

Chapter 9 – Information and Education Campaign

Long-term protection of the USR watershed will be primarily attained by a continued information and education (I&E) strategy to promote pollution prevention and how individual actions can impact a watershed. This key message will be perhaps one of the most important components of the successful implementation of the USR WMP.

Human behaviors and actions must be addressed through education and stewardship activities (public involvement) in order to affect change for the good in order to protect water quality. This initiative will be an on-going process as changes in human actions and behaviors takes many years to produce noticeable results. Examples of similar education strategies to protect the environment can be seen in the “Smoky the Bear” campaign and the importance of fire safety while camping to reduce the number of forest fires. The “Recycle, Reuse” campaign after many years of advertisement finally became second nature to many people to reduce waste production in their homes and businesses. Often times, teaching young students and children can be the most effective means of communicating a topic as the children help to pass the information on to the rest of their families and parents. This type of I&E strategy will also likely prove to be essential in promoting watershed stewardship and pollution prevention education in the watershed.

Each Phase II-permitted agency and community has developed its own Public Education Plan (PEP) that includes a set of scheduled public education initiatives that targets each of the water quality and quantity goals outlined in this WMP to promote pollution prevention. Each community and agency may be contacted to obtain a copy of their individual PEP. The other component to the I&E strategy was to include the public in the development of this WMP. The strategies to include the public input component are outlined in the following sections of this chapter.

9.1 Public Participation Process

Throughout the process of developing the USR WMP, the public and other stakeholders were encouraged to provide their feedback and input on the components of the watershed plan. This included their concerns related to nonpoint source pollution, as well as protection/improvement of the area’s natural features (such as woodlands, wetlands, open space, etc.).

9.1.1 Public Meetings

As outlined in the USR Public Participation Plan (PPP), found on the LCDC phase II stormwater website (accessible at: www.co.livingston.mi.us/Drain/phaseII/) and in Appendix K, a series of public meetings were held as a means to gauge public opinion of the state of the watershed, their concerns for the water and natural resources in the area, and how supportive they were of the potential methods to mitigate water quality/natural resource impacts. The participation process was facilitated by the USR WAG hosting three (3) public meetings at various stages of development of the USR WMP:

- The first public meeting was held on October 13, 2004.

- The second public meeting was held on May 4, 2005.
- The third public meeting was held on August 31, 2005.

The meetings provided opportunities to gain an understanding of local natural resource and water quality concerns. The meeting minutes have been included in Appendix L for full details of the information discussed and received at the public meetings. Details on the information gained from these meetings are also referred to in Chapter 5, “Priority Pollutants and Critical Areas”.

Before a final draft of the USR WMP was submitted to the MDEQ for approval, the WMP was made available for public comment and review via placement of hard copies at municipal/agency offices, as well as a downloadable version through the LCDC’s Phase II Stormwater Website. The LCDC internet site provided a printable comment form that could then be filled out and submitted for review and consideration to include in revisions to the draft plan. The details on where to download the draft USR WMP was also provided to stakeholders via a mass email. The list of stakeholders is provided in Appendix M. The public was invited to provide comment on the plan for a 30-day comment period from the date of the third and final public meeting to discuss the details of the draft WMP. A summary of the comments received is also included in Appendix L.

9.1.2 Watershed Group Meetings

Since late 2002, the WAG for the collaborative Livingston County watershed planning initiative began meeting. The collaborative initiative included the following communities, in addition to the USR WAG:

- Brighton Township
- City of Brighton
- City of Howell
- Cohoctah Township
- Deerfield Township
- Genoa Township
- Green Oak Township
- Hamburg Township
- Highland Township
- Livingston County Department of Planning
- Livingston County Department of Public Health
- Putnam Township
- Village of Pinckney

The more focused USR WAG planning meetings began in February 2004 to begin preparing the USR WMP. The USR WAG is composed of the following primary communities and agencies:

- Hartland Township
- Howell Township
- Marion Township
- Oceola Township
- Tyrone Township
- Livingston County Drain Commissioner
- Livingston County Road Commission

Each meeting traditionally met on a monthly basis; the public (residents, planners, community officials, etc.) was invited and encouraged to attend these monthly meetings. A summary of the information discussed and received from the WAG and interested stakeholders at those meetings are provided in the minutes in Appendix N. The point of these meetings was to facilitate the planning process in a collaborative fashion and ensure that each permitted community and agency was up to date on compliance with their Phase II stormwater permits.

Throughout the data gathering process, review of local newspaper articles and details of information gained at local workshops to gauge concerns related to land use, water quality, and preservation of natural resources proved to be valuable in assessing the current conditions of the watershed. This information also helped to formulate the goals and objectives to implement as part of the USR WMP.

9.2 Public Perceptions of Water Quality in the Watershed

Within the last few years, two public opinion surveys have been distributed locally by SEMCOG to gauge public opinions on a broad range of issues related to environmental topics and water quality issues/watershed awareness. These surveys help to provide a baseline of awareness and stewardship activities in the watershed, and also help to direct or guide where implementation of public education efforts might need to be focused to strengthen public attitudes and awareness levels in a way that will have the greatest impact on preventing pollution and protecting both water quality and natural resources throughout the USR watershed.

The survey distributed in late 2002 to the greater southeast Michigan region showed that 73% of respondents agreed with the belief that they can personally take action that would improve the environment; however, less than 50% favored any type of tax or fee increase to fund environmental improvements. Sixty-two percent of respondents did favor local governments adopting ordinances that require developers to protect natural areas when land is developed.

In late 2004, another survey was distributed by SEMCOG to gauge local opinions on various water quality issues and on general watershed awareness. The overall results of that survey, statistically significant for the USR watershed, are included in Appendix O. The highlights of the results are summarized below in Table 9.1.

Table 9.1 Public Perceptions of Water Quality in the Upper-2 Shiawassee River Watershed

Subject	Perception
Water Quality of Lakes/Streams/Rivers	<ul style="list-style-type: none"> • 18%-Quality was somewhat better • 26%-Quality was the same • 24%-Quality was somewhat worse
Recreation	<ul style="list-style-type: none"> • 50%-Swimming • 49%-Hiking • 46%-Boating/Fishing • 15%-No recreation over past year in/near lakes/streams
Lawn Care/Home Care—does it affect water quality?	<ul style="list-style-type: none"> • 69%-Yes • 31%-No
Actions Taken at Home to Protect Water Resources	<ul style="list-style-type: none"> • 37%-Yes, in past two years • 52%-No • 11%-Did not know if they had

Table 9.1 Public Perceptions of Water Quality in the Upper-2 Shiawassee River Watershed (continued)

Subject	Perception
Greatest Contributors of Pollution to Lakes/Streams/Rivers	<ul style="list-style-type: none"> • 43%-Stormwater runoff • 25%-Sewage overflows (not applicable in the USR watershed) • 22%-Industrial discharges • 9.5%-Waste water treatment plant discharges
Is Stormwater Drainage Treated?	<ul style="list-style-type: none"> • 46%-Aware that stormwater enters lakes/streams/rivers untreated • 38%-Not aware of where stormwater goes after it enters a storm drain or ditch
Awareness of “Watershed”?	<ul style="list-style-type: none"> • 25%-Familiar that they live in a “watershed” • 44%-Not familiar
Awareness that Local Water Quality affects the Great Lakes?	<ul style="list-style-type: none"> • 69%-Agreed
Awareness of Watershed Signage	<ul style="list-style-type: none"> • 58%-No signage observed • 35%-Noticed signs citing river crossings
Car Wash Activities	<ul style="list-style-type: none"> • 72%-Use a commercial car wash • 20%-Wash care at home in driveway
Home Car Care	<ul style="list-style-type: none"> • 21%-Change own oil/transmission fluid/radiator fluid
Household Hazardous Waste Collection	<ul style="list-style-type: none"> • 63%-Utilize the service • 18%-Dispose of waste in regular trash • (For those individuals not using the service, 51% noted it was because they didn’t know where a facility was located)
Fertilizer Use	<ul style="list-style-type: none"> • 46%-Seldom use fertilizers • 27%-Use fertilizers at least one time per year
Fertilizer Types	<ul style="list-style-type: none"> • 41%-Weed and Feed • 23%-Slow-release Nitrogen • 21%-Seasonal varieties • 9%-Low-phosphorus
Willingness to Change Behavior to Protect Lakes/Streams/Rivers	<ul style="list-style-type: none"> • 86%-Willing to take household hazardous waste to collection site • 82%-Sweep excess fertilizer/pesticide onto their lawn • 76%-Would change car care practices • 76%-Have septic system serviced every 3-5 years • (65%-Somewhat less willing to change lawn watering practices)
Best Way to Receive Information regarding Protection of Lakes/Streams/Rivers	<ul style="list-style-type: none"> • 59%-Community newspaper • 44%-Major newspaper • 38%-TV News • 28%-Municipal newsletter

9.3 Information and Education Strategy

This WMP will include an I&E strategy to increase public knowledge of the WMP and its recommendations by identifying and outlining target audiences and outreach messages and methods. The main audience for the community education efforts will focus on residents, the development community (developers and contractors), and municipal employees in regards to pollution prevention, runoff control, and watershed protection. In order to maximize the I&E strategy, the pollutants/concerns identified in the critical areas of the watershed should be priority items addressed by the campaign. However, all suspected pollutants and other concerns identified for the watershed will be targeted by the I&E strategy. This strategy will be reinforced with the implementation of each individual community/agency PEP. Table 9.2 summarizes the education activities that will be disseminated as it relates to the pollutant/topic of concern and its source and cause, the target audience, the message conveyed and how it will be delivered, as well as the possible evaluation process to measure its effectiveness. The Phase II communities and agencies will be responsible for implementing most, if not all of the I&E strategy components. The timeline for implementation for all education strategies is set to begin in the short-term, generally within 1-4 years of WMP approval. Again, all Phase II communities and agencies have submitted their PEPs and they have been approved by the MDEQ for implementation. This I&E strategy follows the general timelines outlined in those PEPs. Table 9.3 summarizes the timelines and estimated costs for each activity/delivery mechanism to be used in the I&E strategy.

Table 9.2 Information and Education Strategy

Pollutant/ Concern	Source/ Cause	Target Audience	Messages	Delivery Mechanism	Evaluation Method
Land Use Planning	n/a	Land use planning boards and commissions; Stormwater program managers; Developers; Contractors;	Value of low-impact development; value of coordinated planning strategies; encouraging land conservation with high-quality natural features.	Workshops; seminars; brochures; websites; resource sharing;	-Number and types of workshop, seminars, training sessions attended; -Changes made to Master Plans; -Changes made to development rules, ordinances and design standards; -Number of acres/land area where LID strategies have been implemented; -Amount of land area devoted to conservation easements; -Number of active Farmland Preservation Contracts;

Table 9.2 Information and Education Strategy (continued)

Pollutant/ Concern	Source/ Cause	Target Audience	Messages	Delivery Mechanism	Evaluation Method
General Watershed Awareness	n/a	Home-owners; Agricultural landowners; Lake residents; Public employees; Businesses; Land use planners; Golf course managers; Developers; Contractors; Students; Community Groups (church/civic organizations); Lawn and garden companies;	What is a watershed? Which watershed do you live in? Watershed Stewardship to protect water quality.	Newsletters; Newspaper articles; Watershed Signage; Watershed Displays at public events (home shows, festivals, local events, etc.); Brochures; Booklets; Websites;	-Number and types of literature distributed; -Number of watershed signs erected; -Number and type of displays placed at public events; -Number of website hits; -Distribution of watershed awareness surveys; -Number of curb markers affixed to storm drains; -Number of volunteers to help with stream clean-ups, drain marker installation, demonstration projects, etc.;
Sediment	Eroding road/stream crossings	LCRC	Recommended BMPs for road/stream crossing stabilization.	Utilize applicable resources for proper selection of road/stream crossing stabilization BMPs as outlined in the USR WMP.	-Photographic surveys of remediated road/stream crossings; -Number of stabilization projects completed; -Number and types of BMPs implemented; -Documentation of reduction in sediment loading (lb/acre);
	Construction (Development)	Developers; Local Government officials; Contractors; Home-owners;	Impact of soil erosion and off-site sedimentation on water quality and in-stream habitat.	Newsletters; workshops; SESC training; website; videos on cable channel; newspaper articles;	-Public education materials/workshops produced; -Number of individuals attending workshops/training sessions; -Number of complaints regarding soil erosion, illicit discharges or drainage issues submitted online to the LCDC at: http://co.livingston.mi.us/drain/complaint.htm ; -Number of website hits;

Table 9.2 Information and Education Strategy (continued)

Pollutant/ Concern	Source/ Cause	Target Audience	Messages	Delivery Mechanism	Evaluation Method
Sediment (continued)	Construction (Development) (continued)	Developers; Local Govern- ment officials; Contractors; Home- owners;	Impact of soil erosion and off-site sedimentation on water quality and in-stream habitat.	Newsletters; workshops; SESC training; website; videos on cable channel; newspaper articles;	-Number of newspaper articles; Number and types of videos aired on cable access channel; -Number and types of BMPs implemented; -Documentation of reduction in sediment loading (lb/acre);
	Agricultural land use (runoff)	Land- owners; local government officials;	Impacts of off-site sedimentation on water quality and in-stream habitat.	NRCS information, newsletters; Website;	-Photographic surveys; -MDEQ GLEAS Monitoring Reports showing water quality/habitat improvement; -Number and types of literature distributed; -Number of website hits; -Number and types of BMPs implemented; -Documentation of reduction in sediment loading (lb/acre);
Nutrients	Lawn & garden maintenance	Homeowner s; municipal employees; Lawn & garden companies; Golf course managers; Lake residents; Parks & recreation managers;	Promote use of low or no-phosphorus fertilizers, avoid placement near waterbodies; Promote soil testing.	Newsletters; workshops; soil testing programs; brochures; website;	-Amount of newsletters distributed; -Number and types of workshops held; -Number of soil tests conducted per year;
	OSDS operation & maintenance	Residents; municipal employees; Lake residents; Businesses;	Impacts to water quality from failing systems.	Newsletters; workshops; training; brochures; website;	-Number of newsletters and brochures distributed; -Number of website hits; -Number of workshops/training sessions held; -Number of complaints regarding illicit discharges submitted online to the LCDC at: http://co.livingston.mi.us/ drain/complaint.htm

Table 9.2 Information and Education Strategy (continued)

Pollutant/ Concern	Source/ Cause	Target Audience	Messages	Delivery Mechanism	Evaluation Method
Nutrients (continued)	Agricultural land use (runoff)	Landowners	Impacts to water quality from excess nutrients.	Newsletters; workshops; brochures; website;	-Amount of land cover implementing agricultural BMPs (obtainable through the local NRCS office); -Number and types of BMPs implemented; -Documentation of reduction in nutrient loading (lb/acre);
	Septage application	Septage Haulers; Residents;	Impacts to water quality from excess nutrients.	Newsletters; Newspaper articles; Website;	-Number of newsletters distributed; -Number of newspaper articles; -Number of website hits; -Documentation of reduction in nutrient loading (lb/acre);
	Animal waste (pets, livestock, waterfowl)	Residents; farmers; municipal employees;	Impacts to water quality from excess nutrients.	Newsletters; Newspaper articles; Website;	-Number of newsletters distributed; -Number of newspaper articles; -Number of website hits; -Number and types of BMPs implemented; -Documentation of reduction in nutrient loading (lb/acre);
	Sanitary sewer systems	Municipal employees;	Impacts to water quality from excess nutrients.	Newspaper articles; Website;	-Number of newspaper articles; -Number of website hits; -Number of complaints regarding illicit discharges submitted online to the LCDC at: http://co.livingston.mi.us/drain/complaint.htm
Stormwater Quantity	Increased impervious Surfaces	Residents; developers; municipal employees; Land use planners;	Benefits of low-impact design.	Newsletters; workshops; brochures; website resources;	-Amount and types of educational materials distributed; -Photographic surveys of projects completed; -Watershed Tours of local demonstration projects; -Number of website hits; -Number and types of BMPs implemented;

Table 9.2 Information and Education Strategy (continued)

Pollutant/ Concern	Source/ Cause	Target Audience	Messages	Delivery Mechanism	Evaluation Method
Stormwater Quantity (continued)	Hydromodifications	Municipal employees; residents;	Impacts to water quality from changes in hydrology and flow variability.	Training sessions; newsletters; website;	-Number and types of training sessions and attendees; -Number and types of educational materials distributed; -Number of website hits; -Number and types of BMPs implemented;
Road salt	Municipal/residential/business applications;	Residents; businesses; municipal employees;	Impacts to water quality from excess road salt.	Brochures; training sessions; evaluations of operation and maintenance programs;	-Number and types of brochures distributed; -Number and type of training sessions given and attended; -Records of O&M schedules and calibration records; -Water quality monitoring results; -Feedback received from riparian residents on water quality in their lakes;
Pathogens	OSDS operation & maintenance	Residents; municipal employees;	Impacts to water quality from failing systems.	Newsletters; workshops; training; brochures; website;	-Number of newsletters and brochures distributed; -Number of website hits; -Number of workshops/training sessions held; -Number of complaints regarding illicit discharges submitted online;
	Animal waste (pets, livestock, waterfowl)	Residents; municipal employees; Agricultural land owners;	Impacts to water quality from pathogens.	Newsletters; workshops; brochures; website;	-Number and types of brochures distributed; -Airing of PSAs on cable television; -Number of website hits; -Type of BMPs implemented; -Documentation of reduction in nutrient loading (lb/acre);

Table 9.2 Information and Education Strategy (continued)

Pollutant/ Concern	Source/ Cause	Target Audience	Messages	Delivery Mechanism	Evaluation Method
Pathogens (continued)	Sanitary sewer systems	Municipal employees	Impacts to water quality from pathogens.	O & M programs; repair of aging infrastructure	-Number of repairs to sanitary sewer infrastructure -Number of complaints regarding illicit discharges submitted online to the LCDC at: http://co.livingston.mi.us/ drain/complaint.htm -Type of BMPs implemented; -Documentation of reduction in sediment loading (lb/acre);
Petroleum by- products	Illicit discharges	Residents; municipal employees;	Impacts to water quality and wildlife from grease/oils/gasoline; proper disposal of household hazardous waste (motor oil, transmission fluid, etc.).	Newsletters, brochures, websites, training, media campaigns	-Surveys to evaluate public awareness of the impacts to water quality from illicit discharges; -Number of complaints regarding illicit discharges submitted online to the LCDC at: http://co.livingston.mi.us/ drain/complaint.htm
	Polluted runoff	Residents; municipal employees; Land use managers; Contractors; Developers;	Impacts to water quality and wildlife from grease/oils/gasoline; proper disposal of household hazardous waste (motor oil, transmission fluid, etc.).	Newsletters; brochures; websites; training; media campaigns;	-Number and type of literature pieces distributed; -Number of hits to websites; -Types of media campaigns aired;
Thermal pollution	Increased impervious surfaces (solar heating)	Residents; municipal employees; developers;	Value of low- impact development.	Newsletters; brochures; websites; training;	-Number and type of literature pieces distributed; -Number of hits to websites; -Water quality monitoring;
	Lack of riparian cover	Residents; municipal employees; developers;	Value of maintaining riparian areas in vegetated state.	Newsletters; brochures; websites; training;	-Number and type of literature pieces distributed; -Number of hits to websites; -Number of acres/land area re-vegetated or reestablished as riparian cover;

Table 9.3 Summary of Information and Education Activities, Costs, and General Implementation Timeline

Activity	Estimated Costs	Year 1	Year 2	Year 3	Year 4
Southeast Michigan Partners for Clean Water Informational Materials	See Table 8.1 (BMP 22)	X	X	X	X
Southeast Michigan Partners for Clean Water Mass Media	No Cost—existing program	X	X	X	X
Articles in Municipal Newsletter	Costs associated with postage for mailings; no cost for online newsletter	X	X	X	X
Web Site Information	No Cost—existing media	X	X	X	X
Cable Access/Community Billboard	Facility for use in Hartland Twp to produce cable access programs free of charge	X	X	X	X
Water Quality Display	\$50/each for SEMCOG members; Livingston County water quality display can be borrowed free of charge	X	X	X	X
Water Resource Protection Workshops	\$200-\$500/workshop including materials	X	X	X	X
Water Resource Protection Presentations	\$200-\$500/presentation including materials		X		X
River Day Activities	Costs limited to donations/business sponsorships	X	X	X	X
Adopt-A-Stream Program	\$1,800/year (HRWC)	X	X	X	X
Signage at Road/Stream Crossings or Entering the Watershed	~ \$22/sign including posts and installation (LCRC)				X
Community Watershed Calendar	\$1,500 not including postage for 1500 calendars			X	
Promote MDEQ's Pollution Prevention Programs	State Program—no cost		X	X	X
Chamber of Commerce	No cost—utilize existing informational resources	X	X	X	X

Table 9.3 Summary of Information and Education Activities, Costs, and General Implementation Timeline (continued)

Activity	Estimated Costs	Year 1	Year 2	Year 3	Year 4
Storm drain labeling/marketing	Curb markers vary in cost depending on type ordered; typically run \$1.20-\$1.65 per marker. Installation can be free of charge with the help of volunteer groups, students, etc.		X	X	X
Promote Livingston County Drain Commissioner's (LCDC) Water Pollution Hotline	Little to no cost if link placed on website or posters displayed	X	X	X	X
Household Hazardous Waste Collection Day/Site	No cost—offered to residents free of charge; costs limited to advertisements	X	X	X	X
Yard Waste Collection and Recycling Program	No cost—existing program offered to residents free of charge		X	X	X
Riparian Land Management Brochure	Landscaping for water quality booklets, available through the Center for Environmental Studies, virtually free of charge. Other brochures could be developed for a \$650 design fee plus \$2,500 for 3000 copies full color plus postage (\$700 for 3000) (HRC).			X	
Managing Shoreline Property to Protect Water Quality Booklet	Offered free of charge through the MSU-extension office		X	X	X

9.4 Project Partnerships

There are a number of organizations that are already well-established in the area and host a number of their own natural resource protection and improvement programs. A list of those organizations is provided below in Table 9.4 with a brief description of each, as well as contact information for each organization.

Table 9.4 Local Water Quality and Natural Resource Protection Organizations in the Livingston County and Southeast Michigan Regions

Organization	Mission/Applicable Programs	Contact Information
Livingston Land Conservancy	To preserve the rural character and natural heritage of Livingston County.	P.O Box 1424 Brighton, MI 48116 Ph: 810.229.4141 Fax: 810.229.4143
The Nature Conservancy	To preserve plants, animals, and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive throughout Michigan.	Ken Algozin Shiawassee River Program Manager 1900 South Morrice Road Owosso, MI 48867 Ph: 989.723.9062 Fax: 989.729.7710 Email: kalgozin@tnc.org
Michigan Lakes & Streams Associations, Inc.	Serves as a communication link between hundreds of individual lake associations throughout Michigan. Advises citizens on understanding wetland regulations and on the best approaches to avoid or minimize wetland destruction.	P.O. Box 249 Three Rivers, MI 49093 Ph: 616.273.8200 Fax: 616.273.2919
Highland Conservancy	To encourage and facilitate the conservation of land and natural resources to preserve the rural character of Highland Township.	Mick Bell President www.highlandconservancy.org/
Huron River Watershed Council www.hrwc.org	Public education materials (tip cards, brochures, watershed calendars, etc.); Adopt-A-Stream Programs	Chris Riggs/Jennifer Wolf 1100 North Main Street, Suite 210 Ann Arbor, MI 48104-1059 Ph: 734.769.5123 Fax: 734.998.0163
Livingston County Department of Public Health www.co.livingston.mi.us/health Water Quality Link: www.co.livingston.mi.us/health/envirohealth/wqm/waterquality.html	Public education on well and septic operation and maintenance; Enforces sanitary code; Beach monitoring/water quality testing; Environmental Awareness Handbook;	Matt Bolang Groundwater Specialist Environmental Health Phone 517.546.9858 FAX 517.546.9853 Email: mattb@co.livingston.mi.us www.lchd.org

Table 9.4 Local Water Quality and Natural Resource Protection Organizations in the Livingston County and Southeast Michigan Regions (continued)

Organization	Mission/Applicable Programs	Contact Information
Livingston County Drain Commissioner www.co.livingston.mi.us/Drain/phaseII	Administration of Livingston County Phase II Stormwater website; Established hotline for soil erosion and illicit discharge complaints; Water quality display available; Water resources coordinator available for questions regarding Phase II Stormwater permit compliance; Implements Soil Erosion and Sedimentation Control Inspection Program	Becky Simpson Water Resources Coordinator Livingston County Drain Commissioner 2300 E. Grand River Avenue, Suite 105 Howell, MI 48843-7581 Ph: 517.546.0040 Fax: 517.546.9658 Email: rsimpson@co.livingston.mi.us
Livingston County Road Commission www.livingstonroads.org	Facilitates installation of watershed signage; Handles road maintenance issues.	Steve Wasylk Director of Operations Maintenance Department 3535 Grand Oaks Drive Howell, MI 48843-8575 Ph: (517) 546-4250 Fax: (517) 546-9628 Email: swasylk@livingstonroads.org
Livingston County Solid Waste Management www.co.livingston.mi.us/SolidWaste	Household Hazardous Waste Collection Sites: Open during collection events in spring, summer and fall. Call 517.545.9609 for dates and times. Oil recycling; Community cleanups; Composting; Waste disposal and recycling	Erin Daksiewicz Ph: 517.545.9609 Fax: 517.545.9658 Email: solidwaste@co.livingston.mi.us
Michigan Department of Environmental Quality	Nonpoint Source Monitoring and Aquatic Nuisance Control; CLMP	Richard Powers
MSU-Extension Livingston County www.co.livingston.mi.us/msuextension	Citizen Planner Program; Watershed Management Short Course; Home*A*Syst Program; Lawn*A*Syst Program	Mike Gaden Natural Resources Coordinator Ph: 517.546.3950 Email: gadenm@msue.msu.edu Glenn Pape Land Use/Agriculture Coordinator Email: gpape@co.livingston.mi.us

Table 9.4 Local Water Quality and Natural Resource Protection Organizations in the Livingston County and Southeast Michigan Regions (continued)

Organization	Mission/Applicable Programs	Contact Information
<p>Southeast Livingston County Recreation Authority www.selcra.com Note: There is the possibility of the formation of the Howell Area Parks and Recreation Authority that will aim to serve the same mission as SELCRA, but for the Townships of Howell, Oceola, Genoa, and Marion, as well as the City of Howell.</p>	<p>SELCRA promotes healthy lifestyles by providing outstanding recreation, sports, and leisure programs for citizens of all ages. SELCRA aims to develop more park land and facilities for recreation activities and sports. Both quality facility improvements and additional recreational offerings are necessary with the growing population of individuals and families in the southeast Livingston County area.</p>	<p>Julie L. Hall Director Office located in Brighton High School: 7878 Brighton Road Brighton, MI 48116 Ph: 810.299.4140 Activity Line: 810.299.4134 (after 4pm) Fax: 810.299.4210 Email: jhall@selcra.com</p>
<p>Southeast Michigan Council of Governments (SEMCOG) www.semco.org</p>	<p>“Our Water. Our Future. Ours to Protect” campaign materials; mass media efforts; Headwaters Protection video; Water quality displays; Regional water quality surveys. Provide a number of environmental published data on precipitation, land use and local infrastructure, etc.</p>	<p>Amy Mangus Senior Environmental Planner 535 Griswold, Suite 300 Detroit, Michigan 48226 Ph: 313.324.3350 Fax: 313.961.4869 Email: mangus@semco.org</p>
<p>Recycle Livingston www.recyclelivingston.org</p>	<p>The main purpose of the event is to reduce and ultimately eliminate the occurrence of electronics which may contain lead, dioxins, mercury and other contaminants from being disposed of in area landfills.</p>	<p>Linda Berch Executive Director 170 Catrell Street Howell, MI 48844 Ph: 517.548.4439 Email: recycle@cac.net</p>