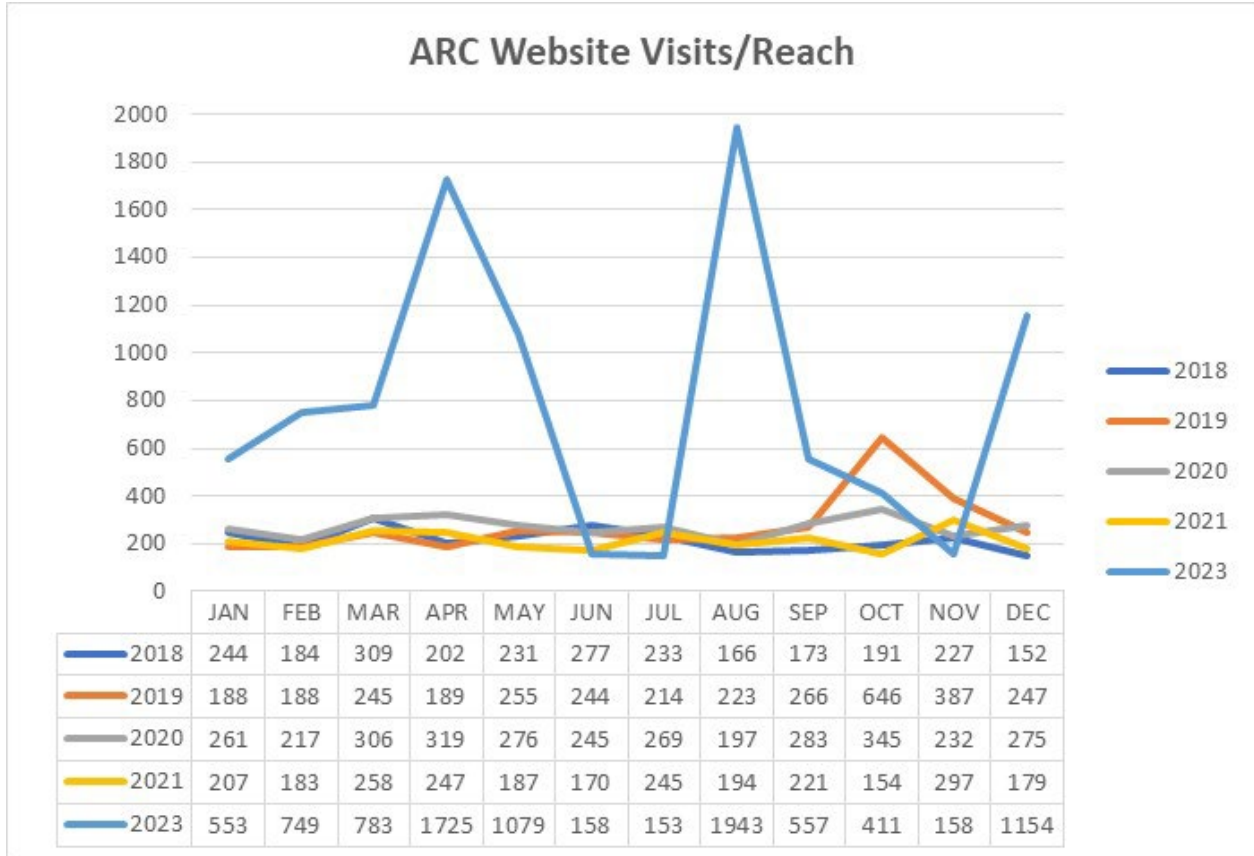


# 2023 ARC ELECTRONIC MEDIA REPORT

## ARC WEBSITE TRAFFIC (VISITORS/REACH)

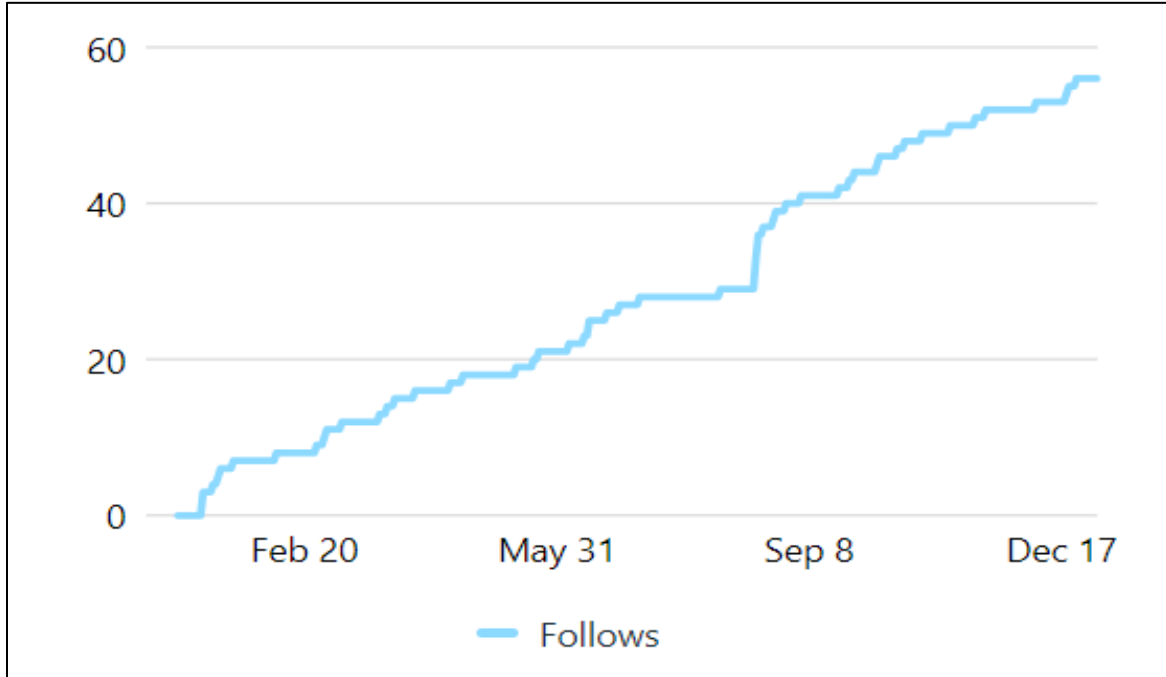


*\*Note: In 2022 traffic information was not available because the website was moved from one hosting company to another so a full year of data was not available.*

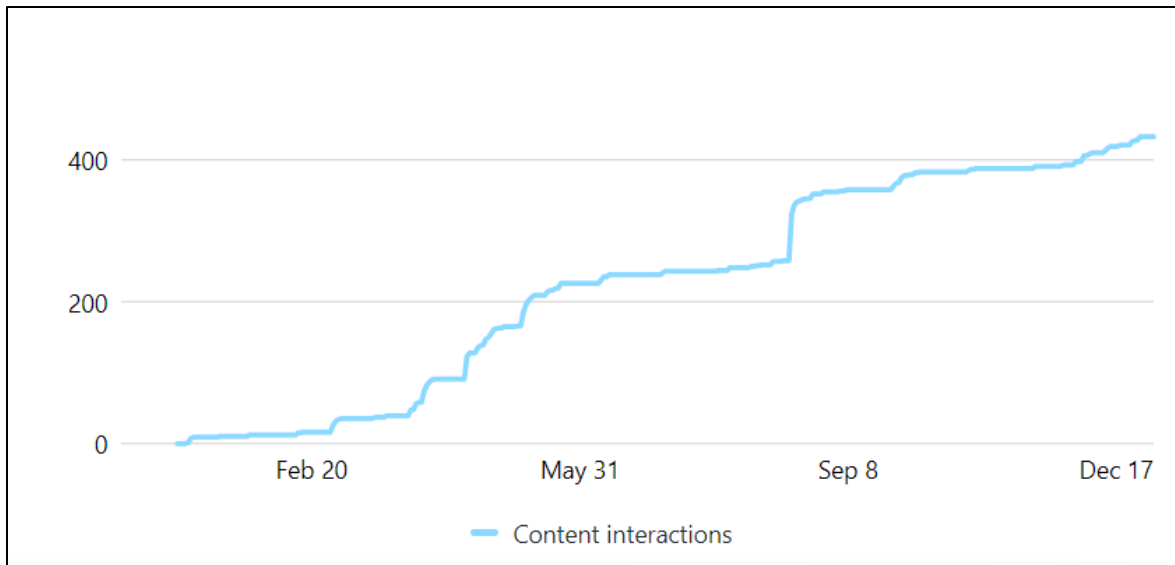
**ARC FACEBOOK POSTS**

- ARC created posts in 2023: 33



























**ARC FACEBOOK FOLLOWERS 2023: 365**





























**ARC FACEBOOK LIKES 2023: 433**



## 2023 Facebook Posts

Title	Date published	Status	Reach ⓘ	Engagements ⓘ	Likes and reactions ⓘ	Comments ⓘ	Shares ⓘ
 Do you know how your Rouge River watershe...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Dec 13, 2023		772 Reach	18 Post engagements	8 Reactions	0 Comments	3 Shares
 The Seeley Creek Habitat Restoration project ...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Dec 2, 2023		379 Reach	37 Post engagements	18 Reactions	4 Comments	3 Shares
 These photos highlight the stream and flood...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Dec 1, 2023		214 Reach	10 Post engagements	3 Reactions	0 Comments	1 Shares
 As winter settles in, use your local car wash re...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Dec 1, 2023		63 Reach	0 Post engagements	0 Reactions	0 Comments	0 Shares
 Some great recognition for all the groups tha...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Oct 24, 2023		66 Reach	5 Post engagements	2 Reactions	0 Comments	1 Shares
 This post has no text  Alliance of Rouge Communities <span>Boost unavailable</span> <span>⋮</span>	Oct 3, 2023		78 Reach	1 Post engagements	1 Reactions	0 Comments	0 Shares
 The Fred A. and Barbara M. Erb Family Found...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Oct 3, 2023		115 Reach	5 Post engagements	2 Reactions	0 Comments	1 Shares
 Draining your fountain or pool this fall? DON'...  Alliance of Rouge Communities <span>Boost</span> <span>⋮</span>	Sep 26, 2023	  	106 Reach	5 Post engagements	3 Reactions	0 Comments	1 Shares

Title	Date published	Status	Reach ⓘ	Engagements ⓘ	Likes and reactions ⓘ	Comments ⓘ	Shares ⓘ	
 We want to thank the organizations that prov... Alliance of Rouge Communities	Boost	...	Sep 25, 2023	81 Reach	13 Post engagements	5 Reactions	2 Comments	1 Shares
 What a morning we had Friday as the Allian... Alliance of Rouge Communities	Boost	...	Sep 25, 2023	539 Reach	88 Post engagements	9 Reactions	0 Comments	2 Shares
 This post has no text Alliance of Rouge Communities	Boost unavailable	...	Sep 6, 2023	55 Reach	2 Post engagements	1 Reactions	0 Comments	0 Shares
 Seed is sprouting and native flowers are in bl... Alliance of Rouge Communities	Boost	...	Aug 11, 2023	1.4K Reach	149 Post engagements	84 Reactions	5 Comments	8 Shares
 SAVE THE DATE! U.S. Environmental Protectio... Alliance of Rouge Communities	Boost	...	Aug 3, 2023	704 Reach	10 Post engagements	1 Reactions	0 Comments	3 Shares
 Native seed is sprouting, and trees and shrub... Alliance of Rouge Communities	Boost	...	Jun 8, 2023	210 Reach	26 Post engagements	10 Reactions	0 Comments	2 Shares
 If you head out to Nankin Lake in Livonia Co... Alliance of Rouge Communities	Boost	...	May 22, 2023	81 Reach	3 Post engagements	2 Reactions	0 Comments	0 Shares
 Activities over the winter at the @Wayne Cou... Alliance of Rouge Communities	Boost	...	May 20, 2023	92 Reach	18 Post engagements	3 Reactions	3 Comments	0 Shares
 The transformation is becoming more visible ... Alliance of Rouge Communities	Boost	...	May 19, 2023	109 Reach	27 Post engagements	5 Reactions	1 Comments	0 Shares
 Construction continues at the Seeley Creek H... Alliance of Rouge Communities	Boost	...	May 11, 2023	309 Reach	22 Post engagements	9 Reactions	0 Comments	2 Shares
 The Seeley Creek Habitat Restoration project ... Alliance of Rouge Communities	Boost	...	May 10, 2023	65 Reach	4 Post engagements	3 Reactions	0 Comments	0 Shares
 Alliance of Rouge Communities upd... Alliance of Rouge Communities	Create new ad	...	May 10, 2023	--	--	--	--	--
 The Seeley Creek Habitat Restoration project ... Alliance of Rouge Communities	Boost	...	May 10, 2023	571 Reach	62 Post engagements	16 Reactions	0 Comments	2 Shares
 The first photo below shows the Tamarack Cr... Alliance of Rouge Communities	Boost	...	Apr 28, 2023	199 Reach	39 Post engagements	11 Reactions	2 Comments	2 Shares

	More than 2,300 live stakes were planted alo... Alliance of Rouge Communities	Boost	...	Apr 26, 2023		103 Reach	27 Post engagements	13 Reactions	1 Comments	0 Shares
	This Rainbow Trout was spotted by Wayne Co... Alliance of Rouge Communities	Boost	...	Apr 19, 2023		298 Reach	55 Post engagements	32 Reactions	6 Comments	1 Shares
	Neighborhood Stormdrain Alliance of Rouge Communities	Boost	...	Apr 3, 2023	  	1.2K Reach	73 Post engagements	23 Reactions	4 Comments	4 Shares
	The newly created wetlands at Colonial Park i... Alliance of Rouge Communities	Boost	...	Mar 31, 2023		346 Reach	61 Post engagements	17 Reactions	2 Comments	5 Shares
	Rain barrels, native plants, and c... Alliance of Rouge Communities	Boost unavailable	...	Mar 29, 2023		82 Reach	11 Post engagements	6 Reactions	0 Comments	0 Shares
	Get ready for better weather by ... Alliance of Rouge Communities	Boost unavailable	...	Mar 29, 2023		65 Reach	7 Post engagements	3 Reactions	0 Comments	0 Shares
	Make sure you stop by the ARC's display! We ... Alliance of Rouge Communities	Boost	...	Mar 20, 2023		79 Reach	4 Post engagements	2 Reactions	0 Comments	0 Shares
	The ARC's Executive Director, An... Alliance of Rouge Communities	Boost unavailable	...	Mar 15, 2023		59 Reach	7 Post engagements	2 Reactions	0 Comments	0 Shares
	You didn't hear it from us but . . . potential f... Alliance of Rouge Communities	Boost	...	Feb 28, 2023		1.3K Reach	37 Post engagements	12 Reactions	2 Comments	4 Shares
	Save the date of March 1, 2023, to learn more... Alliance of Rouge Communities	Boost	...	Feb 15, 2023		59 Reach	13 Post engagements	4 Reactions	1 Comments	0 Shares
	Businesses have a direct effect on the water q... Alliance of Rouge Communities	Boost	...	Jan 27, 2023		99 Reach	4 Post engagements	1 Reactions	0 Comments	1 Shares
	Check out this great opportunity ... Alliance of Rouge Communities	Boost unavailable	...	Jan 5, 2023		64 Reach	7 Post engagements	1 Reactions	0 Comments	1 Shares

## **2023 Facebook Posts**

1/27/23 - Businesses have a direct effect on the water quality in the Rouge River watershed. When rain and snow/ice melt travel across the land (watershed) and into storm drains, it is called stormwater or runoff. Runoff picks up trash, animal waste, chemicals, sediments and dissolved substances until it discharges into the nearest waterbody. Even if your business is not next to the river, your actions still have an impact on the Rouge River watershed. For more information visit <https://www.allianceofrougecommunities.com/business.html>

2/15/23 - Save the date of March 1, 2023, to learn more about the habitat restoration projects scheduled at Wilcox and Phoenix Lakes through a Great Lakes Restoration Initiative (GLRI) grant! RSVP at <https://bit.ly/wilcox-phoenix>

2/28/23 - You didn't hear it from us but . . . potential for more snow this week! Remember, rock 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. For more ways to protect water quality in the Rouge River visit: [www.allianceofrougecommunities.com](http://www.allianceofrougecommunities.com)

3/15/23 - The ARC's Executive Director, Annette DeMaria, spent some time with the Canton Community Foundation today. It was great to share some information with the group on things they can do to help protect water quality in the Rouge River! Thank you to the [Canton Community Foundation!](#)

March Lunch & Learn - Healthy Yard Maintenance Tips to Protect Your Watershed with Annette DeMaria, P.E. PMP was held Plymouth District Library today.

As spring approaches, Annette DeMaria, Executive Director of the Alliance of Rouge Communities, provided tips for residents of Plymouth, Canton, and Westland, part of the Rouge River watershed, to keep a beautiful yard while reducing their impact on the environment.

Below are some pictures from the presentation. The recording of the event will be posted on our website. Please log in to find out more Lunch & Learn events hosted by Local Impact Alliance.

<https://localimpactalliance.org/>

3/20/23 - Make sure you stop by the ARC's display! We will be at this unique event our partner, [Cranbrook Institute of Science](#) , is putting on! Water After Dark event

3/31/23 - The newly created wetlands at Colonial Park in [Wayne County Parks](#) are getting lots of use with the wet conditions this spring! We are excited to watch the trees and shrubs planted last fall come to life as temperatures creep up. Construction activities will wrap up at Colonial and Venoy Parks this spring; maintenance of vegetation will continue throughout the growing season. For more information visit: <https://www.allianceofrougecommunities.com/colonial.html>

4/3/23 - Do you know where this rainwater is going once it trickles into this stormdrain? If you guessed into the Rouge River - you are correct! In addition, any debris picked up from your driveway or chemicals that get dumped down it end up in the same place! Keep your stormdrains clear and never dump anything down a stormdrain.

4/19/23 - This Rainbow Trout was spotted by [Wayne County, Michigan](#) Environmental Specialist, Sue Thompson, in the Lower Rouge River at Ridge Road while participating in the [Friends of the Rouge](#) Spring Bug Hunt on April 14! Before taking the picture Sue said it swam up to her waders and jumped out of the water a bit (maybe to warn her of the cold weather coming!) before it swam to the calmer waters seen here. To get involved in future Friends of the Rouge bug hunts visit <https://therouge.org/volunteer/>

4/26/23 - More than 2,300 live stakes were planted along the banks of Tamarack Creek in the [City of Southfield, Michigan USA - Government](#) this month. The creek was reconstructed in 2022. These before and after aerial photos highlight the dramatic transformation from degraded channel to functioning stream. The Alliance of Rouge Communities' restoration project is funded by an [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) grant (GL-00E02478-2) and has enhanced over 2 acres of wetlands and restored 1,800 feet of creek and riparian vegetation along this tributary of Rouge River. For more information visit <https://www.allianceofrougecommunities.com/tamarack.html>

4/28/23 - The first photo below shows the Tamarack Creek pre-project conditions (Sept. 2018) in the [City of Southfield, Michigan USA - Government](#). The over-widened, straight channel upstream of a culvert crossing, and riparian buffer are dominated by invasive buckthorn and honeysuckle. The second photo shows the post-project conditions (April 2023) with a meandering stream with habitat structures after stream reconstruction and culvert removal, floodplain construction, and native plantings. The Alliance of Rouge Communities' restoration project is funded by an [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) grant (GL-00E02478-2) and has enhanced over 2 acres of wetlands and restored 1,800 feet of creek and riparian vegetation along this tributary of Rouge River. For more information visit <https://www.allianceofrougecommunities.com/tamarack.html>

5/10/23 - The Seeley Creek Habitat Restoration project construction is underway in [City of Farmington Hills, Michigan - Municipal Government](#). These before (first photo) and after photos show gully repair downstream of a large stormwater outfall pipe. A rock chute drop structure was constructed to convey concentrated flows from the pipe to Seeley Creek. Vertical gully banks, which were up to 8 feet tall, were reshaped and prepared for subsequent planting with native vegetation. This project was funded by the [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) (Grant GL-00E02700) which was awarded to the Alliance of Rouge Communities. The project will enhance 5 acres of riparian wetland and 1,600 feet of Seeley Creek between 12 and 13 Mile Roads, upstream of the Rouge River. For more information visit <https://www.allianceofrougecommunities.com/seeley.html>

5/10/23 - The Seeley Creek Habitat Restoration project continues in the [City of Farmington Hills, Michigan - Municipal Government](#). This photo shows an at-grade rock riffle constructed across Seeley Creek to enhance fish spawning habitat and minimize bed and bank erosion. This project was funded by the [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) (Grant GL-00E02700) which was awarded to the Alliance of Rouge Communities. The project will enhance 5 acres of riparian wetland and 1,600 feet of Seeley Creek between 12 and 13 Mile Roads, upstream of the Rouge River. For more information visit <https://www.allianceofrougecommunities.com/seeley.html>

5/11/23 - Construction continues at the Seeley Creek Habitat Restoration project in the [City of Farmington Hills, Michigan - Municipal Government](#). A horizontal log sill was constructed across Seeley Creek to provide woody aquatic habitat and grade control. The transition from relatively stagnant water upstream of the log sill, to rapid, bubbly flow downstream of the log sill will improve water quality (e.g.,

dissolved oxygen) to the benefit of aquatic life. The small scour pool develops on the downstream side of the structure which enhances bedform diversity and provides fish habitat. The ARC received funding for this project from the [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) (Grant GL-00E02700). The project will enhance 5 acres of riparian wetland and 1,600 feet of Seeley Creek upstream of the Rouge River. For more information visit <https://www.allianceofrougecommunities.com/seeley.html>

5/19/23 - The transformation is becoming more visible at Wayne County's [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) funded Nankin Lake restoration project in [Livonia Community](#) and [City of Westland - Administration](#).

Restoration activities are now focused on the upland areas. Now picture the egg drop in April . . .ARC Member [Wayne County Parks](#) is also upgrading the Nankin Lake parking lot to asphalt (see first photo) and during busy times an overflow turf lot (see second photo) has been included in the restoration of the parking lot to allow for MANY more parking spots. For more information visit <https://www.allianceofrougecommunities.com/nankinlake.html> .

5/20/23 - Activities over the winter at the [@Wayne County Parks U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) funded Nankin Lake restoration project may have had you scratching your head! The project team removed over 45,000 cubic yards of sediment from the lake in [Livonia Community](#) and [City of Westland - Administration](#), only to place sand and stone? What gives?!? The sand is ideal habitat that was lacking in the substrate of the lake, so select locations had sand beds and large boulders added for habitat features for our aquatic friends! For more information visit <https://www.allianceofrougecommunities.com/nankinlake.html>.

5/22/23 - If you head out to Nankin Lake in [Livonia Community](#) and [City of Westland - Administration](#), you'll notice new trees and shrubs and areas that were recently seeded. These were added as part of the habitat restoration project to make up for lost trees due to the Emerald Ash Borer as well as some particularly damaging storms. This [Wayne County Parks](#) project was funded through a [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) grant (Grant # GL00E0240).

Learn more about the value of trees by checking out the document found here: <https://www.allianceofrougecommunities.com/.../valueoftre...>

6/8/23 - Native seed is sprouting, and trees and shrubs are coming alive at Venoy-Dorsey Park in [City of Wayne-Administration](#)! During construction last year, new wetland areas were bordered with a series of logs and boulders to define the border of the wetland and discourage foot traffic over newly planted areas. Please help the establishment of these areas by keeping off of the new wetland areas. This work is part of the Colonial Park and Venoy Park Habitat Restoration Project that was awarded to the Alliance of Rouge Communities through a [U.S. EPA Region 5 \(Great Lakes Region\)](#), Great Lakes Restoration Initiative (GLRI) grant (Grant GL-00E02830). For more information visit: <https://www.allianceofrougecommunities.com/venoy.html>

8/3/23 - SAVE THE DATE! [U.S. Environmental Protection Agency](#)'s SepticSmart Week is September 18-22, 2023. Lots of us in the Rouge River Watershed have septic systems on our property. Check our website for info at <https://www.allianceofrougecommunities.com/septic.html> and in celebration [Michigan Department of Environment, Great Lakes, and Energy](#) is hosting a webinar on the basics of septic





10/24/23 - Some great recognition for all the groups that were represented at the ARC hosted Great Lakes Restoration Celebration on September 22! Press and Guide – Great Lakes Restoration Initiative, Alliance of Rouge Communities talk about restoring waterways.

12/1/23 - As winter settles in, use your local car wash regularly to keep your car clean. When the snow/ice buildup on your car melts in your driveway or parking lot, it sends the road salt, oil and other pollutants to the storm drain which end up in the Rouge River. For more tips visit [www.allianceofrougecommunities.com](http://www.allianceofrougecommunities.com).

12/1/23 - These photos highlight the stream and floodplain reconstruction work done under the Alliance of Rouge Communities' Tamarack Creek restoration project located in [City of Southfield, Michigan USA - Government](#). The straight creek was transformed back to the river's natural meandering state and reconnected to the floodplain to reduce erosion and slow the water moving through the system to minimize the amount of sediment contributing to poor water quality. This project was funded by a [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (GLRI) grant (GL-00E02478-2) and has enhanced over 2 acres of wetlands and restored 1,800 feet of creek and riparian vegetation along this tributary of Rouge River. For more information visit <https://www.allianceofrougecommunities.com/tamarack.html>

12/2/23 - The Seeley Creek Habitat Restoration project was substantially completed this summer in the [City of Farmington Hills, Michigan - Municipal Government](#). The first photo below shows some of the newly constructed rock riffle that helps stabilize the bed and banks of the creek and provides fish spawning habitat. The second photo shows a deer roaming through part of the floodplain that was previously choked off with a dense stand of Phragmites, one of the invasive vegetation species treated during the project. Maintenance activities will continue into 2024. This project was funded by a grant from the [U.S. EPA Region 5 \(Great Lakes Region\)](#) Great Lakes Restoration Initiative (Grant GL-00E02700) which was awarded to the Alliance of Rouge Communities. For more information visit <https://www.allianceofrougecommunities.com/seeley.html>

12/13/23 - Do you know how your Rouge River watershed works? Do you know how water quality works? Check out the ARC's new brochure to find out how they affect each other and how you can be the solution ~ not the pollution! <https://www.allianceofrougecommunities.com/.../watershed...>

