

# PART 3 – Public Education Plan

## 2012 Storm Water Public Education Plan (PEP) Questionnaire

Reporting Period of August 1, 2011, to July 31, 2012

Please complete this questionnaire to provide an evaluation of the storm water education activities you have implemented between **August 1, 2011, and July 31, 2012**. FTC&H will include this information, along with watershed-wide measures of effectiveness, in your 2012 Progress Report.

**Please return this form to FTC&H by August 31, 2012.**

**Community Name:** City of Kentwood

Brochures, Flyers, and Give-a-ways (distributed to Permittees in April 2012)

1. What percentage of brochures, flyers, and give-a-ways have been distributed?

- "West Michigan Take Back Meds" brochure 0% 25% 50% 75% 100% distributed
- Household Hazardous Waste guidebook/flyer 0% 25% 50% 75% 100% distributed
- "Do You Know Where Your Septic System Is?" brochure 0% 25% 50% 75% 100% distributed
- "Get The Most Out Of Rain" flyer 0% 25% 50% 75% 100% distributed
- "Use Phosphorus Free Fertilizer" brochure 0% 25% 50% 75% 100% distributed
- "Catch A Ride On The Water Cycle" coloring book 0% 25% 50% 75% 100% distributed
- Lunch bag give-a-ways 0% 25% 50% 75% 100% distributed

2. Where did you distribute your brochures, flyers, and give-a-ways?

- Government office Library Community event Other Department of Public Works

3. Describe any interest, comments, or discussion generated from the brochures, flyers, and give-a-ways. Lunch bags disappeared within hours of being placed out and kids showed interest in the coloring books while moms & dads looked through new materials.

4. What brochure topics have historically been in the highest demand in your community?

- How to report storm water pollution
- Storm water discharge locations/impacts
- Native vegetation/rain gardens/riparian buffers
- Proper vehicle care/motor oil disposal
- Proper use of pesticides/fertilizers/herbicides
- Proper yard waste disposal
- Proper pet waste disposal
- Proper septic system maintenance
- Household hazardous waste management

Illicit Discharge Reporting (brochure available at [www.ftch.com/lowergrandriverwatersheddocuments](http://www.ftch.com/lowergrandriverwatersheddocuments))

5. How many "Citizens Reporting Brochures" were customized and distributed to your residents? 100 plus

Please describe any interest, comments, or discussion generated from the brochure Engineering has received 5 calls on probable pollution since the reporting brochures have been distributed

## Lamppost Banners

6. Did you display your lamppost banners provided to you in 2009, 2011, or 2012?

- Yes, at Kentwood City Hall & Public Library in June / July of 2012. Please describe any public feedback generated none
- No, but we will display our banners at Kentwood City Hall & Public Library in 2012 as soon as we fabricate lamp post holders for existing light poles on campus
- We did not order lamppost banners in 2009, 2011, or 2012

## Newsletter Articles (available at [www.ftch.com/lowergrandriverwatersheddocuments](http://www.ftch.com/lowergrandriverwatersheddocuments))

7. Did you distribute these newsletter articles to your residents?

- “New Michigan Law Restricts Phosphorus Fertilizers” article  Yes, on June 15, 2012 (date);  
 No, but we will on \_\_\_\_\_ (date);  No
- “Guide To Household Hazardous Waste Disposal” article  Yes, on June 15, 2012 (date);  
 No, but we will on \_\_\_\_\_ (date);  No
- “What Is A Rain Garden?” article  Yes, on June 15, 2012 (date);  
 No, but we will on \_\_\_\_\_ (date);  No
- “Maintaining Your Septic System” article  Yes, on June 15, 2012 (date);  
 No, but we will on \_\_\_\_\_ (date);  No
- “How You Can Help Reduce Pollution Entering The Grand River” article  Yes, on June 15, 2012 (date);  
 No, but we will on \_\_\_\_\_ (date);  No

8. Please describe any interest, comments, or discussion generated from the articles None yet to date

9. If applicable, list the newsletter name or webpage address used to distribute the articles Kentwood Advance and on website at <http://www.ci.kentwood.mi.us/cityhall/departments/engineer/npdes.asp>

10. If applicable, how many residents received your community newsletter? Attached in the Grand Rapids Press

11. If applicable, how many total website hits did you receive for your online newsletter articles? N/A

## Website

12. Is there a web link to [www.lowergrandriver.org](http://www.lowergrandriver.org) on your community's website?

- Yes, please describe any interest, comments, or discussion generated from the website see comments for question 13
- No, but we have a web link to \_\_\_\_\_
- No

13. If you have developed your own storm water webpage, please list the web address <http://www.ci.kentwood.mi.us/cityhall/departments/engineer/npdes.asp>

New software for our webpage came online 12-1-2011 with analytical capabilities to track website traffic. Since then we have had over 250 hits on stormwater, 175 hits on NPDES Phase II and 460 hits on invasive species.

## Storm Water Poster Board and EnviroScape

14. Did you set up your storm water poster board display?

- Yes, it is on continuous display in the Department of Public Works. Please describe any feedback generated Residents regularly read and ask questions pertaining to the display while visiting the Public Works Department on other matters thereby exposing them to information on stormwater quality issues they might not have received

elsewhere. (see attached)

- No, but we will set up our display on \_\_\_\_\_ (dates) at \_\_\_\_\_ (location)  
 No

15. Did you use an EnviroScape interactive storm water model to educate the public on storm water pollution?  
 Yes, on \_\_\_\_\_ (dates) at \_\_\_\_\_ (location);  No

#### Storm Drain Awareness Activities

16. Did you implement a storm drain awareness activity between August 1, 2011, and July 31, 2012?  
 Yes, we installed \_\_\_ (no.) storm drain markers on \_\_\_\_\_.  
 Yes, we held a storm drain stenciling event on \_\_\_\_\_ (dates) and stenciled \_\_\_\_\_ (streets)  
 Yes, we have approximately 66 (no.) pre-marked catch basin backs/grates with the message "No dumping, drains to waterway" installed on Forest Hill Ave from July & August 2011 and on Raymond Ave in June 2012.  
 Yes, we hung door knob flyers on \_\_\_\_\_ (streets) on \_\_\_\_\_ (dates)  
 No, but we plan to implement \_\_\_\_\_ (activities) on \_\_\_\_\_ (dates)

17. Please describe any interest, comments, or discussion generated from the activities above There were no reports of anyone dumping materials in the storm drains on either street following the installation of the new pre-marked castings.

18. Have you noticed a reduction in storm drain dumping?  
 Yes, if so, please describe see No 17 above;  No, if so, please describe \_\_\_\_\_

#### Car Wash Letters (A letter template is available at [www.ftch.com/lowergrandriverwatersheddocuments](http://www.ftch.com/lowergrandriverwatersheddocuments))

19. Did you mail any letters on environmentally-friendly car wash fundraisers to schools/charities?  
 Yes, we sent letters to 3 (schools/charities). Please describe any feedback generated (None, see attached)  
 No, but we will send letters to \_\_\_\_\_ (schools/charities) on \_\_\_\_\_ (date)  
 No

#### Additional Efforts

20. If applicable, please describe any other storm water public education activities your community implemented beyond the requirements described above. (Submit any relevant documentation.) none

## NPDES Phase II Webpage

StartTime	Hits
12/1/2011 12:00:00 AM	
12/2/2011 12:00:00 AM	
12/3/2011 12:00:00 AM	
12/4/2011 12:00:00 AM	
12/5/2011 12:00:00 AM	
12/6/2011 12:00:00 AM	
12/7/2011 12:00:00 AM	
12/8/2011 12:00:00 AM	
12/9/2011 12:00:00 AM	
12/10/2011 12:00:00 AM	
12/11/2011 12:00:00 AM	
12/12/2011 12:00:00 AM	
12/13/2011 12:00:00 AM	
12/14/2011 12:00:00 AM	
12/15/2011 12:00:00 AM	
12/16/2011 12:00:00 AM	
12/17/2011 12:00:00 AM	
12/18/2011 12:00:00 AM	1
12/19/2011 12:00:00 AM	1
12/20/2011 12:00:00 AM	2
12/21/2011 12:00:00 AM	2
12/22/2011 12:00:00 AM	1
12/23/2011 12:00:00 AM	3
12/24/2011 12:00:00 AM	
12/25/2011 12:00:00 AM	1
12/26/2011 12:00:00 AM	
12/27/2011 12:00:00 AM	1
12/28/2011 12:00:00 AM	2
12/29/2011 12:00:00 AM	1
12/30/2011 12:00:00 AM	
12/31/2011 12:00:00 AM	
1/1/2012 12:00:00 AM	
1/2/2012 12:00:00 AM	1
1/3/2012 12:00:00 AM	2
1/4/2012 12:00:00 AM	1
1/5/2012 12:00:00 AM	1
1/6/2012 12:00:00 AM	1
1/7/2012 12:00:00 AM	
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1/13/2012 12:00:00 AM	4

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1/17/2012 12:00:00 AM	
1/18/2012 12:00:00 AM	3
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1/20/2012 12:00:00 AM	5
1/21/2012 12:00:00 AM	1
1/22/2012 12:00:00 AM	
1/23/2012 12:00:00 AM	2
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1/30/2012 12:00:00 AM	4
1/31/2012 12:00:00 AM	
2/1/2012 12:00:00 AM	2
2/2/2012 12:00:00 AM	1
2/3/2012 12:00:00 AM	4
2/4/2012 12:00:00 AM	1
2/5/2012 12:00:00 AM	5
2/6/2012 12:00:00 AM	
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5/20/2012 12:00:00 AM	
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5/23/2012 12:00:00 AM	1
5/24/2012 12:00:00 AM	1
5/25/2012 12:00:00 AM	1
5/26/2012 12:00:00 AM	1
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6/28/2012 12:00:00 AM	1
6/29/2012 12:00:00 AM	1
6/30/2012 12:00:00 AM	1

Total: 175





June 14, 2012

Daniel S Behm - Superintendent  
Forest Hills Public Schools  
6590 Cascade Rd SE  
Grand Rapids, MI 49546

Dear Superintendent Behm:

Car washing has always been a favorite fundraiser for sports teams, scout troops, schools, and other non-profit groups. Unfortunately, dirty water containing detergents, residues from exhaust fumes, gasoline, and motor oil is washed off of cars and trucks washes into nearby storm drains during these events. Unlike the water we use in our homes and businesses, which is treated at a local waste water treatment plant, water that enters a storm drain will flow directly to a nearby stream or lake, and eventually the Grand River, without any kind of treatment.

In an effort to keep our local streams and lakes clean, The City of Kentwood, and other communities in Kent County and Ottawa County, are participating in the National Pollutant Discharge Elimination System MS4 Storm Water Program (Program). As part of this Program, we ask that you follow these tips at your next car wash fundraiser to protect our local lakes and streams, Buck and Plaster Creek, the Grand River, and Lake Michigan.

- Use soap that is biodegradable and phosphate-free. Use soap sparingly.
- If possible, select a site where vehicles can be driven onto grass or gravel before washing. This way soapy water can filter through vegetation and soil before entering ground water or running off into the road ditch or storm drain.
- If a grass location is not possible, pick a location where water runs off into a field or grassed area to allow for infiltration.

- Use a spray nozzle to control the amount of water used.
- Consider partnering with a local car wash to hold your fundraiser. Because wash water from commercial car washes goes into the sanitary sewer, it will be treated at your local waste water treatment plant.

Thank you for following these tips to protect our local water resources. Should you have any comments or concerns please contact me directly at (616) 554-0737.

Sincerely,



James M Beke

Senior Engineering Technician

cc. Ronald K Woods, PE – Director of Public Works



June 14, 2012

Gregory D Warsen  
Kelloggsville Public Schools Superintendent  
242 – 52<sup>nd</sup> Street SE  
Kentwood, MI 49548

Dear Superintendent Warsen:

Car washing has always been a favorite fundraiser for sports teams, scout troops, schools, and other non-profit groups. Unfortunately, dirty water containing detergents, residues from exhaust fumes, gasoline, and motor oil is washed off of cars and trucks washes into nearby storm drains during these events. Unlike the water we use in our homes and businesses, which is treated at a local waste water treatment plant, water that enters a storm drain will flow directly to a nearby stream or lake, and eventually the Grand River, without any kind of treatment.

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Sincerely,



James M Beke

Senior Engineering Technician

cc. Ronald K Woods, PE – Director of Public Works





June 14, 2012

Dr. Scott Palczewski  
Kentwood Public Schools Superintendent  
5820 Eastern Ave SE  
Kentwood, MI 49508

Dear Dr. Palczewski:

Car washing has always been a favorite fundraiser for sports teams, scout troops, schools, and other non-profit groups. Unfortunately, dirty water containing detergents, residues from exhaust fumes, gasoline, and motor oil is washed off of cars and trucks washes into nearby storm drains during these events. Unlike the water we use in our homes and businesses, which is treated at a local waste water treatment plant, water that enters a storm drain will flow directly to a nearby stream or lake, and eventually the Grand River, without any kind of treatment.

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Sincerely,



James M Beke

Senior Engineering Technician

cc. Ronald K Woods, PE – Director of Public Works

Todd Bell – Director of Facilities Services



# Be Storm Water Savvy!

## What is Storm Water Runoff?

One of the most significant, yet unrecognized groups of water contaminants is storm water pollutants. When it rains, storm water runs over yards, streets, roads, highways, parking lots, parks, and playgrounds, carrying with it everything in its path, including debris and pollutants. Eventually, the water will travel to a stream, either over land or via a storm drain.

## It takes a really big person to think small



Household cleaners, pesticides, paints, solvents. When it comes to home toxins, it pays to think small.

Purchasing the just-to-use container might seem like a good way to save money. But leaks, loss and disposal, special care must be taken to protect you, your family and the environment from accidental poisoning and contamination.

Shop smart. Plan your projects and purchases. Purchase only the amount of product needed to get the job done. You won't need up to two to three or dozens of unused items. And that's something you can't see but about.

## It's raining, it's pouring, toxic rainbows are forming



The next time it rains, look down at your driveway or the nearest parking lot. See any colorful "oil rainbows" slicked across the pavement? It's a sign that someone's car is leaking fluids.

Oil rainbows might look pretty, but these fluid leaks are composed of highly toxic materials, such as oil, antifreeze, motor oil, brake fluid and transmission fluid. When the toxic fluids enter the ground, they can seep into the soil, surface and groundwater supplies and contaminate them. And that means your drinking water supplies are put at risk.

You help on your car for safe, convenient transportation. Why not help it fight and protect water quality at the same time?

- Repair leaks right away.
- Use a drip pan to catch leaks. If repairs are delayed, fluids are drained.
- Collect and dispose of fluids from routine maintenance properly.

## get clean on the green



Washing the car can be lots of fun. Did you know it can benefit your lawn, too?

It's true! Just pull your car onto the grass and wash it there.

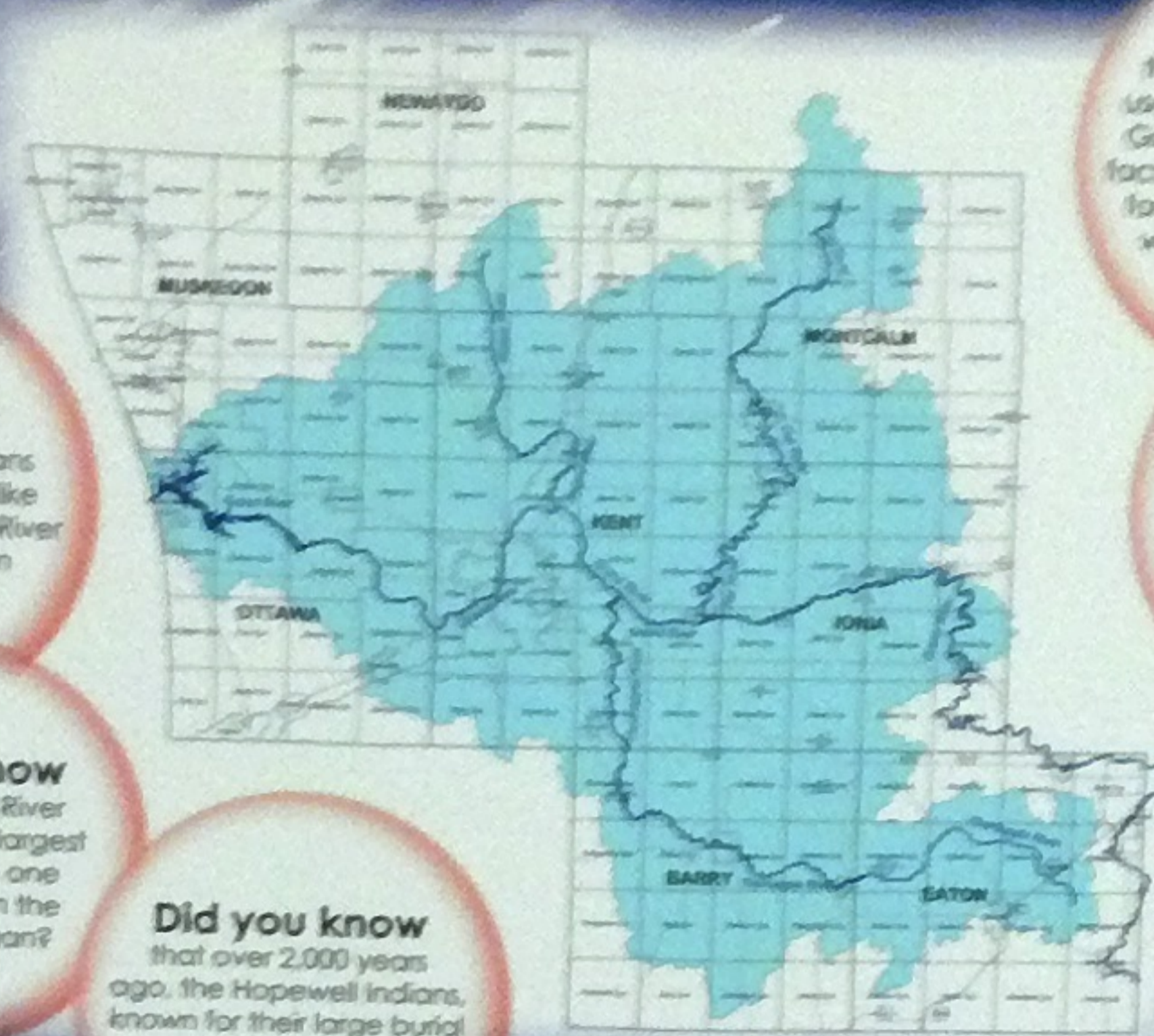
Your lawn will gladly soak up the water. Plus the grass will break down the toxic and absorb any phosphates for use as fertilizer.

There's another benefit to getting clean on the green. Keeping soapy water out of storm drains and water bodies protects water quality. That's because anything that enters storm drains or ditches is headed straight for your local lake or river. No filter, no treatment.

If you can't wash your car on the lawn, use a commercial car wash. Rightmost requires compressed air washes to collect and send to the water.

# Lower Grand River Watershed

Visit us on the web:  
[www.lowergrandriver.org](http://www.lowergrandriver.org)



**Did you know** that the Native Americans and European settlers alike depended on the Grand River for food, transportation and recreation?

**Did you know** that the Grand River Watershed is the largest watershed with one common river in the State of Michigan?

**Did you know** that over 2,000 years ago, the Hopewell Indians, known for their large burial mounds, occupied the Grand River Valley?



The name Grand Rapids comes from the rapids of Grand River. The rapids descend over the distance of a mile amounting to a fall of about eighteen feet.



Although agricultural land covers 49% of the Watershed, increasing urbanization is resulting in yearly losses.



In the City of Grand Haven, the Grand River empties into Lake Michigan carrying with it pollutants such as excessive sediment.

## What is a watershed?

A watershed is an area of land where all the precipitation that drains off of it flows to a single stream, set of streams, or body of water. For example, the total area drained by the Lower Grand River constitutes its watershed. Watersheds cross county, state, and national boundaries. No matter where you are, you live in a watershed!

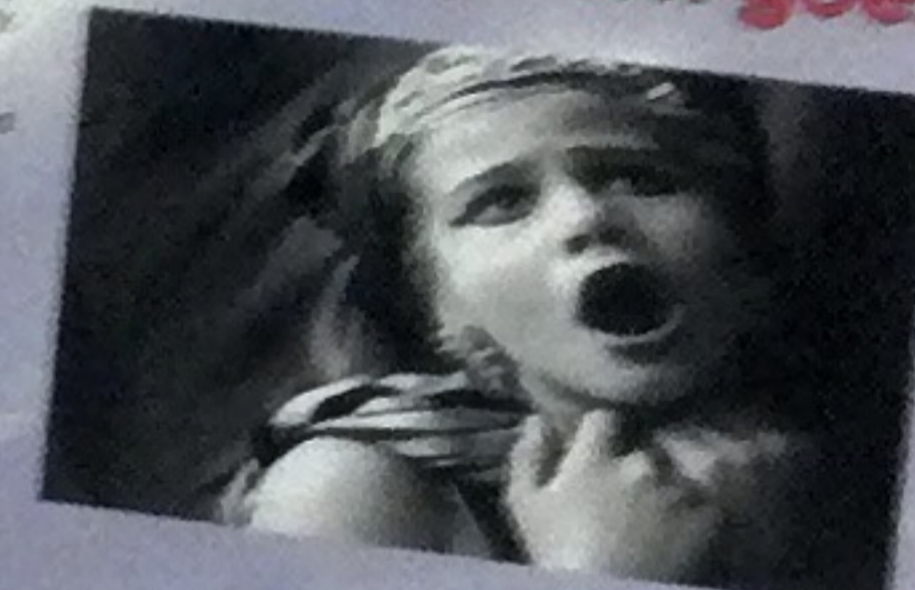
# Be Storm Water Savvy!

## Where do Storm Drains Lead?

Storm drains are frequently located alongside streets and parking lots. Unlike sanitary sewers that divert water to a treatment plant directly from your home, storm drains lead directly to surrounding lakes and rivers without any type of treatment. All the debris and pollutants that were picked up by storm water runoff, end up in your lakes and streams!

Your septic system cleans the water you use every day. Not the most glamorous of duties, but critical to the overall "health" of your home.

## there's no drama 'til the septic system goes



Septic system failures can be expensive to fix and can be a significant source of water contamination. Protect your home investment and water quality.

Watch for:

- Sewage in your yard, system repaired every 2 to 3 years by a reputable septic tank service contractor when necessary. Have your tank pumped out.
- Avoid feet, compressor, and other types of heavy machinery or traffic on your tank or drain field.
- Protect the bacteria in your septic system. Do not use antibiotics, bleach, disinfectants, and household chemicals.
- Check for signs of system failure. Most signs are:
  - Sewage gas smells around the house
  - Excessive grass or plant growth around the tank
  - Standing water around the tank
  - Spongy soil around the tank

Call your septic service contractor immediately if you see any of these signs.

Keep the unnecessary drains. Take care of your septic system and it will take good care of you.

• Our neighbors like us to be important.

- It makes our dogs feel important.
- It keeps the poop from being washed into the storm drains.

## why we put dog poop in little plastic baggies



Direct them all, and if it's "poop" you're after, our dogs do a pretty good job of it. But it takes more than a good dog to keep the poop from being washed into the storm drains.

But there's another important reason to pick up after your dog's waste: when storm drains and ditches flow into a nearby body of water, you'll see the results.

No fish, no swimming, swimming doesn't help, and water quality is poor. So, please, pick up after your dog.

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No fish, no swimming, swimming doesn't help, and water quality is poor. So, please, pick up after your dog.

You may not hear it, but you may see it, but you definitely pay for it.

## stop someone from ripping you off



Don't let someone else rip you off. When you see a sign that says "No Towing," it means that the area is a no-towing zone. If you see a sign that says "No Towing," it means that the area is a no-towing zone.

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T. WOOD BRANCH LIBRARY

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Blue sign on a black signpost, partially obscured by a tree.



# ENGINEERING

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**CALL 811** Safe digging is no accident.

**4 Steps to Safe Digging:**

1. Call 811 or 1-800-487-7177 or visit [www.call811.com](http://www.call811.com)
2. Mark the location to be worked.
3. Check utility status by hand-digging.
4. Respect the marks.

