 Activities included:

- ◆ ARC Staff participated in meetings for the One Water Public Education Campaign that is being led by Cranbrook with support from SEMCOG and Great Lakes Water Authority (GLWA). The campaign resulted in 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 fosters water resource stewardship, encourage citizens to adopt best management practices and support long-term investment in infrastructure. 2021 activities focused on the Great Lakes and Fresh Water Week along with the public education materials that were made available to communities. In addition, a video clip was prepared for all organizations involved in the One Water campaign including the ARC. ARC Staff drafted the video script and suggested watershed locations to showcase some of the ARC's projects and to explain the work that the communities are doing to restore the Rouge River. The [video can be viewed here](#).
- ◆ ARC Staff participated in a meeting on a possible Rouge River Forum lead by UM-Dearborn to develop a plan to obtain the match dollars needed to remediate the sediment in the Rouge and Detroit Rivers.
- ◆ ARC Staff communicated with GLWA on providing E. coli analysis assistance for IDEP investigations and using the Perrin Drain as test site for continuous E. coli monitoring.
- ◆ 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 a presentation on the proposed investigational sampling framework.
- ◆ ARC Staff continued to participate in the Southeast Michigan Partners for Clean Water work group.
- ◆ 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 participated in the Lower Rouge Water Trail planning meetings.
- ◆ ARC Staff continued communication with Northville, EGLE and the developer regarding the daylighting of the Middle Rouge River under Northville Downs.

- ◆ ARC Staff participated in the Oakland County Stormwater Standards webinar.
- ◆ The ED began attending FOTR Board meetings to improve collaboration between the ARC and FOTR.
- ◆ ARC Staff provided content for the book titled *Rouge River Revived* at the request of John Hartig. Content was provided for a chapter titled Rouge River Restoration: Revival of an Urban River.
- ◆ ARC Staff organized a presentation by Wayne State University on the Rouge River Archives (RRA), a civil and environmental engineering special collection in the WSU libraries. It is a searchable archive in the library catalog and items can be requested to view.

MEMBER AND GENERAL PUBLIC REQUESTS

2021 Activities included:

- ◆ The ED reviewed the draft wastewater collection systems permit and provided comments to SEMCOG to forward to EGLE.
- ◆ ARC Staff was interviewed by a reporter regarding the Middle Rouge Daylighting project.
- ◆ ARC Staff reviewed and discussed the draft MS4 permits with Inkster, Farmington Hills, Dearborn Heights, Canton, Wayne, Orchard Lake and Livonia.
- ◆ ARC Staff communicated with Walled Lake regarding their audit.
- ◆ ARC Staff communicated with Livonia, Novi, Van Buren and Oakland County regarding post construction standards. Reviewed post construction stormwater management requirements and searched for example ordinances.
- ◆ ARC Staff established a relationship with Dave Szlag at Oakland University on providing E. coli and DNA analysis to support IDEP work.
- ◆ The ARC did not receive any FOIA requests from January 1, 2021, through December 31, 2021.
- ◆ 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 responded to a member community's question regarding pesticide application requirements in the stormwater permit.
- ◆ ARC Staff provided photos and information on the ARC's retractable banners to Southfield for them to promote the banners being displayed in their community through social media.
- ◆ ARC Staff responded to a member community that had a gas station pump out their sump tanks that and filled with storm water and included oils and gas onto the ground. ARC Staff provided them the link to the ARC's website page that addresses healthy habits for businesses and provided a PDF of the "In Your Business" page from the Watershed Wisdom brochure.
- ◆ ARC Staff provided web links to electronic copies of brochures to communities to send out to residents, these included topics on maintaining your detention pond and watershed wisdom for homeowners.
- ◆ ARC Staff worked with Wayne County to get a copy of the Wayne County orthophotos that were completed in 2020.
- ◆ ARC Staff provided the City of Wayne the conceptual concept ideas for the GLRI funded restoration of Phoenix and Wilcox Lakes.
- ◆ ARC Staff promoted Oakland County's virtual Regional Stormwater Summit that was held on October 29, 2021.
- ◆ ARC Staff forwarded a resident question regarding the USDA Forest Service tree planting project. A Plymouth resident request some of the trees be planted in Riverside Park, which for this grant there were no trees being planted in the part. The information was passed along to the Plymouth representative for possible placement of future trees.
- ◆ ARC Staff promoted Oakland County's 17th annual Kids' Clean Water Calendar Contest.

PURSUIING GRANT OPPORTUNITIES

The Executive Director staff applied for the following grants in 2021 on behalf of the ARC:

- ◆ February 2021 – EGLE Nonpoint Source Grant for Middle Rouge River Daylighting Design (not awarded, \$40,000).
- ◆ November 2021 - EGLE Watershed Council Support Grant for Middle Rouge River Daylighting Design (re-submitted under new grant program, pending at time of report \$40,000).
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding grant to the ARC for the habitat restoration design at Lawrence Technological University (LTU). (awarded to the ARC \$125,000)
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding for habitat restoration design at Wilcox Lake, Phoenix Lake and Inkster Park. (awarded to the ARC \$785,100).
- ◆ National Fish and Wildlife Foundation – Sustain Our Great Lakes 2021 Pre-proposal was submitted invasive species treatment at Newburgh Lake Grow Zones. (not awarded \$100,000).
- ◆ EGLE Nonpoint Source Program grant for Johnson Creek Subwatershed Action Plan. (not awarded \$54,000)

Additional grant activities include:

- ◆ ARC Staff provided a letter of support and grant support to the GLWA for an EGLE Watershed Council Support Grant for Collaborative Development of an Investigational Water Quality Sampling Work Plan for Southeast Michigan. (Awarded to GLWA \$40,000, who contracted the ARC to complete the scope of work.)
- ◆ ARC Staff provided Rouge information and assistance on the Friends of the Detroit River’s application for a NOAA Partnership grant.
- ◆ 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 in order 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 2021.
- ◆ ARC Staff communicated with EGLE on the 205j funding opportunity.
- ◆ ARC Staff developed a template for entities to submit potential projects and is available on the ARC and RRAC websites. It can be filled out (even if all you know is the name of the project and location) and sent to ARC staff who will incorporate it into a growing list of other projects that the ARC will use when looking at funding opportunities. The template is set up to answer the information as you would submit it to a grant agency for funding.

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 EGLE Nonpoint Source Program funding opportunity for a possible project but did not submit.
- ◆ ARC Staff continued researching grants for the Middle Rouge daylighting project in Northville.
- ◆ ARC Staff reviewed the Southeast Michigan Resilience Fund opportunity for a possible project but did not submit.
- ◆ ARC Staff reviewed the US Department of Agriculture (USDA) Forest Restoration funding opportunity for a possible project but did not submit.

- ◆ ARC Staff reviewed the USDA Forest Service Cooperative Weed Management Areas funding opportunity for a possible project but did not submit.
- ◆ ARC Staff reviewed the National Fish and Wildlife Foundation National Coastal Resilience Fund opportunity for a possible project but did not submit.

TECHNICAL COMMITTEE

MEETING FACILITATION

Staff support was provided for one (1) Technical Committee meeting on February 25, 2021. Topics included the ARC's Collaborative IDEP plan, adopting the county stormwater standards, IDEP findings, and investigation priorities from communities. In addition, the work plans for IDEP investigations in [Oakland County](#) and [Wayne County](#) were approved by the Technical Committee.

IDEP FIELD INVESTIGATIONS

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

OAKLAND COUNTY IDEP FIELD INVESTIGATIONS

ARC Staff conducted investigations for Oakland County in the cities of Beverly Hills and Northville. The written findings of each investigation were provided to each community and summarized in the [2021 IDEP Investigation Summary](#).

WAYNE COUNTY IDEP FIELD INVESTIGATIONS

Wayne County Department of Public Services, Environmental Services Division (ESD) conducted advanced investigations in the cities of Plymouth, Dearborn, Inkster and Livonia and are detailed in the [2021 Wayne County IDEP Services Report](#).

IDEP TRAINING

ARC Staff promoted and assisted SEMCOG with three virtual training. The IDEP Alert Observer training held on October 27, 2021, was attended by 239 people with 137 of the attendees from ARC communities. The Pollution Prevention/Good Housekeeping training held on October 28, 2021, was attended by 110 people with 52 attendees from ARC communities. The IDEP Investigator training held on October 27, 2021, was attended by 173 people with 115 of the attendees from ARC communities. ARC Staff also updated the Investigator training slide presentation and presented at the SEMCOG training.

MS4 PERMIT

2021 Activities include:

- ◆ ARC Staff held a virtual meeting on October 28, 2021, to discuss the status of adopting the county stormwater standards for the Rouge River watershed communities (with a focus on Cities and Villages).
- ◆ ARC Staff communicated with EGLE throughout the year on member community permits.

- ◆ ARC Staff provided a checklist for adopting post construction stormwater management requirements to permittees along with an ordinance example.
- ◆ ARC staff compiled Stormwater Mgt Plans for several communities and posted them to the ARC's website to meet the public notice requirement of the PPP.
- ◆ ARC staff prepared a report on the status of the post construction ordinances per community.
- ◆ ARC Staff worked with communities to prepare extension requests and developed a template letter that permittees can use to request additional time to adopt the county standards and update other sections of code to comply with the MS4 permit requirements.

PUBLIC INVOLVEMENT & EDUCATION (PIE) COMMITTEE

MEETING FACILITATION

No meetings were held in 2021, however, 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 2021. Several items were restocked in 2021 including pet waste containers, seasonal posters, kneeling pads and various printed material. ARC Staff surveyed ARC Members prior to creating new public education items to determine the topic. New items in 2021 included a new social media graphic and newsletter article which focused on proper disposal of fats, oils & grease (FOG). New giveaways were designed in 2021 and included vehicle magnets and recycled tire jar openers focusing on the Rouge River watershed and how we can help protect the water quality. These items will begin being distributed to members in early 2022. Despite COVID-19, more than 11,900 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 2021.

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

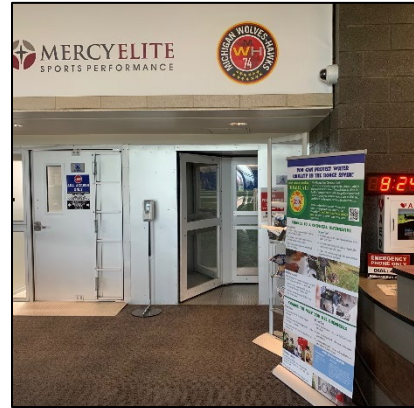
This tri-fold brochure focuses on changing chemical use to help protect water quality in the Rouge River. It provides information on changing to a chemical alternative, changing how you use chemicals and changing how you dispose of chemicals. The brochure also provides valuable links to southeast Michigan County's HHW collection events. A total of 4,297 copies were sent filling requests in 2021.

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 885 copies were sent filling requests in 2021.

Chemicals – Change is a Good Thing Banners

The 2 banners designed in 2020 were made available to ARC communities to display in their facilities in 2021. The new banners address ways for people to change their habits with chemicals. These banners go along with the theme of the chemical brochure created in 2020 which 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.



Chemical banner being displayed on Schoolcraft Colleges campus.

ARC Banners

To meet the activities in the Collaborative PEP the ARC created 3 sets of educational banners with varying messages. Topics included: 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. ARC member communities signed up to host the banners at one of their facilities for 2 weeks at a time.

Because of COVID-19, displaying banners were limited in the watershed.

2021 Activities include:

- The [Banner Report](#) provides the details of where the ARC Banners have been during 2021.
- ARC Staff printed the chemical banners in 2021 and began rotating them throughout the watershed during the second quarter of 2021.

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 68 copies were sent filling requests in 2021.

Community Article /Ad Graphic

ARC Staff have created articles that ARC members can use in their community newsletters or magazines along with ad graphic on the same topic that can be used on website 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!*



2021 Activities included:

- ◆ ARC staff created a new article and ad graphic in 2021 titled [Let's all dispose of fats, oils & grease \(FOG\) properly.](#)

Bookmarks

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

Pet Waste Containers

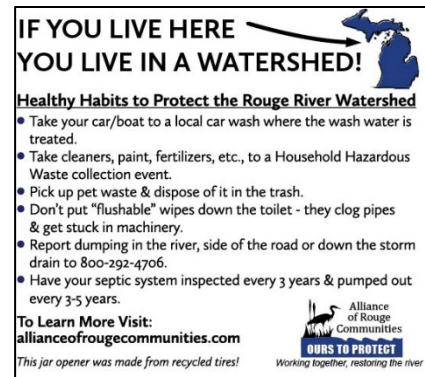
Pet waste containers promote clean water with the message “*In the Bag, Not the River*”. The ARC restocked these in 2021 through our partnership with the One Water Campaign.

Fertilizer Clips

Fertilizer clips with the ARC logo and the phrase: “Fertilize Sparingly and Caringly.”

Jar Opener

A jar opener made of recycled tires was designed in late 2021 with distribution to the ARC member communities beginning in early 2022. 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 will be distributed to ARC members for giveaways in their facilities that the public visit.



Community Vehicle Magnets

A vehicle magnet was designed in late 2021 for communities to use on their fleet vehicles with distribution beginning in early 2022. The message on the magnet includes “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.



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 explains the ARC, member benefits, projects and committees. It is also distributed to other interested communities and organizations wanting to learn about the ARC.

Kneeling Pads

A garden kneeling pad with the slogan “Plant it for the Rouge River!” that promotes the use of native trees and plants. The kneeling pad has the slogan, ARC logo and website on one side and has a list 10 suggested native trees and plants to use in your yard to help protect water quality

Key Chains

A boat float key chain with the slogan “Prevent Invasive Species in the Rouge River!” with the message to wash your boat & remove plants & aquatic animals after every use. The keychain also includes the ARC logo and website address.

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 continue to distribute those when requested.

ARC WEBSITE & SOCIAL MEDIA

ARC Staff continued adding additional information and content to the ARC’s website at 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. The ARC website had 3,679 visitors in 2021. The ARC’s new page on the Rouge River Watershed was the second highest for visitors after the home page with almost 400 visitors.

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 53 posts to the ARC Facebook and encouraged ARC member communities to Like and Share the ARC’s posts. The ARC’s Facebook account had 238 followers and 214 total page likes at the end of 2021.

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

OUTREACH ACTIVITIES

The 2021 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.

ARC One Water Video

In 2021 ARC Staff provided content for a video created through SEMCOG's One Water campaign. The six minute [video can be viewed here](#) and was promoted on the ARC's Facebook where it received more than 2,000 views.



ARC Executive Director, Annette DeMaria, from the ARC's One Water video at the Oxbow at The Henry Ford.

Additional 2021 Activities included:

- ◆ ARC Staff presented the free webinar "[Septic System Maintenance](#)" on November 17, 2021. The recorded webinar was made available on the ARC's website. The webinar was attended by 17 people. The surveys received were positive and most said they would be changing how they maintain their septic system after attending the webinar.
- ◆ ARC Staff coordinated the locations for FOTR rain barrel sales in Beverly Hills, Redford Twp. and Livonia in 2021. The ARC also provided free giveaways to be handed out at the events including pet waste containers and garden kneeling pads.

WATERSHED SIGNAGE

ARC Staff finalized maps of the watershed signage ("entering the Rouge River watershed – Ours to Protect") to show locations, condition and need for additional signage with suggestions for repair or new sign placement. The maps were shared with the ARC Members in anticipation of future decisions for new signage locations and repairs