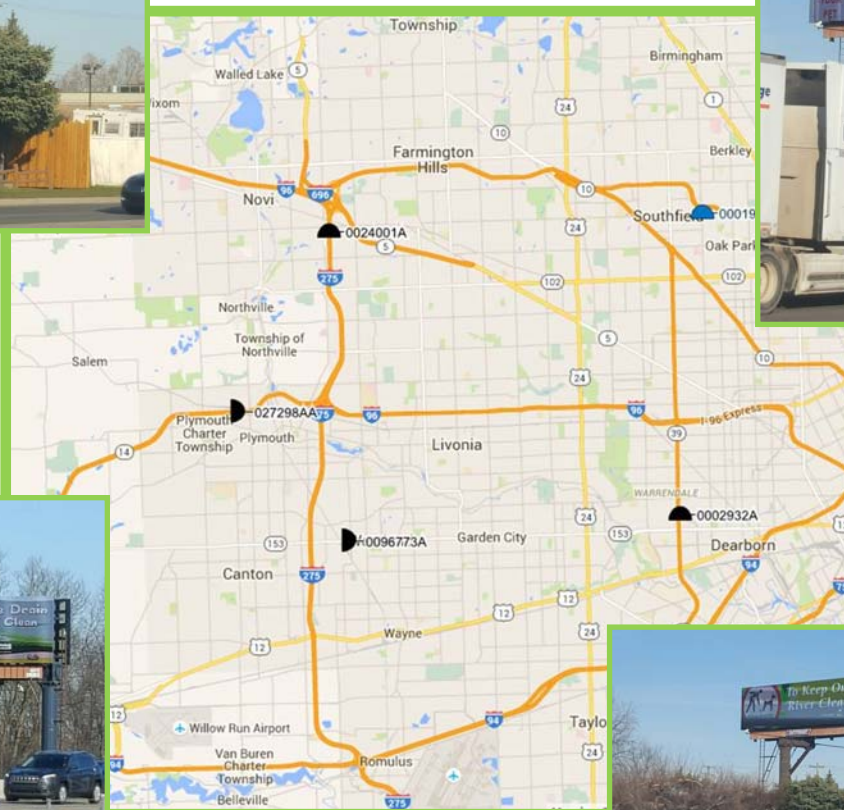




# Executive Director's 2015 Annual Report

ARC & FOTR public education  
campaign throughout the Rouge  
River Watershed



March, 2015

Submitted by:

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# ARC EXECUTIVE DIRECTOR'S 2015 ANNUAL REPORT

The 2015 Alliance of Rouge Communities (ARC) Executive Director's Annual Report discusses all of the activities conducted by the ARC from January 1, 2015 to December 31, 2015, including routine administration and meetings of the ARC and all of its committees. It also includes results from ARC IDEP activities and public education activities, including workshops and developed products.

## ORGANIZATION COMMITTEE

### OC1A: EXECUTIVE DIRECTOR SERVICES

#### **A. FULL ALLIANCE MEETINGS**

Staff support was provided for three (3) Full ARC meetings. Staff support for each meeting included preparation of the agenda (under the direction of the Chair), distribution of the materials prior to the three (3) full ARC meetings, facilitation of the meetings (including note-taking and tallying of votes at the meeting), and preparation/distribution of meeting summaries to members and other interested parties. ARC meetings were held on:

May 13, 2015, Rochester Hills Museum at Van Hoosen Farms, Rochester Hills

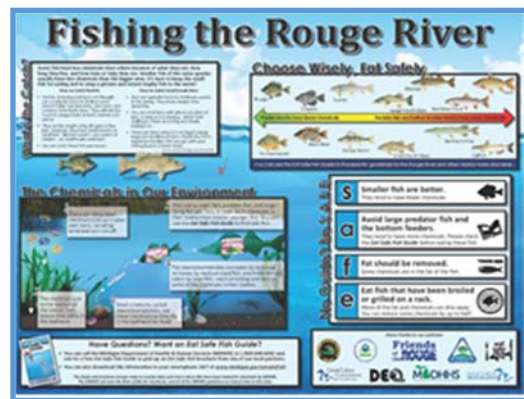
New grants were added to the 2015 budget including the FOTR/ARC merger through the Erb Foundation, the SAW Grant assuming that the grant would be awarded prior to the next meeting and the GLRI-funded Wayne County Great Lakes Invasive Species Collaboration.

August 26, 2015, U of M – Dearborn Environmental Interpretive Center

Michelle Bruneau, Project Manager & Health Educator at the Michigan Department of Health & Human Services gave an overview of the “Fishing the Rouge River” signs that are available to ARC member communities for free.

November 18, 2015, Washtenaw County Learning Resource Center

Elizabeth Kudla Saarela with Johnson, Rosati, Schultz, Joppich, PC, gave a presentation to the Full ARC on the status of petitions on the NPDES Phase II General Permits and its impact on challenges to future permit requirements.



The 2016 budget was presented and approved.

Full ARC meeting summaries can be found at:  
<http://www.allianceofrougecommunities.com/arcmeetings.html>

#### **B. EXECUTIVE COMMITTEE MEETINGS**

Staff support was provided for three (3) Executive Committee meetings. Staff support for each meeting included (under the direction of the ARC Officers), preparation of the agenda, distribution of the materials prior to the meetings, facilitation of the meetings (including note-taking and documenting

recommendations considered and actions taken), and meeting summary preparation (a summary was not prepared for the Officers meeting) and distribution. This subtask also included ongoing support services for the committee outside of the regular meetings.

The Executive Committee discusses and approves items in advance of full ARC meetings including development and amendments to budgets and contracts. Agendas and meeting summaries are available on [www.allianceofrougecommunities.com](http://www.allianceofrougecommunities.com). ARC Executive Committee Meetings were held on the following dates:

*May 6, 2015, Southfield Parks & Recreation*

The USFS 2014 Grant Administrative Process was reviewed which included several adjustments from the previous grant. Members will sign up for a certain amount of trees, know how much money they will get, handle the work themselves, turn in a map/one page summary and be done.

An update was given by ARC Staff regarding the Erb Foundation grant to investigate merging the FOTR and the ARC into a new nonprofit organization.

ECT requested revisions to the contract rates which included using a standard rate schedule and adjusting the overhead rates which were over 10 years old.

*August 10, 2015, Farmington Hills Community Room*

The ARC received a grant from NOAA for the design of the Henry ford Estate Dam Fish Passage.

ARC Staff gave an update on the progress of the FOTR/ARC merger investigation.

The ARC did not require an A133 audit for 2014 because the ARC did not spend more than \$500k in federal funds during the year.

The committee voted to forward a vote to the Full ARC to extend ECT's contract through December 31, 2016.

Washtenaw County reported that the IDEP training scheduled for September 2015 was full at 60 participants with a wait list.

*November 17, 2015, Southfield Parks & Recreation*

ARC Staff gave an update on the progress of the FOTR/ARC merger investigation. The Reorganization Investigation Committee met several times and are developing a recommendation for the ARC and FOTR boards to consider.

The ARC Staff received the SAW funding grant agreement and it was returned for execution on November 10, 2015. ARC Staff requested the assistance of OHM and HRC on preparing the community permit applications as it makes sense to have them assist with the communities that they are already a consultant for. ARC Staff recommended that unallocated budget be used to fund monitoring being done by FOTR and Wayne County which would be used as match for the SAW grant.

The 2016 Budget Recommendations were presented.

ARC Executive Committee meeting summaries can be found at:  
<http://www.allianceofrougecommunities.com/arcmeetings.html>

#### **C. ORGANIZATION COMMITTEE MEETINGS**

The Organization Committee did not have any scheduled meetings during the reporting period. Ongoing support services for the committee outside of regular meetings included drafting changes to the ARC Bylaws to incorporate a section to address Quorum and Manner of Acting.

#### **D. FINANCE COMMITTEE MEETINGS**

ED staff worked with the Finance Committee to develop and administer the annual budget and work plan. ED staff prepared monthly financial reports, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC's bills. ED staff facilitated three (3) Finance Committee meetings by preparing the agenda, distributing materials prior to the meetings, and preparing/distributing meeting summaries to appropriate parties. Finance Committee meetings were held at on April 21, 2015, July 28, 2015 and October 27, 2015 in Canton.

#### **E. TECHNICAL COMMITTEE MEETINGS**

In an effort to reduce the ARC's budget due to the elimination of the federal funding received from the Rouge River National Wet Weather Demonstration Project, the ARC decided to not host any Technical Committee meetings in 2015. The Technical Committee continued discussions with the MDEQ regarding the MS4 issues including post construction stormwater and extended detention, offsite mitigation and payment in lieu. The Technical Committee assisted with the SAW grant activities. The Technical Committee also reviewed and prepared the 2016 Budget and county work plans.

The Technical Committee began discussions about the possibility of a Green Infrastructure Maintenance Service, this could include a paid service or informational packet to use for maintenance of these sites.

Staff provided ongoing support services for the committee outside of regular meetings.

#### **Participation in IDEP Work Group**

ED staff provided support to the Southeast Michigan IDEP Work Group which was organized in 2011. Support in 2015 included technical assistance with runoff from dog day care centers and participation in the meeting held on Feb 24, 2015.

#### **F. PUBLIC INVOLVEMENT AND EDUCATION (PIE) COMMITTEE MEETINGS**

In an effort to reduce the ARC's budget due to the elimination of the federal funding received from the Rouge River National Wet Weather Demonstration Project, the ARC decided to not host any PIE Committee meetings in 2015. The PIE committee did a survey of ARC members to see what type of new PIE materials they would like developed. The top three items were pet waste containers, a revised FOG brochure and four seasonal posters. ARC Staff and FOTR also initiated a new billboard campaign in the watershed along with various workshops. Staff provided ongoing support services for the committee outside of regular meetings.

## **OC1B: ADVOCACY AND ADMINISTRATION**

ED 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. ED 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.

Materials distributed in 2015 included all meeting materials for the ARC Executive Committee, the Full ARC, the Public Involvement and Education, Technical, Organization, and Finance Committees and all special meetings. Staff also distributed materials related to permit discussions with MDEQ, watershed management planning documents and flyers for upcoming events.

The Executive Director and staff participated in the following outreach activities:

### **Reorganization Investigation Committee Meetings**

The ARC Executive Director Staff participated in the meetings with the officers, Friends of the Rouge (FOTR) Executive Director, and the Rouge River Advisory Council to discuss the future of the ARC and FOTR in lieu of reduced federal funding support. As part of these discussions, ARC Staff prepared a draft organization chart, a comparison of the missions of each organization, and gathered annual budget information. ARC Staff provided progress updates to both the Executive Committee and the Full ARC throughout 2015. The Committee met several times during 2015 including:

- ◆ March 4, 2015
- ◆ April 2, 2015
- ◆ April 29, 2015
- ◆ June 3, 2015
- ◆ July 23, 2015
- ◆ August 6, 2015
- ◆ October 20, 2015

### **Why Reorganize?**

- More bang for your buck
  - More FTEs
  - Less administrative costs
  - More programing budget
- Access to volunteer network
- Access to private donors & business \$
- Governance via serving on the board
- Greater benefit to the watershed

The ARC Executive Director met with various ARC members, partners including Jim Nash, Oakland County Water Resources Commissioner, and the Mott Foundation to discuss the reorganization of FOTR and the ARC future funding opportunities for the organization.

### **Governmental Activities**

The ARC Executive Director met with staff from Senator Peters' office to introduce the ARC to them. Senator Peters' staff requested the meeting as they are responsible for community outreach and grant support and wanted to learn more about the ARC. The ARC Executive Director also met with staff from Senator Stabenow's and Congresswoman Dingell's staff regarding nutrient management and future grant support for the ARC.

### **Statewide Public Advisory Council (SPAC)**

ARC Staff attended the spring SPAC meeting at no cost to the ARC in order to better understand how to secure funding for habitat improvement projects.



### Michigan Department of Health & Human Services

ARC staff worked with Michelle Bruneau of the Michigan Department of Health & Human Services to distribute free “Rouge River Eat Safe Fish” signs to ARC communities. Two signs were available; one for communities below the Ford Dam, and one for communities above the Ford Dam. The signs provide information on the chemicals that are in certain species of fish and inform the public on which species are the best to eat. Ms. Bruneau also provided free Eat Safe Fish Guides and brochures which included maps to nearby lakes and rivers.



### Organization Participation

Jim Ridgway continues to serve on the USEPA Great Lakes Advisory Board (GLAB) and was named to the Science and Information Subcommittee in 2015. He advocated for ARC communities as well as all communities within the Great Lakes basin. The Great lake Advisory Board supports the EPA and all other federal agencies in their efforts to restore and protect the Great Lakes.

The ARC Executive Director served on the Great Lakes Clean Communities Advisory Board.

The ARC Executive Director has also supported the Great Lakes Protection Fund project for Private Financing Green Infrastructure and has supported the inclusion of Southfield and Farmington Hills on the advisory board.

In 2015 the ARC Executive Director continued to support the Great Lakes Protection Fund project on Integrated Water Resources Management program which includes efforts in Oakland County.

### Member and General Public Requests

ARC Staff either met with or provided information to several members to review their benefits to being a member of the ARC including Garden City and Livonia, Wayne County Airport Authority and the University of Michigan-Dearborn. The ARC Executive Director presented at the City of Wayne Council meeting on July 7, 2015, to introduce the ARC to the new council members.

ARC Staff responded to a question from the City of Wayne regarding the “East Safe Fish” signage and whether it was safe to eat the fish in Wayne. ARC Staff responded with some information from the Health Department showing that it was safe to eat the fish in the Rouge River. ARC Staff forwarded contact information for the Department of Health and the MDNR Fisheries to receive further clarification.

ARC Staff hosted the Rouge Oxbow Restoration Public Meeting on January 29, 2015, at The Henry Ford in Dearborn and was attended by 18 people. The presentation reviewed the recently completed design project for the continued restoration of the Oxbow at The Henry Ford.

### Storm Water Permit Activities

ARC Staff promoted and supported Washtenaw County who hosted the Illicit Discharge Investigator Training Workshop on September 30, 2015, at no charge. Topics included basic investigations, advanced investigations, prevention considerations, case studies and a group problem solving session. 69 people attended the training.

ARC Staff surveyed the ARC Members regarding what public education items they would like to see developed. Top three items included pet waste containers, redesign/update of the Fats, Oils and Grease brochure and development of 4 seasonal posters to be displayed in member facilities.

ARC Staff attended the MS4 Application Workshops that were hosted by the MDEQ. The first workshop was held on November 5, 2015 at SEMCOG and was focused on cities, villages and county agencies. The second workshop was held at Bloomfield Twp. and focused on schools and townships.

### Partnership Activities

The ARC Executive Director met with DWSD and the City of Dearborn regarding a SE Michigan regional vision and the next generation of environmental controls. DWSD has been very interested and has launched an effort to put a Waste Water Master Plan together for the GLWA regional system. They have assembled a group of locals, GLWA/DWSD staff and the DEQ as a focus group in this effort.

ARC Staff attended the Detroit/Rouge CSO meeting held at Wayne State on January 12, 2015.

ARC Staff provided information regarding the Transforming the Rouge from Mowed Down to Grown Up project to the Detroit Audubon Society.

ARC staff participated and reported on ARC activities at the SEMCOG Southeast Michigan Partners for Clean Water meeting held December 15, 2015.

ARC Staff received a request from Dubuque County and the City of Asbury, Iowa to use the ARC's "Maintaining Your Detention Pond" guidebook while changing some of the photos and information to fit their community. The document was sent to them on CD with the request that they credit the ARC.

ARC Staff participated in planning activities for the 2016 AOC Conference being held in March of 2016 at the U of M –Dearborn. Discussions included possible tours of projects and social events for conference attendees.

The ARC did not receive any FOIA requests from January 1, 2015 through December 31, 2015.



**Sample of many educational items distributed at the Oxbow Restoration Public Meeting**

## **OC1C: FINANCIAL SERVICES**

ED Staff provided financial services in accordance with the ARC's Accounting Procedures Manual including processing of payables and receivables. ED Staff provided monthly reports for the ARC Treasurer and ARC members from January 1, 2015 through December 31, 2015. ED 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. ED Staff maintained separate general ledger accounts as required by funding source regulations. ED Staff maintained financial records and files as required by the ARC Accounting Procedures Manual including grants and vendor contracts. ED staff submitted all required information for grant reimbursement requests and grant reporting. ED staff assisted and provided information for the 2013 financial audit and taxes.

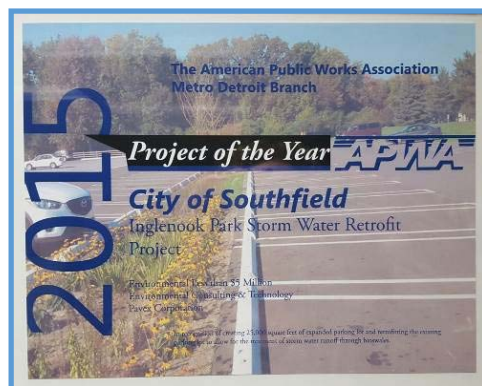
ED staff worked with the Finance Committee to develop and administer the annual budget and work plan. ED staff prepared monthly financial reports, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC's bills.

## **OC1D: COMMUNICATION AND ADMINISTRATION**

ED staff provided administrative oversight of the ARC day-to-day activities, staff, consultants and contractors, and external relationships with other agencies, organizations, and individuals to meet the goals of the ARC. Specific activities were discussed in monthly invoice summaries.

The ARC's Rouge Round XIB funded Inglenook Park Stormwater BMP Retrofit Project (partially funded with Rouge Round XIB) was awarded the American Public Works Association Award (APWA) Metro Detroit Branch Project of the Year Award for Environment – less than \$5 million in January 2015.

The 2014 ARC annual report was completed and submitted to the ARC in March, 2015.



## **OC1E: PURSUING GRANT OPPORTUNITIES**

ARC Staff researched and surveyed ARC Members seeking their input in determining the scope of the ARC's application for various grant applications throughout 2015. The Executive Director staff applied for the following grants in 2015 on behalf of the Alliance of Rouge Communities:

- ◆ SAW Grant – Stormwater Management Planning (\$1,741,667 with \$358,333 in match) for MS4 application preparation, collaborative PPP, PEP, TMDL, IDEP plan development and ecosystem monitoring. (awarded)
- ◆ SPAC AOC Grant (\$16,545) to facilitate the RRAC and finalize the Habitat Restoration Project list and provide communications support with MDEQ regarding the list. (awarded)
- ◆ NOAA GLRI Habitat Restoration Grant (\$350,000) for design of the Henry Ford Estate Dam Fish Passage (awarded)
- ◆ US Forestry Service EAB Tree Grant (\$100,000) to purchase and plant an estimated 680 trees. (awarded)



- ◆ NOAA GLIR Habitat Restoration Grant (\$1,573,525) for construction of the open channel connecting the Oxbow to the Rouge River which was designed under a previous grant. (not awarded)

## TECHNICAL COMMITTEE

### A. TC3: IDEP INVESTIGATIONS

ED staff reviewed and commented on OCWRC's and WC's 2015 IDEP Work Plans and brought them to the Technical Committee for approval. ED staff prepared IAAs for both counties and facilitated execution of them. At the time of this report Wayne County's IDEP report was not finalized.

#### Oakland County IDEP Field Investigations

OCWRC staff did not conduct any field investigations in 2015 under the ARC budget.

#### Wayne County IDEP Field Investigations

Wayne County Department of Public Services, Water Quality Management Division (WQMD) utilized IDEP Field Investigation funding (ARC 2015 Budget TC3) allocated to Wayne County to perform field screening in priority areas identified by the ARC Technical Committee staff, perform advanced investigation the priority areas, perform IDEP Investigator Training consistent with the Regional IDEP Training Plan and provide written and oral summaries of activities at ARC Technical Committee meetings and for the ARC's Annual Report.

#### IDEP Training

ARC Staff promoted and assisted with the regional IDEP Investigator Training which was presented by Wayne County staff and sponsored by the Washtenaw County Water Resources Commissioners Office and was held September 30, 2015 at the Washtenaw County Community College. Sixty-nine (69) people attended the workshop; several of those attendees were unregistered "walk-ins." The attendees reported on the workshop survey that the training was informative and worthwhile. Twenty-six (26) of the 69 attendees were ARC members.

#### **Deliverables:**

Wayne County Work Plan:

<http://www.allianceofroungecommunities.com/PDFs/finance/2015%20WC%20scope%20of%20work.pdf>

Wayne County IDEP Report:

<http://www.allianceofroungecommunities.com/PDFs/general/WQMD%20ARC%202015%20IDEP%20Summary%20rfs.pdf>

IDEP Training list of attendees:

<http://www.allianceofroungecommunities.com/PDFs/activities/Washtenaw%20County%20IDEP%20Training%20093015idepSignInSheet.pdf>

## PUBLIC INVOLVEMENT & EDUCATION (PIE) COMMITTEE

### A. PIE1: GREEN INFRASTRUCTURE CAMPAIGN

#### Workshops

Four workshops were held in partnership with Friends of the Rouge and Wayne County in 2015. ED Staff assisted in planning and attended and supported the workshop:

**Caring for Land along Rivers:** A total of 38 people attended three (3) workshops to learn how to protect their riverfront property from erosion, protect water quality and maintain the value of their home. They were held in September and October, 2015 at the following locations.

- ◆ September 24, 2015, Canton
- ◆ September 29, 2015, Village of Franklin
- ◆ October 6, 2015, Novi

Surveys conducted at the workshops showed that participants thought the workshops were a valuable experience.

**Septic System Maintenance Workshop:** The ARC presented a workshop on December 2, 2015 in Northville Twp. regarding septic system maintenance. The two-hour workshop was attended by seventeen (17) people and the survey results showed that the workshop was well received. A second workshop was scheduled for November but was postponed until 2016 because of low registration.



#### Green Schools

As part of the Alliance of Rouge Communities (ARC) 2015 Green Infrastructure Education Campaign, Wayne County's Water Quality Management Division (WQMD) coordinated the purchase of 60 (sixty) trees for recognized Michigan Green Schools in the ARC. The tree species offered were all native to Michigan and included eastern red bud, sugar maple, tulip tree and basswood. The trees were 1.5 inch caliper and depending on the variety, 7'-10' in height. WQMD offered the trees to seventy-four (74) schools that were new to the Green School program or held an Evergreen status during the 2015 program. These schools were located in the Oakland and Wayne County portions of the Rouge River watershed. Thirty-two (32) schools accepted a tree. The remaining 28 trees were offered to ARC members. Seven ARC members accepted the offer and were given four trees each.



Marian High School, Bloomfield Hills

## Deliverables:

Wayne County 2015 Green Schools Report:

<http://www.allianceofrougecommunities.com/PDFs/general/2015%20ARC%20Green%20School%20Tree%20Summary%20Final.pdf>

### B. PIE2: PUBLIC EDUCATION MATERIALS

ED staff made available to ARC members various partner public education materials through the ARC website. More than 7,300 partner material items were distributed to member communities and at various community events and workshops. ED Staff distributed various public education materials to communities including:

- |                     |                    |                       |
|---------------------|--------------------|-----------------------|
| ◆ Commerce Township | ◆ Farmington Hills | ◆ Southfield          |
| ◆ Wayne             | ◆ Rochester Hills  | ◆ Northville Twp.     |
| ◆ Washtenaw County  | ◆ Auburn Hills     | ◆ Bloomfield Hills    |
| ◆ Beverly Hills     | ◆ Farmington       | ◆ Birmingham          |
| ◆ The Henry Ford    | ◆ Canton Twp.      | ◆ Bloomfield Township |

#### Bookmarks

ARC staff developed bookmarks to publicize the ARC and promote Rouge Friendly tips to the public. ARC Staff reordered bookmarks in 2015. 550 were distributed to six (6) ARC member communities and agencies and over 200 were used at three (3) ARC member community events including the Oxbow Public Meeting at The Henry Ford, the Farmington Farmers Market and the Northville Township Septic System Maintenance Workshop.

#### Pet Waste Containers

ARC staff developed pet waste containers to be distributed to ARC member which promote clean water with the message *In the Bag, Not the River*. 2,500 containers were ordered in 2015 and 740 were distributed to six (6) member communities during November and December.



#### Fertilizer Clips

The ARC developed fertilizer clips with the ARC logo and the phrase: *Fertilize Sparingly and Caringly* to distribute at public events. More than 650 clips were distributed to six (6) member communities and were distributed at the Oxbow Public Meeting at The Henry Ford, the Farmington Farmers Market and the Northville Township Septic Workshop.

#### ARC Public Education Brochure

This flyer is used to educate the general public about the ARC and its activities. 200 brochures were distributed to two (2) member communities and over 200 were distributed at the Oxbow Public Meeting at The Henry Ford, the Farmington Farmers Market and the Northville Township Septic Workshop.

#### ARC Member Brochure

Staff updated the ARC member brochure to include updates to grants that have ended along with new grants the ARC has received and had 1,000 printed. The brochure explains the ARC, member benefits, projects and committees.

### Fish Float

Staff developed a floatable key ring with the slogan “Catch me on the Rouge River!” for the Wayne Road Dam Removal and River Restoration celebration event in 2013. More than 50 key chains were distributed during 2015, including the Septic System Workshop in Northville Twp. and the Oxbow Public Meeting at The Henry Ford.

### Value of Trees

Staff distributed 400 copies of the Value of Trees flyer to six (6) member communities and 100 to ARC member community events including the Oxbow Public Meeting at The Henry Ford and the Northville Township Septic Workshop.

### Waterfront Wisdom Brochure

Staff developed 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. 125 brochures were distributed to one (1) ARC member community and the Oxbow Public Meeting at The Henry Ford and the Northville Township Septic Workshop.

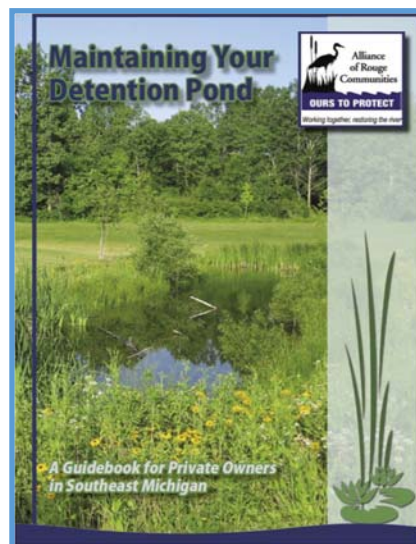
### Detention Pond Maintenance Manuals

500 Detention Pond Maintenance manuals were distributed to five (5) member communities and 75 were distributed at ARC member community events including the Northville Township Septic Workshop.

### Additional Rouge Grant and SEMCOG Printed Pieces

The ARC also distributed the following items that were printed by Wayne County or SEMCOG and were given to ARC Staff for distribution:

- ◆ FOG Prevention Brochure – 75 pieces to an ARC member community event
- ◆ A Homeowner’s Guide to Septic Systems – 185 pieces to five (5) member communities
- ◆ Clean Up After Your Pet tip card – 675 pieces to nine (9) member communities
- ◆ Save Water tip card – 350 pieces to six (6) member community
- ◆ Help Keep Pollution Out of Storm Drains – 450 pieces to seven (7) member communities
- ◆ Fertilize Sparingly & Caringly – 450 pieces to seven (7) member communities
- ◆ Carefully Store & Dispose of Household Cleaners, Chemicals and Oil – 450 pieces to seven (7) member communities
- ◆ Practice Good Car Care tip card – 450 pieces to seven (7) member communities
- ◆ Working for Clean Water it Begins With You DVD – 4 copies to four (4) member community
- ◆ Southeast Michigan Partners for Clean Water DVD – 3 copies to three (3) member community



### Seedlings

A total of 100 seedlings (white pine) were prepared for the City of Farmington Hills and distributed at the Farmington Farmers Market on August 22, 2015. Staff developed labels, tree planting instructions and packaged the information for the above mentioned event. Staff designed and ordered materials and distributed materials to ARC members.

### **C. PIE3: WEBSITE MAINTENANCE**

Staff performed design, writing, editing and general maintenance of the ARC website ([www.allianceofrougecommunities.com](http://www.allianceofrougecommunities.com)). A section was added under the documents tab to include a permit section to assist members in finding the available information to support their permit reporting.

Articles or information published on the “Rouge in The News” section of the website or distributed to members through email in 2015 include:

- ◆ Two Detroit area rivers get aid to restore habitats, the Detroit News, August 21, 2015
- ◆ On the Rouge, Belt Magazine, March 5, 2015

Activities and events published on the “Activities and Events” section of the website or through email in 2015 include:

- ◆ FOTR frog & toad survey events
- ◆ Septic Systems: Insight Into Your Onsite System hosted by MSU Extension
- ◆ Septic System Maintenance Workshop
- ◆ Caring for Land Along Rivers Workshop
- ◆ 2016 AOC conference at U of M-Dearborn
- ◆ IDEP Training
- ◆ FOTR spring bug hunt
- ◆ FOTR Rouge Rescue
- ◆ FOTR Fall bug hunt
- ◆ FOTR Fundraising events
- ◆ FOTR winter stone fly events
- ◆ Southeast Michigan CSO Discussion
- ◆ Various state grant programs

Documents that were added to the ARC website or emailed to members in 2015 include:

- ◆ ARC Executive Directors 2014 Annual Report
- ◆ FOTR Winter Stone Fly report
- ◆ FOTR Frog and Toad Survey results
- ◆ FOTR Spring Bug Hunt report
- ◆ FOTR Annual Report on Activities
- ◆ ARC Green Schools Summary
- ◆ Oakland County’s Phase II Stormwater Biennial Progress Report Summary



#### D. PIE4: NEW PUBLIC EDUCATION CAMPAIGNS

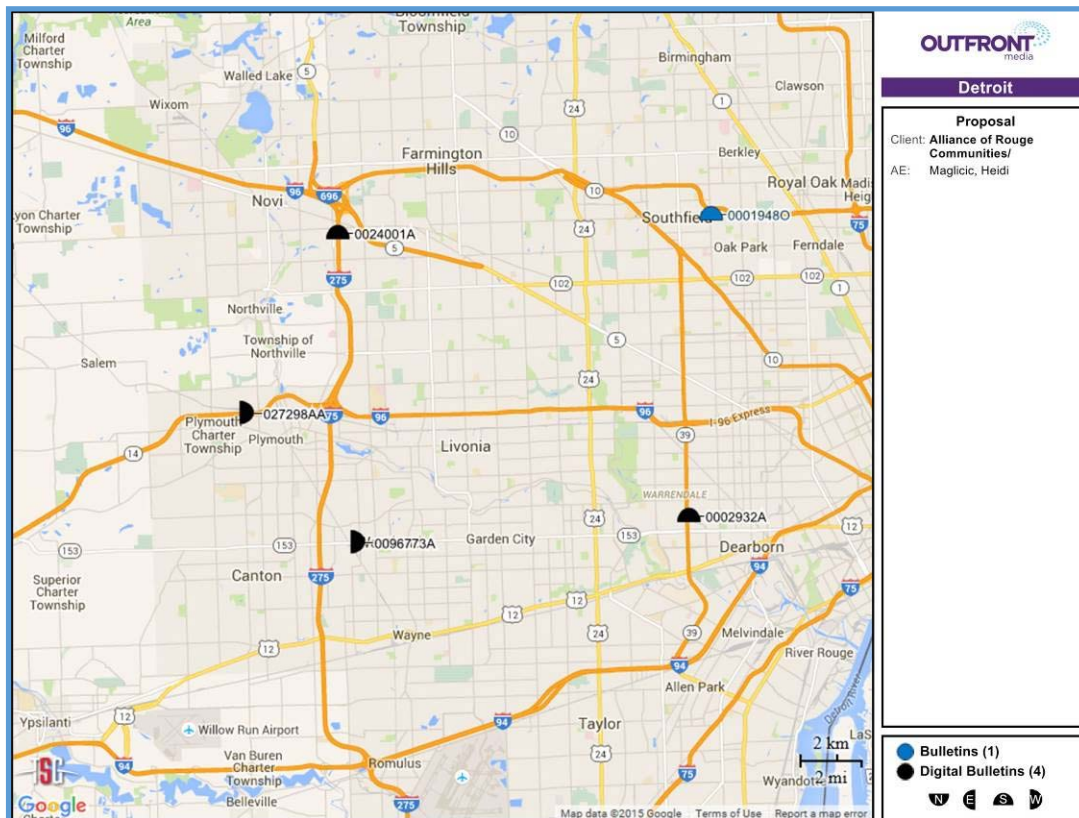
##### Billboard Campaign

ARC Staff and Friends of the Rouge began a billboard campaign throughout the watershed in 2015 to educate the public on the importance of clean water. It was spread out over four digital boards and one traditional billboard for 4 weeks beginning November 16, 2015. An estimated 800,000 commuters per week from the entire watershed viewed the ARC's and FOTR's messages regarding clean water. The clean water messages included "Only Rain in the Drain, Keep our River Clean" and "Clean Up after Your Pets, To Keep our River Clean."



The below table and map shows the location of the billboards:

Intersection Where Sign is Located	Community Location
Greenfield & Ten Mile	Southfield
Southfield Fwy & Paul	Detroit
I-275 Fwy 200 ft S/O 10 Mile Rd.	Farmington Hills
Ford Rd & Hix	Westland
M-14 .5 mi W/O Sheldon Rd.	Plymouth Twp.



### Fats, Oils & Grease Brochure

ARC Staff redesigned the popular Fats, Oils & Grease brochure in December, 2015 which will be printed in 2016. The brochure was updated to include information about the ARC and the Rouge River watershed, suggestions for disposal of FOG and information about items such as disposable wipes which have become a recent problem and are clogging pipes.

## **E.      PIE5: FRIENDS OF THE ROUGE WATERSHED STEWARDSHIP AND REPORTING**

### Workshops

FOTR worked with the ARC to present three (3) Caring for Land along Rivers workshops described above.

This task also includes distribution of an e-newsletter by FOTR.

### Annual Report

Strong partnerships are necessary to establish and enhance local and regional outreach with communities, other non-profits and governmental agencies to educate and inform the public about key issues within the Rouge River Watershed and change behaviors that directly affect the health of the Rouge River Watershed. In the course of its work, FOTR promotes activities and attends a variety of local and regional meetings to build partnerships and promote Rouge River activities.

The Friends of the Rouge developed an annual report for January 1 through December 31, 2015 that will assist ARC members in fulfilling their stormwater permit requirements. The report includes the Frog and Toad Survey, Benthics Macroinvertebrate Monitoring, Fish Monitoring, Rouge Education Project (REP), River Restoration, and Rouge Rescue and Local and Regional Outreach efforts. Information includes meeting or event dates; workshop dates; number of volunteers attending each event; residency of volunteers, REP Schools, number of students per school, number of teachers per school, monitoring locations for each school; a list of dates, locations for REP workshops and a list of schools that participated and a list of organizations that outreach efforts were done.

### **Deliverables:**

2015 FOTR Annual Report

[http://www.allianceofrougecommunities.com/PDFs/general/2015\\_FOTR-ARC\\_Final\\_Report.pdf](http://www.allianceofrougecommunities.com/PDFs/general/2015_FOTR-ARC_Final_Report.pdf)

