



EXECUTIVE DIRECTOR'S 2017 ANNUAL REPORT

ARC Traveling Banner Campaign



Farmington Hills

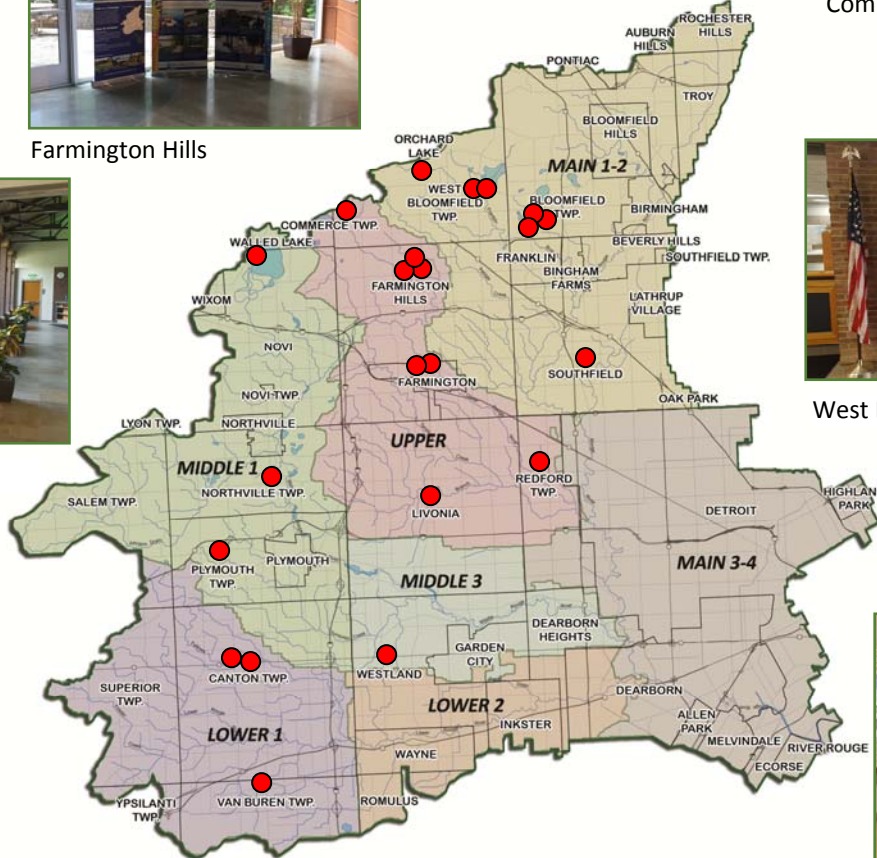
Additional stops:
Bloomfield Twp.
Orchard Lake
Commerce Twp.



Northville Twp.



West Bloomfield Twp.



Additional stops:
Walled Lake
Farmington
Plymouth Twp.



Livonia



Canton Twp.



Westland

Additional stops:
Redford Twp.
Van Buren Twp.
Southfield

March 2018

ARC EXECUTIVE DIRECTOR'S 2017 ANNUAL REPORT

The 2017 Alliance of Rouge Communities (ARC) Executive Director's Annual Report discusses the primary activities conducted by the ARC from January 1, 2017 to December 31, 2017, including 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

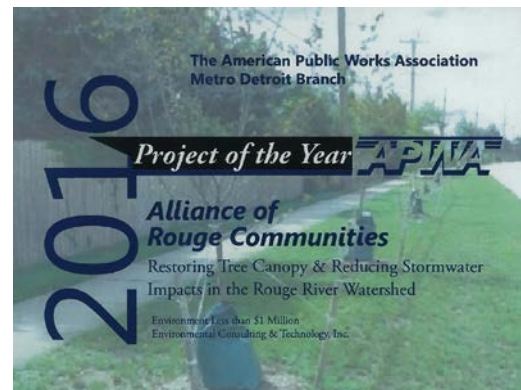
ARC MEETINGS, ADMINISTRATION AND COMMUNICATION

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 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:

March 23, 2017, Athletic Center, Romulus

The ARC was awarded an MI APWA award for the work done across the watershed on the USDA Forest Service project. ARC Staff gave a summary on the SAW activities to date. A presentation was given by FOTR on the Rouge River Fish Survey results. ARC Staff gave a presentation regarding the benefits of communities planting trees along with improvements to how trees should be planted to increase their survival. Wayne County was approved to rescope their budget to buy trees for green school to use for the UofM Museum of Natural to present River Residency Workshop. In addition, budget amendments and contract amendments were made to the 2017 budget.



August 3, 2017, Civic Center, Novi

ARC Staff gave a presentation on the ARC's Fishway project being designed at The Henry Ford. ARC Staff reported that new DO monitoring equipment in Novi on the Main Branch of the Rouge River along with 5 others will be installed to do continuous DO sampling. ARC Staff reported that this should provide documentation to substantially reduce the portions of the Rouge that are listed as impaired for DO (areas downstream of CSO discharges cannot be removed from the list). In addition, budget amendments and contract amendments were made to the 2017 budget.

November 21, 2017, Summit on the Park, Canton

A memorandum was shared with the Full ARC on the decision to not merge the ARC and FOTR. It was determined that the merger would preclude the communities' ability to take advantage of some funding opportunities. A 5-year budget and scope of work was approved by the Full ARC and was based on the new permit requirements as outlined in the final Collaborative PEP, PPP, IDEP and TMDL plans and updated community operational needs. The 2018 ARC budget was presented with an increase in member dues for 2018 with the potential for cost-of-living increases thereafter. ECT's contract was

extended through December 31, 2018. In addition, budget amendments and contract amendments were made to the 2017 budget.

[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, 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.

Agendas and meeting summaries are available on www.allianceofrougecommunities.com. ARC Executive Committee Meetings were held on the following dates:

March 20, 2017, Southfield Parks & Recreation

ARC Staff provided updates on the grant projects and reported that the ARC is applying for a grant to support the RRAC through the Office of Great Lakes PAC program along with a U.S. Forest Service grant to purchase trees in 19 communities in the Rouge River Watershed affected by the Emerald Ash Borer. Wayne County also reported that they will be receiving direct funding to complete three Rouge AOC habitat list projects including construction of the final cut to the Oxbow at The Henry Ford, construction of the fishway at the Henry Ford Estate and design/construction of the restoration at Nankin Lake.

July 12, 2017, Farmington Hills City Hall

ARC Staff reported that the Collaborative PPP and PEP were approved on March 28, 2017.

ARC Staff reported that the discussions are ongoing between the ARC and FOTR on the merger to a new organization. To take advantage of all funding opportunities the lawyers recommended that the agencies remain separate and form a joint venture.

A budget amendment was proposed to gather stormwater outfall information in the Rouge as a required element of the ARC's SAW grant. The outfall data will be received from ARC members in GIS format and ARC staff will then create a data layer that contains all outfalls in the watershed.

November 8, 2017, Southfield Parks & Recreation

ARC Staff reported that the Collaborative IDEP was approved by MDEQ on September 29, 2017.

The ARC was awarded a grant from the USDA Forest Service to purchase trees that will replace those that were damaged from the Emerald Ash Borer.

The Executive Committee discussed the results from several meetings on the proposed merger with the ARC and FOTR and chose to discontinue the proposed merger. It was determined that the merger would preclude the communities' ability to take advantage of all funding opportunities and would require the organizations to stay separate and create a joint venture. This was not going to provide any substantial cost savings. The ARC will continue to look for opportunities to partner and/or contract with FOTR moving forward.

There was an amendment to the 2017 budget for screening of roughly 450 outfalls under the ARC's SAW funding. ARC Staff will review available information and develop a list of outfalls that require sampling, sample them, analyze the results and identify suspicious discharges. ECT requested its third and final contract extension under the current 2013 contract through December 31, 2018. The Executive Director Services contract will be rebid in 2018.

The 2018 Budget Recommendations were presented which included an increase to dues for all members to support the new permit requirements as outlined in the final Collaborative PEP, PPP, IDEP and TMDL.

[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, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC's bills. ARC 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. The Finance Committee held meetings on March 2, 2017, June 27, 2017 in Northville Twp. and November 2, 2017 in Southfield.

TECHNICAL COMMITTEE MEETINGS

Staff support was provided for two (2) Technical Committee meetings on March 13, 2017 and July 11, 2017. Topics included the ARC's Collaborative IDEP, Oakland and Wayne County's IDEP work performed under the 2016 budget and review of the MDEQ's comments on the ARC's Collaborative IDEP and TMDL. Activities included preparation of the agenda (under the direction of the Technical Committee Chair), distribution of the materials prior to the meeting and facilitation of the meeting (including note-taking and record of actions taken.)

ARC Staff arranged for SEMCOG to lead IDEP and pollution prevention (P2) training for the MS4 permittees in southeast MI including ARC members.

Participation in IDEP Work Group

Beyond completing IDEP and P2 training, ARC staff determined there was limited interest in continuing the IDEP work group. Therefore, any future collaboration on IDEP work will occur within the Technical Committee meetings.

PUBLIC INVOLVEMENT AND EDUCATION (PIE) COMMITTEE MEETINGS

No meetings were held in 2017, 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. In addition, ARC Staff worked with the PIE Committee to review and revise the ARC's Collaborative PEP and PPP to incorporate MDEQ comments along with reviewing and refining our PIE activities for 2018. The Collaborative PPP and PEP were approved by the MDEQ on March 28, 2017.

ADMINISTRATION AND ADVOCATE

Administration

ARC 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.

ARC Staff met with West Bloomfield Twp. to provide membership information as they rejoined the ARC in 2017.

The 2016 ARC annual report was completed and submitted to the ARC in March 2017.

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.

Materials distributed in 2017 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

ARC staff met with the new executive director of FOTR to reinitiate the merger process. After several meetings with representatives from both FOTR and ARC, it was determined that the new organization could not be organized as an Alliance, but rather as a joint venture. This would require continued administration of the ARC and stormwater permitting services to be contracted out (as they are now). Giving the prospect of limited cost savings, the ARC decided to suspend the merger and look for ways to partner with FOTR where practical.

Governmental Activities

The ARC Executive Director participated in the Lake Erie portion of the Great Lakes Water Quality Agreement of 2012 Lake Wide Management Annex which requires cooperation of the many governmental partners and the public to look at each Great Lake individually and to develop a Lakewide Action and Management Plan (LAMP) for each lake that will address all environmental stressors in the way most appropriate for that particular lake. This binational agreement targets many of the significant environmental issues impacting the lakes, including nutrient discharges, AOCs, and the introduction of aquatic invasive species.

The International Joint Commission hosted a series of public meetings around the Great Lakes. The meetings were for the IJC to collect comments on the progress of the Great Lakes Water Quality Agreement. Specifically, the IJC was soliciting feedback on its findings of this progress as outlined in the draft Triennial Assessment of Progress report and the governments' Progress Report of Parties. The IJC hosted two events in Detroit on Tuesday, March 21st at the Outdoor Adventure Center, 1801 Atwater, Detroit MI. ARC Staff represented the ARC in an afternoon roundtable where local experts and community leaders spoke directly with IJC Commissioners about the Great Lakes water quality issues

facing their community. Each participant was recognized and gave an opening statement followed by an open discussion among the roundtable moderated by US Section Chair Lana Pollack.

ARC Staff provided comments on the Statewide E. coli TMDL Assessment which will incorporate the Rouge River into the Statewide E. coli TMDL Assessment. Once approved by EPA, the existing Rouge River TMDL will be voided which would have no adverse impact on communities stormwater permit requirements because the target levels are the same in both documents. Providing comments allowed the ARC to reiterate our previous comments and would describe the ARC's approach for working toward the TMDL goals which ARC staff felt the TMDL staff would be supporting and it may help with future permit renewals.



ARC Chair Brandy Siedlaczek (Southfield) with Senator Debbie Stabenow at the GLRI funded Wayne Rd. Dam Restoration site.

ARC Staff supported Senator Debbie Stabenow's office to prepare and plan an event on August 4, 2017 in Wayne at the GLRI-funded Wayne Rd. Dam Restoration site as part of a tour highlighting Great Lakes Restoration Initiative (GLRI) success stories throughout Michigan and the importance of federal funding to protect our lakes and waterways. A video was posted to the Senator's Facebook page of the event and a press release was done by Senator Stabenow's office. The Observer Newspaper followed-up with an article entitled *Stabenow visits Wayne to highlight success in improving waterways like the Rouge River.*

ARC Staff met with Sheela Johnson from the U.S. Forest Service along with Lisa Perez from the Forest Service Detroit Urban Connections on August 22, 2017 to tour several of the 2015 tree planting sites that were funded by the Forest Service in Canton and Plymouth. They were interested in discussing how the subgrant process for this project went and any lessons learned, since they have several GLRI grants using a similar process. They thought the ARC process was a great way to help smaller communities access resources, and they especially liked the watershed-oriented approach.



ARC Grant Representative Tim Faas (Canton) talking about the ARC's Forest Service project with Forest Service staff.

Statewide Public Advisory Council (SPAC)

ARC Staff participated in the 2017 AOC Conference and Poster Session on March 30, 2017.

ARC Staff responded to a request from the Office of the Great Lakes to provide materials on the Rouge River for SPAC's fall meeting on October 10-11. The information was provided to the legislative liaison for Stephanie Chang, Southeast Michigan Representative and SPAC legislative briefing sponsors. ARC Staff provided the list of AOC priority projects, the ARC general brochure and several information sheets on completed restoration projects.

Organization Participation

ARC Staff provided input on the Great Lakes Water Authority wastewater master plan by discussing monitoring efforts being undertaken in the watershed.

Jim Ridgway, ARC Executive Director, continues to serve on the USEPA Great Lakes Advisory Board (GLAB) and the Science and Information Subcommittee in 2017. He advocated for ARC communities as well as all communities within the Great Lakes basin. The GLAB 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 continued to serve in 2017 on 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 2017 the ARC Executive Director continued his support of the Great Lakes Protection Fund project on Integrated Water Resources Management program. The project came to a successful conclusion in 2017.

Member and General Public Requests

The ARC had a booth showcasing the ARC's seasonal posters and educational information at the MWEA Watershed Summit in Lansing on March 29, 2017. The purpose of this summit included: Bringing together as many of Michigan's watershed groups as possible; Providing an opportunity for speakers from other organizations to share information and updates; Giving these groups a chance to interact with and learn from each other, and; Facilitating discussion on current status, concerns and outlooks regarding Michigan's water environment.



ARC Staff at the MWEA Watershed Summit.

ARC Staff received a phone call from a resident on March 31, 2017 regarding the water quality of the Rouge River in Livonia. The concern was forwarded to the City of Livonia Representative for follow-up.

ARC staff responded to a letter from the public regarding flow monitoring on the Lower Branch. ARC staff contacted USGS to respond to the inquiry and USGS had already responded to the gentleman. ARC staff emailed the gentleman to let him know we had no additional information.

ARC staff provided technical assistance to the City of Walled Lake regarding their interest in planting native plants near their city hall. Staff completed a desktop review of the site and provided plant recommendations.

ARC staff forwarded a photo of lawn clippings along with coordinates to the City of Novi for follow-up that was taken in July 2017 along Bishop Creek near 10 Mile and Meadowbrook Rd. as a possible ordinance violation.

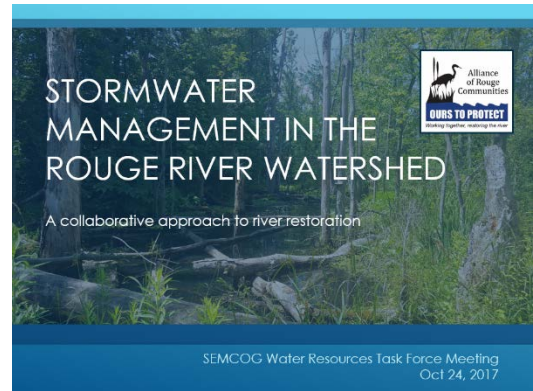
ARC Staff responded to a resident asking why Dearborn was no longer a member of the ARC. ARC Staff let them know that Dearborn has not been a member since 2013 by their decision. ARC Staff stated that the ARC would welcome the City's membership at any time.

ARC Staff responded to a resident asking how to dispose of an old kerosene heater in New Hudson, Michigan. ARC Staff informed them to check with their community or county for a household hazardous waste event.

Partnership Activities

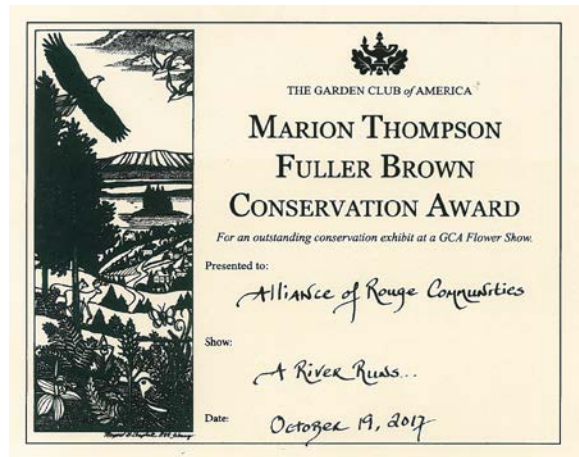
ARC Staff participated in the Southeast Michigan Partners for Clean Water meeting held on May 9, 2017. The purpose of the meeting was to provide the Partners group with the opportunity to review draft regional policies and actions for stormwater public education before they go to the Water Resources Task Force for review.

ARC Staff provided text and restoration project photos for the Rouge River watershed group summary and photos to SEMCOG for inclusion in the 2018 Southeast Michigan Water Resources Plan.



ARC Staff received a request from the Michigan Wetlands Association to provide an item for their conference silent auction in September 2017. The ARC donated a compost bin that was left over from the ARC's compost bin sales.

The ARC received a request to host a display at the Garden Club of Michigan's annual meeting which was attended by more than 300 people on October 19, 2017. ARC Staff provided the ARC booth along with public education materials. ARC Staff were later notified that the ARC display received the Marion Thompson Fuller Brown Conservation Award for an Exceptional Educational Exhibit that Increases Knowledge and Awareness of the Environment. In addition to that award the Garden Club of Michigan made a \$300 donation to the ARC to support activities.



Award received for ARC Display at Garden Club of Michigan event.

ARC Staff prepared and presented two presentations at the May 2017 International Association for Great Lakes Research (IAGLR) Conference in Detroit. The two presentations were on: "Rouge River Area of Concern Habitat Restoration Progress" and "The Rouge River AOC: A Multi-Year Successful Approach to AOC Restoration".

ARC Staff had a booth, the ARC's banners and educational materials at Oakland County's Regional Stormwater Summit that was held at Lawrence Technological University on October 20, 2017. The summit is a Southeast Michigan regional gathering of government, industry, and community stakeholders interested in learning and sharing the latest technologies, new rules, and collaborative efforts around stormwater issues.

ARC Staff participated in the development of the Southeast Michigan Water Resources Plan being led by SEMCOG. This included:

1. Participation in several Task Force meetings to determine the goals and objectives of the Plan;

2. Drafting a summary of accomplishments in the watershed which was incorporated into the Plan; and
3. Presentation to the Task Force on October 24, 2017 on how the ARC has is addressing permit requirements and restoring the watershed using various sources of funding from multiple partners.

The ARC did not receive any FOIA requests from January 1, 2017 through December 31, 2017.

FINANCIAL SERVICES

ARC Staff provided accounting services in accordance with the ARC's Accounting Procedures Manual including processing of payables and receivables. ARC Staff provided monthly reports for the ARC Treasurer and ARC members from January 1, 2017 through December 31, 2017. 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 2016 Yellow book audit, financial statement and taxes.

ARC Staff worked with both the Finance and Executive Committee to develop the 2018 ARC Budgeting Package. Because of the new permit requirements there will be additional activities required of ARC members which will cause an increase in future budgets beginning in 2018. The ARC dues have stayed the same since inception in 2006 with one repropotion in 2015 because of the census update. The ARC's original budget was approximately \$520,000 with 50% of that paid by the Rouge Grant which has since gone away. The 2017 budget was \$311,000 from non-outside sources with \$263,730 collected in dues. A proposed 5-year budget and scope of work were handed out at the November Full ARC meeting for discussion. ARC Staff based it on: the new permit requirements as outlined in the final Collaborative PEP, PPP, IDEP and TMDL (draft) plans and updated community operational needs. The detailed costs were discussed and analyzed. Once the Collaborative TMDL plan is approved, the 5-year budget will be revised to reflect the final TMDL requirements. ARC Staff also expect to have a clearer picture of the long-term ARC community costs at the end of 2018 once the Executive Director Services contract is renewed. The ARC will continue to look at management actions to help with costs such as grant funding, negotiations on the next permit, and limiting operational services. The projected annual budget could range from \$349,686 to \$441,675 depending on the amount of activities planned. ARC Staff and the Executive Committee discussed and reviewed various scenarios and decided to suggest an increase in member dues for 2018 with the potential for cost-of-living increases thereafter. The approved 2018 dues are \$316,476 which remains below the low-end estimate, but the Executive Committee found it an acceptable first step. These changes would result in achieving the low-end estimate of ongoing costs within 5 years.

ARC Staff prepared monthly financial reports, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC's bills.

PURSuing GRANT OPPORTUNITIES

ARC Staff attended a webinar presented by SEMCOG on green infrastructure planning and implementation grants available through the Great Lakes Commission. ARC Staff informed ARC Member communities that this grant might fit and offered guidance and assistance if they chose to apply.

ARC Staff researched and surveyed ARC Members seeking their input in determining the scope of the ARC's application for various grant applications throughout 2017.

ARC Staff reviewed the following grants and either forwarded them to individual communities to consider applying for or recommended that the ARC not apply:

- ◆ MDNR Aquatic Habitat Grant Program
- ◆ Healthy Watersheds Consortium Grant Program
- ◆ NOAA Broad Agency Announcement for special projects and programs

The Executive Director staff applied for the following grants in 2017 on behalf of the Alliance of Rouge Communities:

- ◆ ARC Staff assisted Wayne County in preparing information for USEPA Direct funding (\$6.5 Million to Wayne County) for the construction of the Henry Ford Estate dam fishway, the construction of the Oxbow Phase 3 restoration and the Nankin Lake restoration. (awarded to Wayne County)
- ◆ SPAC AOC Grant (\$29,985) to facilitate the RRAC, development of habitat project descriptions and for FOTR to survey the Rouge fish community and compiling data. (awarded to the ARC)
- ◆ US Forestry Service Grant (\$100,000) to purchase trees to restore the tree canopy in the Rouge River AOC. (awarded to the ARC)
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding (\$583,000) grant to the ARC for the design of two Rouge AOC habitat restoration projects: Tamarack Creek Stream and Wetland Restoration and Johnson Creek Fish Hatchery Park Restoration. (award determination expected 1st quarter 2018)

TECHNICAL COMMITTEE

ROUGE RIVER MACROINVERTEBRATE MONITORING

ARC Staff oversaw the macroinvertebrate monitoring that was completed by FOTR.

IDEP FIELD INVESTIGATIONS

ARC Staff reviewed and commented on OCWRC's and WC's 2017 IDEP Work Plans and brought them to the Technical Committee for approval. ARC Staff prepared IAAs for both counties and facilitated execution of them.

Oakland County IDEP Field Investigations

Consistent with the Rouge River Collaborative IDEP Plan, illicit discharge investigations were conducted in 2017 on multiple Oakland County storm drains within the Rouge River Watershed. Investigations were conducted by the Oakland County Water Resources Commissioner (WRC) as follow up to potential illicit discharges identified in 2014 and investigative work conducted in 2015. No new illicit connections were discovered in 2017, but 5 previously identified illicit connections were corrected with the assistance of the City of Farmington and Bloomfield Twp. In addition, four drains were eliminated from requiring

further investigations, while investigations will continue in 2018 on four other drains. A summary of illicit connections and additional suspect illicit discharge sources along with recommended follow-up actions are summarized in the final report.

Wayne County IDEP Field Investigations

Consistent with the Rouge River Collaborative IDEP Plan, illicit discharge investigations were conducted in 2017 by Wayne County Department of Public Services, Water Quality Management Division (WQMD). With the assistance of the City of Plymouth, dye testing identified two illicit connections that will be addressed in 2018. WQMD also identified a third outfall with high E. coli counts. In 2018, dye testing will be completed in two of the problem areas and source investigations will begin upstream of the third outfall.

Field screening was also conducted by WQMD in three of the priority areas located in Canton, Van Buren and Superior townships to narrow down the location of the potential illicit connections. The results didn't not reveal any illicit connections and minimal sampling is needed in 2018 before these priority areas can be closed out.

IDEP Training

ARC Staff promoted and assisted with the regional IDEP training on October 18, 2017 which was sponsored by Macomb County. The workshop was attended by 63 people, including 19 ARC member communities.

Deliverables:

- ◆ [FOTR Stonefly Report](#)
- ◆ [FOTR Spring Bug Hunt](#)
- ◆ [FOTR Fall Bug Hunt](#)
- ◆ [Wayne County Work Plan](#)
- ◆ [Wayne County IDEP Report](#)
- ◆ [Oakland County Work Plan](#)
- ◆ [Oakland County IDEP Final Report](#)
- ◆ [IDEP Training list of attendees](#)

PUBLIC INVOLVEMENT & EDUCATION (PIE) COMMITTEE

DEVELOPMENT OF PUBLIC EDUCATION MATERIALS

PUBLIC EDUCATION MATERIALS

ARC Staff made various public education materials available to ARC members through the ARC website during 2017. More than 23,170 items were distributed to member communities and at various community events and workshops. ARC Staff distributed various public education materials which are documented in this section.

Bookmarks

ARC staff developed bookmarks to publicize the ARC and promote Rouge Friendly tips to the public. 250 bookmarks were distributed to four (4) ARC member communities and agencies and over 3,100 were used at eight (8) ARC member community events which include the MWEA Watershed Summit, two Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County's

Regional Stormwater Summit and two Stewardship Workshops. Bookmarks were also distributed as part of seedling giveaways.

Pet Waste Containers

ARC staff developed pet waste containers to be distributed to ARC members which promote clean water with the message *In the Bag, Not the River*. During 2017, 1,300 were distributed to twelve (12) member communities and 1,220 were used at eleven (11) ARC member community events including Oakland County's Dirt Doctors event at Cranbrook, Bloomfield Twp. Open House, the Stabenow Press Briefing on GLRI event, two Septic System Workshops, Westland's Pet Vaccination event, Farmington Hills Earth Day, Farmington Farmers Market, Oakland County's Natural Shoreline Workshop and the two Stewardship Workshops.

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 630 clips were distributed to six (6) member communities and over 3,300 were distributed at eight (8) ARC member community events which include the MWEA Watershed Summit, two Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County's Regional Stormwater Summit and two Stewardship Workshops. Thirty (30) ARC member community events as part of seedling giveaways.

ARC Public Education Brochure

This flyer is used to educate the public about the ARC and its activities. 200 brochures were distributed to four (4) member communities and over 3,100 were used at eight (8) ARC member community events which include the MWEA Watershed Summit, 2 Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County's Regional Stormwater Summit and two Stewardship Workshops. ARC Public Education Brochures were also distributed as part of seedling giveaways.

ARC Member Brochure

In 2017 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.

Homeowners Brochure

In 2017 ARC Staff began designing the new educational brochure for homeowners which will include topics regarding the connection of the MS4 to area waterbodies and the potential impacts discharges could have. The brochure focuses on what homeowners can do to protect water quality. It builds on the Stewardship Workshops done under the SAW grant which focused on these issues along with the ARC's public awareness/behavior survey that was done in 2017. Finalizing and printing of the brochure is expected in early 2018. These topics are all outlined in the Collaborative PEP and will go toward fulfilling permit requirements. Originally this brochure was to be finalized and printed in 2017, however, delayed approval of the Collaborative PEP pushed it into 2018.

ARC Banners

To meet the activities in the Collaborative PEP, ARC staff designed 3 sets of 3 educational banners with varying messages that will meet the Collaborative PEP. 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 1-2 weeks at a time.



ARC's retractable banners displayed in Redford Twp.

The following communities displayed the banners for two weeks at their facilities in 2017:

- ◆ Redford Twp.
- ◆ Livonia
- ◆ West Bloomfield Twp.
- ◆ Westland
- ◆ Bloomfield Twp.
- ◆ Farmington
- ◆ Orchard Lake
- ◆ Commerce Twp.
- ◆ Walled Lake
- ◆ Plymouth Twp.
- ◆ Northville Twp.
- ◆ Canton Twp.
- ◆ Farmington Hills

The ARC banners were also used at the following community events:

- ◆ Farmington Hills Earth Day
- ◆ Farmington Farmers Market
- ◆ MWEA Summit
- ◆ Garden Club of Michigan Annual Meeting
- ◆ Oakland County's Regional Stormwater Summit
- ◆ Bloomfield Twp. Household Hazardous Waste event
- ◆ Bloomfield Twp. Open House
- ◆ Septic System Workshops in Van Buren Twp. and Farmington Hills
- ◆ Stewardship Workshops in Canton and West Bloomfield Twp.

Kneeling Pads

In 2017 ARC Staff designed a new giveaway which is 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.

- ◆ Bloomfield Twp. Open House – 50
- ◆ West Bloomfield Twp. Stewardship Workshop - 20



ARC Garden kneeling pad.

- ◆ Canton Stewardship Workshop - 20
- ◆ Farmington Farmers Market – 100
- ◆ Garden Club of Michigan Annual Meeting - 100
- ◆ Van Buren Twp. Septic Workshop – 20
- ◆ Farmington Hills Septic Workshop - 20

Key Chains

In 2017 ARC Staff designed a new giveaway which is 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.

- ◆ Canton Stewardship Workshop – 20
- ◆ West Bloomfield Twp. Stewardship Workshop - 20
- ◆ Farmington Hills Septic Workshop – 20
- ◆ Van Buren Twp. Septic Workshop - 20
- ◆ Farmington Farmers Market – 100

Waterfront Wisdom Brochure

ARC 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. 165 brochures were distributed to four (4) ARC community members and 205 were distributed to eight (8) ARC member community events which include the MWEA Watershed Summit, two Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County’s Regional Stormwater Summit and two Stewardship Workshops.



ARC booth with public education materials at Farmington Farmers Market.

Detention Pond Maintenance Manuals

310 were distributed to five (5) ARC community members and 150 were distributed at eight (8) ARC member community events which include the MWEA Watershed Summit, 2 Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County’s Regional Stormwater Summit and two Stewardship Workshops.

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:

- ◆ A Homeowner’s Guide to Septic Systems – 50 pieces to one (1) community member and 50 pieces to one (1) community event
- ◆ Clean Up After Your Pet tip card – 795 pieces to eight (8) member communities and two (2) community events
- ◆ Save Water tip card – 745 pieces to eight (8) member community and two (2) community events
- ◆ Fertilize Sparingly & Caringly – 595 pieces to eight (8) member communities and two (2) community events
- ◆ Carefully Store & Dispose of Household Cleaners, Chemicals and Oil – 495 pieces to eight (8) member communities and two (2) community events

- ◆ Practice Good Car Care tip card – 630 pieces to seven (7) member communities and two (2) community events

Black-Eyed Susan Seeds and Tip Card

New in 2017, the ARC prepared over 1,800 Black-eyed Susan seed packets to member communities to give away to the general public at community events. Staff also developed a tip card to go along with the seeds educating on the benefits of native plants. The tip card along with seed packets were distributed at the following events:

- ◆ Bloomfield Twp. River Rouge Cleanup – 100 pieces for seedlings
- ◆ Bloomfield Twp. Clean Sweep – 100 pieces for seedlings
- ◆ Canton Household Hazardous Waste – 200 pieces for seedlings
- ◆ Dearborn Heights Richard A. Young Cleanup – 50 pieces for seedlings
- ◆ Dearborn Heights Ecorse Creek Cleanup – 50 pieces for seedlings
- ◆ Dearborn Heights Rouge River Cleanup – 50 pieces for seedlings
- ◆ Farmington Hills American Girl Doll Part Doll Who Saves Rainforest – 75 pieces for seedlings
- ◆ Farmington Hills Earth Day – 125 pieces for seedlings
- ◆ Livonia Rouge Rescue – 100 pieces for seedlings
- ◆ Northville Twp. Fire Dept. Open House – 75 pieces for seedlings
- ◆ Northville Twp. Shared Event – 75 pieces for seedlings
- ◆ Rochester Hills Homeowner Assoc. Forum – 200 pieces for seedlings
- ◆ Van Buren Twp. Environmental Centric Event – 100 pieces for seedlings
- ◆ Walled Lake Farmers Market – 200 pieces for seedlings
- ◆ Troy Garden Club – 70 pieces for seedlings
- ◆ Troy Historical Society Summer Open House – 60 pieces for seedlings
- ◆ Troy Community Affairs Summer Sensation Concert – 100 pieces for seedlings
- ◆ MWEA Watershed Summit - 30
- ◆ Septic System Workshops - 30
- ◆ Oakland County's Regional Stormwater Summit - 25
- ◆ Stewardship Workshops - 30



Black-eyed susan seeds.



Go Native

Landscaping with Michigan native plants, like the seeds you received today, will help protect the Rouge River. Native plants are economical because they are adapted to local soil and climate conditions and require less watering and fertilizing. Native plants also protect water quality by slowing stormwater runoff and filter out pollutants before entering the Rouge River.



Less Work and Money

Enjoy your landscape instead of working at it all day. Native plants have adapted to local soil, climate and water levels and are resistant to the frequent drought and freeze conditions we experience in Michigan. Their deep roots help break up that clay in your yard and rebuild soil. These same roots prevent soil erosion along the Rouge River and help reduce water runoff and filters out pollutants. In addition, native plants require no fertilizer, no protection during the winter and no extra watering after the first year.



Relax and Enjoy

We all know how stressful it is when our landscape gets infested with pests and weeds. Using native plants in your landscape reduces the risk of pests, disease and invasive species taking over. Native plants are less likely to overpower your landscape.



Back to Nature

Using native plants improves Michigan's natural habitats which attract wildlife such as butterflies and hummingbirds. Lots of native wildlife species require specific plants to survive. For example, the Monarch butterfly needs several Milkweed species, which are found in Michigan, to live.



More Information

For a complete list of Michigan native plants go to the Michigan Native Plant Producers Association at www.mnppa.org or for more information visit the MSU Extension at www.msue.anr.msu.edu or:

www.allianceofrougecommunities.com



Native plant tip card.

Value of Trees

ARC Staff distributed 550 copies of the Value of Trees flyer to eight (8) member communities and at eight (8) ARC member community events which include the MWEA Watershed Summit, two Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County's Regional Stormwater Summit and two Stewardship Workshops.

Tree Seedlings

Over 1,400 white spruce seedlings were prepared and distributed at ARC member events. Staff developed labels, tree planting instructions and packaged the information for the events. Staff designed and ordered materials and distributed materials to ARC members. Wayne County ordered the tree seedlings from the Wayne County Conservation District under their budget. Seedlings were distributed at the following events:

- ◆ Auburn Hills Fall Festival – 100 (white spruce)
- ◆ Beverly Hills Read in the Park – 100 (white spruce)
- ◆ Bloomfield Twp. Open House – 100 (white spruce)
- ◆ Canton Household Hazardous Waste – 200 (white spruce)
- ◆ Commerce Twp. Taste of the Lakes – 100 (white spruce)
- ◆ Dearborn Heights St. Linus School – 133 (white spruce)
- ◆ Farmington Farmers Market – 70 (white spruce)
- ◆ Farmington Hills Event – 100 (white spruce)
- ◆ Southfield Boo Bash – 100 (white spruce)
- ◆ Troy Garden Club – 70 (white spruce)
- ◆ Troy Historical Society Summer Open House – 100 (white spruce)
- ◆ Troy Community Affairs Summer Sensation Concert – 100 (white spruce)
- ◆ Westland Community Gathering – 100 (white spruce)
- ◆ Wixom Block Party – 100 (white spruce)



Tree seedling giveaway at ARC booth at the Farmington Farmers Market.

Protect Water Quality All Season Long! Posters

674 posters were distributed to nine (9) ARC Member communities. ARC members posted these in support of their permit requirements in facilities, libraries or other buildings that the general public frequent. 88 posters were also distributed at the MWEA Watershed Summit, two Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County's Regional Stormwater Summit and two Stewardship Workshops.




Fall and Winter posters displayed in Farmington.

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

A total of 2,480 copies of the FOG brochure were distributed to five (5) ARC community members and at eight (8) ARC member community events which include the MWEA Watershed Summit, two Septic System Workshops, Farmington Farmers Market, Farmington Hills Earth Day, Oakland County's Regional Stormwater Summit and two Stewardship Workshops. Brochures were also distributed as part of seedling giveaways at additional events.

Community Article /Ad Graphic

ARC Staff wrote a winter article for ARC Member Communities to use in their community newsletters titled *Brine Instead of Rock Salt to Protect Water Quality!* The article was brief, so communities can include it in their winter newsletters and also included a make-at-home recipe for brine.



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).

ARC SOCIAL MEDIA

ARC Staff initiated a Facebook account for the ARC at the beginning of 2016. During 2017 the ARC added more than 30 posts to the ARC Facebook and encouraged ARC Member Communities to Like and Share the ARC's posts. These posts included educational messages and photos to educate the public on ways to protect the Rouge River along with promoting ARC and partner events. The ARC's Facebook account has 72 followers.

WEBSITE MAINTENANCE

Staff performed design, writing, editing and general maintenance of the ARC website (www.allianceofrougecommunities.com).

Articles or information published on the "Rouge in The News" section of the website or distributed to members through email in 2017 include:

- ◆ Stabenow visits Wayne to highlight success in improving waterways like the Rouge River, Hometown Life, August 7, 2017

Activities and events published on the "Activities and Events" section of the website or through email in 2017 include:

- ◆ FOTR frog & toad survey events
- ◆ Septic System Maintenance Workshops
- ◆ Stewardship Workshops
- ◆ FOTR Work Days
- ◆ IDEP training
- ◆ FOTR spring bug hunt
- ◆ FOTR Rouge Rescue
- ◆ FOTR Fall bug hunt
- ◆ FOTR Fundraising events
- ◆ FOTR winter stone fly events
- ◆ Various state grant programs

Documents that were added to the ARC website or emailed to members in 2017 include:

- ◆ ARC Executive Directors 2016 Annual Report
- ◆ Full ARC agendas, handouts and meeting summaries
- ◆ Executive Committee agendas, handouts and meeting summaries
- ◆ 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 and Wayne County ARC IDEP Reports
- ◆ Oakland and Wayne County ARC work plans
- ◆ Collaborative PPP
- ◆ Collaborative PEP
- ◆ Collaborative IDEP

- ◆ Rouge River Watershed Ingersol Creek Dissolved Oxygen Assessment Final Report
- ◆ Rouge River Watershed Dissolved Oxygen Monitoring Sampling Plan
- ◆ Rouge River Watershed TMDL Assessment Monitoring Quality Assurance Project Plan
- ◆ Rouge River Continuous Monitoring Dissolved Oxygen Study In Areas Upstream Of Separated Combined Sewer Overflows Wayne And Oakland Counties
- ◆ Bacterial Monitoring Results for Michigan Rivers and Streams 2014
- ◆ Continuous Dissolved Oxygen Monitoring of the Rouge River at Greenfield Road (9/14/94-10/10/94)
- ◆ MSU Extension Water School: Essential Resources for Local Officials, May 22-23, 2017
- ◆ It's All Connected (2007) – Septic system video created by Washtenaw County Department of Planning and Environment

OUTREACH ACTIVITIES

Workshops

Stewards of the Rouge River Workshop

Stewards of the Rouge Workshop: ARC Staff and FOTR Staff developed a new workshop that was funded through the SAW grant to assist in planning the ARC's Collaborative PEP. A total of 22 people attended the two, two-hour workshops on October 11 in Canton and October 26 in West Bloomfield Twp. The workshops promoted the ARC's survey on water quality changes in the Rouge River which was done as part of the Collaborative PPP/PEP and funded through the ARC's SAW grant. The workshop promoted the survey and educated the public the ARC's PEP activities and encouraged them to help direct future PEP activities. The workshop also focused on watershed education and things people can do in their home, yard, with their vehicles and in their businesses to help protect water quality in the Rouge River. 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 waste; benefits of green infrastructure; proper business practices and methods for managing riparian lands to protect water quality.



Stewards of the Rouge Workshop in West Bloomfield Twp.

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

The ARC had a drawing for a free compost bin at the workshop held in West Bloomfield Twp. in hopes to boosting attendance.

Septic System Maintenance Workshop: The ARC presented two septic system maintenance workshops on September 14, 2017 hosted by Van Buren Township and September 21, 2017 hosted by Farmington Hills. A total of 32 people attended the two-hour workshops and the survey results showed that the workshops were well-received.

The ARC also held a drawing for a free compost bin to those that attended the workshop in hopes of boosting attendance.

Deliverables:

- ◆ [Articles and ad graphics](#)
- ◆ [Workshop attendance sheets and surveys](#)

Residents of Wayne & Oakland County Attend Two FREE Workshops!

RSVP workshop title and date within one week of workshop to: rsvp@allianceofrougecommunities.com or 734-272-0291



Postcard sent to residents promoting ARC workshops

Wayne County Museum to You: River Residency Stream Table in Green Schools

Wayne County’s original budget was to continue providing trees to Green Schools. Wayne County requested to rescope their activities to provide funding to bring the Museum to You: River Residency Stream Table Simulation Workshops to Green Schools. The budget provided funding to bring the workshop to three schools in 2017. Wayne County’s report provides more detailed information and can be found below.

Deliverables:

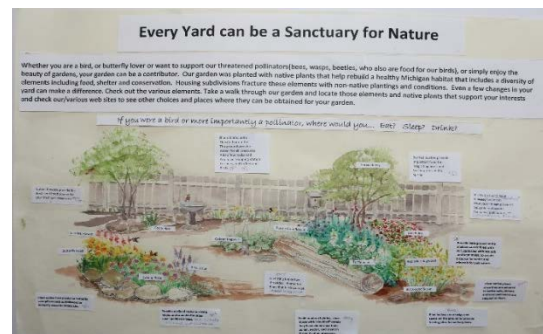
- ◆ [Wayne County Green Schools Report](#)

Friends of the Rouge Workdays and Signage

FOTR held 5 workdays and supported 4 volunteer led workdays at Merriman Hollow. Merriman Hollow workdays were held on 6/24, 7/15, 8/19, and 9/16.

Friends of the Rouge planned and led five workdays:

- ◆ Shiawassee Park, Farmington, May 19 - 7 volunteers worked to maintain ARC and FOTR installed grow zones along the Upper Rouge
- ◆ Newburgh Pointe Rain Garden, Hines Park, Livonia, June 9 - Morning and afternoon workdays were organized to weed the Newburgh Pointe rain garden in Hines Park. Many of the 34 volunteers who participated helped for both morning and afternoon sessions and put in more than an 8-hour day working to improve the site. Weeding the rain garden generated over 6 cubic yards of waste material. Volunteers spread 5 yards of mulch around the native plants to help prevent weeds.
- ◆ Newburgh Pointe Rain Garden, Hines Park, Livonia, July 20 - A follow up workday was scheduled to complete work at the site. Eight volunteers spread 10 yards of sand at the boat launch to reduce damage to canoes and kayaks in addition to caring for the grow zone. Grow Zone work engaged volunteers in planting more native plant species at the site to fill in voids where weeds and invasive species were removed and spreading 10 yards of mulch.



Draft signage to be installed in Merriman

- ◆ University of Michigan Dearborn, Oct. 6 - 6 FOTR staff and volunteers worked to maintain a 3,000 sq. ft. native plant grow zone and rain garden near the FOTR office on the UMD campus.
- ◆ Signage for Merriman Hollow is still being developed by Wayne County Parks. The signs are to be placed at the Merriman Hollow Rec Area in Hines Park (Hawthorn Drive at Hines Drive). A large sign is still in the development stage and small signs will include plant identification with a photo of the plant in bloom, species name, and key characteristics. Volunteers who developed the site are working with Wayne County Parks on the signage. The signs are expected to be completed in early 2018.

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, 2017 that will assist ARC members in fulfilling their stormwater permit requirements. The report includes the Frog and Toad Survey, Benthic 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:

- ◆ [FOTR Annual Report](#)