

## MS4 Community Annual PEP Checklist

This document outlines your community's required activities for the 2023 Reporting Period. Check the box for each action as you complete it and provide supporting documentation where indicated.

LGROW Dropbox: [Link](#)

### Community Name:

OCWRC

1. Publish at least 1 **article** on PEP topics in Community newsletter or news outlet (recommended quarterly)

Date	Article	PEP Topic
Ongoing	Be Stormwater Savvy	General Watershed Awareness
		Choose an item.
		Choose an item.
		Choose an item.

2. Community presence or Stormwater Display at 1 event or location

Event Date:

Event Location:

**\*Attach a photo of event/display; List additional/multiple events at the end of this form**

3. Distribute pollution prevention **information** to at least 2 **targeted businesses/groups** listed in PEP

Names of Businesses	Title(s) of Material(s) Distributed

4. Share household hazardous waste reduction information with residents via Community's social media, newsletter, or website

Date shared:

Location shared:

Social Media Post Reach:

Social Media Post Engagement:

**\*Attach a screenshot of a representative social media post, copy of newsletter, or link to community website:**

5. Distribute giveaway items for selected PEP categories

Item	# Distributed	Item	# Distributed
Troutie Coloring Book	<u>10</u>	LGROW Brochure Spanish	<u>5</u>
LGROW Colored Pencils	<u>15</u>	AAD Tip Cards	<u>0</u>
Pet Waste Bag Dispenser	<u>20</u>	Septic Smart Brochures	<u>5</u>
LGROW Foldable Bags	<u>5</u>	Septic Smart Brochures Spanish	<u>5</u>
LGROW Brochure English	<u>10</u>	Make your home the solution to stormwater pollution English	<u>5</u>
Make your home the solution to stormwater pollution Spanish	<u>5</u>	EPA Stormwater Smart Construction in your Neighborhood	<u>0</u>
EPA Stormwater Smart Restaurants	<u>0</u>	EPA Stormwater Smart Parking Lots	<u>0</u>
EPA Stormwater Smart Lawn Care	<u>10</u>	EPA Stormwater Smart Auto Shops	<u>0</u>
EPA Stormwater Smart Construction Sites	<u>0</u>	Salt Tip Card	<u>0</u>
LGROW Tip Cards	<u>5</u>		

## Other Activities

6. Host, participate in, or support a stream cleanup effort

*Cleanup Date:*

*Cleanup Location:*

*# of Volunteers:*

***\*Attach a copy of volunteer sign-in sheets or photos***

7. Join or Promote Adopt a Drain Program

*Date(s) of program promotion:*

*Method of program promotion:*

*Social Media Metrics (Post Reach, Post Engagement):*

***\*LGROW will create a report of the number of drains adopted in your Community***

8. Provide presentation on PEP topics to a school in your Community

*Please add teacher contact information if you are interested in having LGROW work with your local school:*

<i>Teacher Name &amp; Contact Information</i>	<i>School District</i>

9. Implement EPA SepticSmart Social Media Guide during SepticSmart Week: **September 18-22, 2023**

*Provide Social Media Metrics (Post Reach, Post Engagement):*

10. Share social media posts provided by LGROW

<i>Date</i>	<i>Post Title/ PEP Topic</i>	<i>Social Media Type</i>
		Choose an item.
		Choose an item.
		Choose an item.
		Choose an item.
		Choose an item.
		Choose an item.

## Other Public Engagement Activities Completed

*Use this space to provide additional detail on Public Engagement Activities described above or to describe other Public Engagement Activities completed in your Community during the reporting period.*

## 2023 Lower Grand River Watershed Public Education Plan Evaluation Measures

This table describes how LGROW and the Public Engagement Committee implemented the PEP from January 1, 2023 through December 31, 2023. Unless specifically noted as annual, each activity has a permit cycle goal. Public Education Categories, Key Messages and Target Audiences can be found in Table 1 of the approved PEP, and detailed explanations of how each Delivery Mechanism will be implemented can be found in Table 2 of the approved PEP. Achievements are also classified as either outputs or outcomes to highlight activities aimed at changing behavior.

Delivery Mechanism Title	PEP Categories	Permit Cycle Goals	Outcome/ Output	Accomplishments
LGROW Social Media	1,2,3,4,5,6	30% increase in likes per year over previous year	Output	Jan 2023: 2,186 Followers, 1,916 Likes; Dec 31, 2023: 2,228 Followers, 2,202 Likes →5.53% Likes/ 1.92% Followers increase over 12-month reporting period
		15,000 Average monthly post reach/1,000 Average monthly engaged users	Output	Average Monthly Post Reach: 3,870 Average Monthly Engaged Users: 353
		Conduct 3 contests annually	Output	<ol style="list-style-type: none"> <li>1) 4/20/2023 Green Infrastructure Photo Contest, 245 engaged and 2,152 reached.</li> <li>2) 1/11/2023 Mark Your Storm Drains, 5 engaged and 191 reached.</li> <li>3) 11/28/2023- 01/04/2024 Pet Photo Contest, General Watershed Awareness, 8 engaged and 272 reached.</li> </ol>
LGROW Website	1,2,3,4,5,6	10% increase in unique visitors per year over previous year	Output	20,273 visits; 15,388 unique visitors – 24% overall increase year over year; 25% increase in unique visitors
		2,000 unique page views	Output	37,757 Page Views; 15,388 Unique Visitors
		Permittee websites (23) link to LGROW website	Output	Complete; See Permittee supporting documents
		20% increase in views of LGROW Disposal and Reporting websites over previous year	Outcome	376 visits over a 12-month reporting period vs. 228 visits in 2022 = 39% increase in visitors. Disposal was also targeted in seasonal tips and shared on Facebook and Instagram.
Newsletters	1,2,3,4,5,6	LGROW publish 4 articles annually in Quarterly Newsletter	Output	All quarterly newsletters archived at <a href="https://us2.campaign-archive.com/home/?id=cef24b9cf5&amp;u=d1c3697b9c6538b2037266cd4">https://us2.campaign-archive.com/home/?id=cef24b9cf5&amp;u=d1c3697b9c6538b2037266cd4</a>
		Permittees publish 1 article annually in community newsletter or news outlet	Output	See Permittee supporting documents.



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Delivery Mechanism Title	PEP Categories	Permit Cycle Goals	Outcome/ Output	Accomplishments
Events	1,2,3,4,5,6	LGROW present at 3 community events annually	Output	<ul style="list-style-type: none"> <li>• 2/2/2023 2023 MME Winter Institute</li> <li>• 6/19/2023 MWEA Annual Convention</li> <li>• 6/20/2023 MWEA Annual Convention</li> </ul>
		Community presence or stormwater display at 1 community event or location annually	Output	LGROW's Stormwater Display was taken to 16 different locations throughout the LGRW in 2023. List attached separately.
Educational Signage	1,3,5	LGROW Complete current watershed signage assessment once	Output	In PEP folder on the bottom "Road Commission Entering Watershed Signs" Attach to report
		Permittee post 1 new educational sign	Output	Watershed Kiosk Flyer provided to MS4s
LID/GI Workshops & Tours	5	LGROW deliver 2 workshops in partnership with permittees	Outcome	<ul style="list-style-type: none"> <li>• 5/12/2023 Project Wet Workshop</li> </ul>
		LGROW host 2 LID/GI tours	Outcome	<ul style="list-style-type: none"> <li>• 6/9/2023 Spring Forum</li> <li>• 6/13/2023 Creston GI Bus Tour</li> <li>• 6/20/2023 MWEA Annual Convention -GSI Tour</li> </ul>
Clean Up Efforts	1,3,5	LGROW host or participate in 1 stream clean-up effort annually	Outcome	<ul style="list-style-type: none"> <li>• 5/19/2023 KONE Work Group Clean Up</li> <li>• 8/19/2023: Friends of Buck Creek Cleanup</li> <li>• 8/25/2023 Pregis Cleanup, Roosevelt Park</li> </ul>
		LGROW host 2 storm drain cleaning events annually in the watershed	Outcome	<ul style="list-style-type: none"> <li>• 4/15/2023 Storm drain cleaning w/ICMU student chapter</li> <li>• 4/19/2023 Aquinas storm drain cleaning</li> <li>• 6/2/2023 NPF Investment Clean Up</li> </ul>
Giveaway Items	1,2,3,4,5,6	Permittees distribute giveaway items for each PEP Category	Output	See Permittee supporting documents.
Storm Drain Marking	2,3,5	LGROW or Permittee host or provide materials for 2 drain marking events	Outcome	<ul style="list-style-type: none"> <li>• 4/15/2023 Storm drain cleaning w/ICMU student chapter</li> <li>• 4/19/2023 Aquinas storm drain cleaning</li> </ul>



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Delivery Mechanism Title	PEP Categories	Permit Cycle Goals	Outcome/ Output	Accomplishments
				<ul style="list-style-type: none"> <li>4/26/2023 Storm Drain Marking Event</li> </ul>
Adopt A Drain Grand River Program	2,3,5	Increase adoption by 100 basins annually	Outcome	<ul style="list-style-type: none"> <li>January 2023: 1,455, December 2023: 1,546: 91 drains adopted in 2023.</li> </ul>
		LGROW Promote program at 2 events annually	Output	<ul style="list-style-type: none"> <li>4/22/2023 Earth Day w/Eco Equity Real Estate, Rockford Brewing</li> <li>6/8/2023 LGROW Forum - Kickoff event</li> <li>7/19/2023 Grand Haven Farmers Market</li> </ul>
Outreach to Commercial, industrial, and institutional entities likely to contribute pollutants to stormwater runoff	2,3,4,5,6	Permittees distribute information/materials to at least 2 targeted businesses/groups from the following categories: <ul style="list-style-type: none"> <li>Commercial Car Washes</li> <li>Landscaping Companies</li> <li>Snowplow Companies</li> <li>Paving Companies</li> <li>Power Washing Companies</li> <li>Commercial Cleaners</li> <li>Pool Companies</li> <li>School Facilities Staff</li> <li>Home Builders' Association</li> <li>Real Estate Agents</li> </ul>	Output	See permittee supporting documents.
Presentations in Schools	1,2,3,4,5,6	LGROW or Permittee provide 4 presentations on PEP topics in schools	Output	<ul style="list-style-type: none"> <li>4/13/2023 West Side Christian Earth Day Field Day</li> <li>5/4/2023 Getting Little Feet Wet</li> <li>5/5/2023 EGR Service Day</li> </ul>



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				<ul style="list-style-type: none"> <li>6/20/2023 Kentwood Forest to Faucets Summer Camp</li> <li>Additional educational outreach attached.</li> </ul>
		LGROW distribute curriculum packet to 20 teachers	Output	<ul style="list-style-type: none"> <li>Project Wet Workshop May 12<sup>th</sup> 2023</li> </ul>
		LGROW provide 1 professional development session for teachers	Outcome	<ul style="list-style-type: none"> <li>Project Wet Workshop May 12th 2023</li> </ul>
Outreach on How to Report Illicit Discharges	3	Update LGROW Reporting website annually to include up-to-date reporting information	Output	See <a href="https://www.lgrow.org/illicitdischarge">https://www.lgrow.org/illicitdischarge</a>
		LGROW or Permittee post 5 social media, website, or newsletter posts on illicit discharge reporting	Output	See attached permittee documentation or check out <a href="#">Facebook page</a>
EPA Septic Smart Program	4	LGROW or Permittee participate in EPA SepticSmart week annually using EPA's social media guide	Output	EPA Septic Smart materials posted to social media in September 2023
Outreach to Residents regarding home car washes	3, 5	LGROW or Permittee post 5 social media, website, or newsletter posts on BMPs for home car washing	Output	See attached permittee documentation.
Promotion of Municipal HHW Programs	5, 6	LGROW or Permittee post 5 social media, website, or newsletter posts on Municipal HHW Programs	Output	See attached permittee documentation.



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Delivery Mechanism Title	PEP Categories	Permit Cycle Goals	Outcome/ Output	Accomplishments
		Increase the number of residents utilizing HHW drop-off programs by 10% as compared to 2018	Outcome	8,414 residents utilized Kent County's HHW drop-off sites in 2023, a 130.71% increase in users from 2015. This is also a 17% increase from 2022.
		Increase the poundage of HHW dropped off by residents by 10% as compared to 2018	Outcome	276,654 pounds of HHW collected by Kent County in 2023; This is a 30% increase from 2018 and a 33% increase since the program began in 2014. Data from Ottawa County HHW not available.
Grand River Rainscaping Program	1,5	LGROW perform 10 site assessments on residential properties in MS4 communities	Outcome	LGROW completed: 18 Residential Rainscaping Site Assessments within MS4 community boundaries.
		LGROW holds 2 Rainscaping workshops	Outcome	<ul style="list-style-type: none"> <li>• 4/25/2023 Rainscaping Workshop</li> <li>• 9/21/2023 Rainscaping presentation at EGLE conference.</li> </ul>
Outreach to Pet Owners	5	LGROW or Permittee post 5 social media, website, or newsletter posts on BMPs for pet waste management	Output	LGROW posts information on all PEP topics regularly on social media, website, and newsletter outlets and provides the same information to Permittees for them to post. See available social media and newsletter content at <a href="https://www.dropbox.com/scl/fo/1ial3595bts0hx7pfilt6/h?rlkey=yमितpy0305tfin40vtiux8t68&amp;dl=0">https://www.dropbox.com/scl/fo/1ial3595bts0hx7pfilt6/h?rlkey=yमितpy0305tfin40vtiux8t68&amp;dl=0</a> See also Permittee supporting documents;
		LGROW or Permittee distribute pet waste bag dispensers	Output	LGROW has pet waste bag dispensers at events. Also see Permittee supporting documents.
Michigan Natural Shoreline Partnership (MNSP)	5	LGROW provide information or presentations on the MNSP to 10 lake or watershed associations	Output	LGROW shared natural shoreline information to members of LGROW Subwatershed Committee (16 groups/organizations)



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Outreach to Lake and River Associations	1,2,3,4,5,6	LGROW provide presentations or information on PEP topics to 10 lake or watershed associations	Output	Attended the Inland Lakes Conference Provided materials to the watershed groups
		LGROW facilitate development of 1 new subwatershed group	Outcome	Assisted with the reformation of the Thornapple subwatershed group
Printed or Electronic Materials	1,2,3,4,5,6	LGROW create 1 new printed or electronic material for each PEP category	Output	Seasonal Tips flyers and social media posts for each PEP category created quarterly (Winter, Spring, Summer, Fall); Video Tips in progress for all PEP categories – Available at <a href="https://www.lgrow.org/ms4information">https://www.lgrow.org/ms4information</a> . Worked with consultant throughout 2023 to develop updated materials for 2024.



Date	Event	Project Association	Location/School	Teacher	Grade Level	Watershed/Subwatershed	Activity	Youth/Teachers Reached	Primary Message
4/13/2023	Earth Day Field Day	Ms4	West Side Christian School (955 Westend Ave	Janet Staal	6th-8th	Indian Mill Creek	Presentation on Watersheds	114	Personal Actions
4/19/2023	Aquinas College Earth Day Event	Wege Outreach	Aquinas College	Jessica Bowen	College	Coldbrook Creek	Cleaning and Marking Storm Drains	178	Personal Actions
4/26/2023	Storm Drain Marking Event	Ms4	Grandville Christian	Elizabeth Cruz	4th	Buck Creek	Cleaning and Marking Storm Drains	48	Personal Actions
4/28/2023	GR Montessori Salmon Release	Bwet	GR Montessori	Michelle Holliday	5th	Direct Drainage	Releasing Salmon & River Walk	100	Habitat/Ecosystems
5/2/2023	Water Quality Sampling with Aquinas	Bwet	Aquinas College/ Museum School	Jim Rasmussen	College & HS Freshman	Coldbrook Creek	Water Quality Monitoring & Macro Sampling	14	Habitat/Ecosystems
5/4/2023	Getting Little Feet Wet	Ms4	GR Montessori	Tracy Morgan	3yr-6yr	Direct Drainage	Getting Little Feet Wet	35	Personal Actions
5/5/2023	EGR Service Day	Bwet	East Grand Rapids	Peter Miller	8th	Coldbrook Creek	Water Quality Monitoring & Macro Sampling	34	Habitat/Ecosystems
5/15/2023	Canomobile	Bwet	GRPS	All 8th Grade Teachers	8th	Direct Drainage	Water Quality Monitoring & Macro Sampling	115	Habitat/Ecosystems
5/16/2023	Canomobile	Bwet	GRPS	All 8th Grade Teachers	8th	Direct Drainage	Water Quality Monitoring & Macro Sampling	55	Habitat/Ecosystems
5/16/2023	Water Quality Sampling with City High	Bwet	City High	Kurt Rizley	11th	Plaster Creek	Water Quality Monitoring & Macro Sampling	45	Habitat/Ecosystems
5/19/2023	Water Quality Sampling with City High	Bwet	City High	Kurt Rizley	11th	Direct Drainage	Water Quality Monitoring & Macro Sampling	45	Habitat/Ecosystems
6/20/2023	Kentwood Forest to Faucets Summer Camp	Ms4	Southwood Elementary Kentwood	Maureen Kaczanowski	4th-6th	Buck Creek	Watershed Education & Forest to Faucets	9	Watershed Awareness
7/11/2023	GRWW Summer Camp	GRWW	Local Juniors & Seniors	David Koning	11th-12th	Direct Drainage	Macros Sampling & Water Quality Testing	13	Habitat/Ecosystems
7/12/2023	GRWW Summer Camp	GRWW	Local Juniors & Seniors	David Koning	11th-12th	Direct Drainage	River Walk	13	Watershed Awareness
7/13/2023	GRWW Summer Camp	GRWW	Local Juniors & Seniors	David Koning	11th-12th	Direct Drainage	Mussel Survey	13	Habitat/Ecosystems
7/19/2023	GRWW Summer Camp	GRWW	Local Juniors & Seniors	David Koning	11th-12th	Direct Drainage	Kayaking	13	Watershed Awareness
7/21/2023	GRWW Summer Camp	GRWW	Local Juniors & Seniors	David Koning	11th-12th	Direct Drainage	Presentation	13	Personal Actions
7/26/2023	GR Careers Camp	Ms4	6th-9th Grand Rapids Students	Hillary Caron	6th-9th	Direct Drainage	Water Quality	15	Watershed Awareness
8/2/2023	GR Careers Camp	Ms4	6th-9th Grand Rapids Students	Hillary Caron	6th-9th	Direct Drainage	Water Quality	8	Watershed Awareness
8/3/2023	GR Careers Camp	Ms4	6th-9th Grand Rapids Students	Hillary Caron	6th-9th	Direct Drainage	Macro Sampling	8	Habitat/Ecosystems
8/9/2023	GR Careers Camp	Ms4	6th-9th Grand Rapids Students	Hillary Caron	6th-9th	Direct Drainage	Water Quality	8	Watershed Awareness
8/10/2023	GR Careers Camp	Ms4	6th-9th Grand Rapids Students	Hillary Caron	6th-9th	Direct Drainage	Macro Sampling	8	Habitat/Ecosystems
9/21/2023	Northview High School	Ms4	Northview High School	Charissa Kashian +	12 grade	Rogue River	Water Quality Monitoring & Macro Sampling	24	Habitat/Ecosystems
9/28/2023	Richmond Park Cleanup/Daylighting	Ms4	West Side Christian School (955 Westend Ave	Janet Staal	6th-8th	Indian Mill Creek	Watershed awareness	40	Riparian Land Mgmt
10/3/2023	Grandville Christian Field Day	Ms4	Grandville Christian	Elizabeth Cruz	4th	Buck Creek	Water Quality Monitoring & Macro Sampling	50	Habitat/Ecosystems
10/12/2023	GVSU Snyder/Wampler Enviro class	Ms4	Grand Valley State University	Eric Snyder	College	Direct Drainage	River Walk Tour	24	Rapids Restoration
10/13/2023	Parkside Elementary	Ms4	Parkside Elementary	Tara Dzirbowicz	5th	Rogue River	Macro Sampling	24	Habitat/Ecosystems
10/26/2023	Kentwood Public School Field Trip	MS4	Kentwood Public Schools	Joshua Miller and Robert Barrett	9th	Direct Drainage	River Walk Tour	70	Rapids Restoration

1136

44575

TOTAL YOUTH REACHED

2158

# LGROW Spring Forum 2023 Attendance

Event Name	Date	# of Attendees
LGROW Spring Forum Kickoff	6/8/2023	50
MS4 Meeting	6/9/2023	49
Grand Lady Riverboat with Grand River Presentation	6/9/2023	106
Paddle Trip	6/10/2023	26

