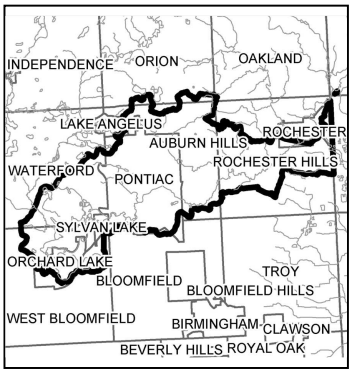
Clinton Main Subwatershed
Public Participation Process



Part 1. General Information

This Public Participation Process (PPP) is required by the Michigan Department of Natural Resources and Environment NPDES Wastewater Discharge General Permit, which governs Storm Water Discharges from Municipal Separate Storm Sewer Systems Subject to Watershed Plan Requirements.

The purpose of this PPP is to facilitate the involvement of watershed jurisdictions, agencies, organizations, and the general public in the update and implementation of our watershed management plan.

This Public Participation Plan has been prepared for the Clinton Main Subwatershed following permittees: (nested permit holders are included within their respective listed agency)

Bloomfield Township
City of Keego Harbor
Oakland University
Orion Township
City of Auburn Hills
Oakland County
City of Pontiac
City of Rochester
City of Rochester Hills
Rochester Community Schools
Avondale Schools

Other organizations (non-permittees) have agreed to assist or be responsible for certain PPP items. These entities include:

Clinton River Watershed Council
Southeast Michigan Council of Governments

Clinton Main Subwatershed

The Clinton Main subwatershed is over 70 square miles in area and is located within the central portion of Oakland County. A total of twelve (12) communities, one (1) county, two (2) school districts and one (1) permitted university are located within this subwatershed and are listed as follows: Avondale Schools, Orion Township, City of Auburn Hills, City of Pontiac. Bloomfield Township, City of Rochester, City of Keego Harbor, City of Rochester Hills, City of Lake Angelus, Rochester Schools, Oakland County, City of Sylvan Lake, Oakland University, Waterford Township, City of Orchard Lake Village, and West Bloomfield Township.

Current conditions or existing characteristics of the subwatershed are reflected by a variety of attributes, all of which have a role in the quality of the subwatershed. Land use types are varied across the subwatershed. The top land use in the Clinton Main Subwatershed is single family residential. This accounts for more than 27% of the subwatershed, and points to the importance of citizen action and education in the improvement of water quality. Road right-of-ways account for 13% of the land use within the subwatershed, showing the extent of intense development throughout the urban areas of the

subwatershed. Another significant land use is vacant land, accounting for 12% of the subwatershed. A unique characteristic of this subwatershed is the amount of surface waters, or lakes, which accounts for 10% of the land area in the subwatershed. Many of the large lakes in the subwatershed were created by impounding streams in the western portion of the subwatershed. Historically, the shorelines of the lakes were developed as summertime retreats, with cottages and recreational amenities. Over time, communities were built up around the lakes, and the cottages were renovated into year-round homes. The impoundments present many challenges for water quality. These include runoff from lawns and roadways, lack of shoreline vegetation, water temperature, sediments built up behind dams/water level control structures, and dams acting as impediments to fish migration, among others.

Communities within this subwatershed are experiencing both development and redevelopment, both of which present unique challenges to managing the water resources. Communities experiencing development pressures are also faced with managing unique natural features and ecosystems all the while implementing storm water best management practices that will minimize further impacts to the river. Communities undergoing redevelopment face challenges with retrofitting existing sites to properly manage storm water runoff so as to reduce flow and water quality impacts.

As this subwatershed undergoes continued development and redevelopment, it will be important to identify opportunities for minimizing impacts associated with increased impervious surfaces. At the same time, communities are focused on evaluating opportunities for enhancing existing conditions of the river, providing access to the to the watershed resources and improving public education regarding the importance of individual actions.

Recent Public Participation Efforts

As an important component of the development of the Clinton Main Subwatershed Management Plan, the Clinton River Subwatershed Group initiated and participated in a number of public participation and educational stewardship efforts to engage the public in watershed planning activities. The Clinton Main Public Participation Process included the following activities as methods with which to involve the public through the watershed planning activities:

Website: The Clinton River Watershed Council (CRWC) has a very active ongoing website (www.crwc.org) on which watershed and subwatershed events are posted. The website was further tailored to include specific information about watershed planning activities for each of the seven Clinton River subwatersheds. Furthermore, the Clinton Main Subwatershed Management Plan is included on the website for review and comment.

Newsletter: The Clinton River Watershed Council developed and mailed at least two (2) newsletters each year from 2004 through 2006 that describe watershed planning activities within the Clinton River Watershed, as well as pertinent opportunities for learning more about public education and participation efforts through local workshops and annual events.

Focus Group: Focus group meetings were conducted on an individual basis with each of the subwatershed representatives and permittee staff. These focus group meetings were intended to engage other community staff and departments into the watershed planning process and identify further areas of concern that were representative within their individual areas of expertise. These “community tours” involved numerous staff and field visits to sites of particular interest, either from a protection and/or restoration standpoint.

Annual Events: The Clinton River Watershed Council with support from the local communities and counties organized and hosted both River Day and Clinton Clean-Up annually. River Day is held in June and the Clinton Clean-Up is hosted in September. Both events bring about numerous residents at the different sites throughout the subwatershed. In 2005, a Clinton River Clean-Up Survey was utilized at a number of the sites within the Clinton Main Subwatershed. The survey was intended to help prioritize goals and objectives for the Clinton Main Subwatershed.

Cable Television and/or Cable Bulletin Board: Various cable television, PSAs and bulletin board announcements were coordinated through the CRWC Public Education Program.

Media/Press Releases: The Clinton River Watershed Council distributed numerous press releases and has received coverage for various events during the watershed planning phase.

Public Survey: The Southeast Michigan Council of Governments and the Southeast Michigan Partners for Clean Water conducted a water quality survey during the summer of 2004. The purposes of the survey were to provide a benchmark to gauge the effectiveness of regional and local public outreach campaigns, leverage resources, and provide the opportunity to compare results from different areas of the SEMCOG region.
Public Comment Period: The Clinton Main State of the Subwatershed Report was available for public comment from March 2005 -September 2006. During this timeframe, comments were received and evaluated.

Part 2. Building the Team
The Subwatershed Advisory Group (SWAG) will oversee the implementation of this Public Participation Process. The process will include all of the stakeholders who may notably influence the permittees' ability to implement the recommendations in the watershed plan. Table 1 outlines the mechanisms for soliciting public participation during the watershed planning and update process. The first column identifies the individuals, groups, and other entities that will be specifically invited to participate in the process. The second column lists the mechanisms that will be used to solicit participation from each identified stakeholder group. The third column identifies the parties responsible for completing each participation mechanism identified in column 2.

The following mechanisms will be used to solicit public participation in the planning process. These activities are identified in Table 1 below and are described in greater detail in Part 3.

1. Surveys (e.g., paper, electronic)
2. Web-Based Communication (e.g., web sites, Facebook, Twitter, Email blasts, Listserves)
3. Printed Media (e.g., Newspapers, newsletters)
4. Existing workshops, meetings, and events
5. Mailings (e.g., letters, water/tax bills)
6. Community cable station

Specific input from these mechanisms will focus on:

- Seeking input on potential implementation projects / providing updates on implementation projects
- Seeking input on specific community actions and timelines
- Identifying additional problem areas
- Prioritizing known problem/critical areas

Table 1. Soliciting Participation in the Watershed Plan Update and Implementation
Responsible parties are listed in the table below. Please note that by listing the participation mechanism by a party's name, the party may not be committing to all of the potential items listed in the description. Parties commit to doing at least one of the items suggested in the description provided in Part 3.

Stakeholder Groups	Participation Mechanisms	Responsible Parties
LOCAL GOVERNMENT/PERMITTED ENTITIES		
Municipal staff/school district staff (including public works, engineering, planning, parks & rec., fire department, etc.)	1. Surveys 2. Web-Based Communication 4. Existing workshops, meetings, and events	SEMCOG (1,2) CRWC (1,2,4) Bloomfield Township (1,2,4) City of Keego Harbor (1,2,4) Oakland University (1,4) Orion Township (1,2,4) City of Auburn Hills (1,4) Oakland County (1,2,4) City of Pontiac (2) City of Rochester (1,2,4) City of Rochester Hills (1,2) Rochester Community Schools (2,4)

Stakeholder Groups	Participation Mechanisms	Responsible Parties
		Avondale Schools (1,2)
County, City, village & township boards, councils, commissions	1.Surveys 2.Web-Based Communication 4.Existing workshops, meetings, and events	SEMCOG (1,2) CRWC (1,2,4) Bloomfield Township (1,2,4) City of Keego Harbor (1,2,4) Oakland University (1,4) Orion Township (1,2,4) City of Auburn Hills (1,4) Oakland County (1,2,4) City of Pontiac (2) City of Rochester (1,2,4) City of Rochester Hills (1,2) Rochester Community Schools (2,4) Avondale Schools (1,2)
Huron-Clinton Metropolitan Authority Staff	2. Web-Based Communication	SWAG (2)
ASSOCIATIONS and CONSERVATION GROUPS		
Gardening Groups	1. Surveys 2. Web-Based Communication	SWAG (1,2)
MSU Extension	1. Surveys 2. Web-Based Communication	SWAG (1,2)
Michigan Sea Grant	1. Surveys 2. Web-Based Communication	SWAG (1,2)
Conservation Groups (such as Trout Unlimited, Six Rivers Land Conservancy)	1. Surveys 2. Web-Based Communication	SWAG (1,2)
BUSINESS COMMUNITY		
Chambers of Commerce • Rochester Regional Chamber • Oakland Chamber Network • Orion Chamber of Commerce • West Bloomfield Chamber of Commerce • Pontiac Regional Chamber of Commerce • Birmingham/Bloomfield Chamber of Commerce • Auburn Hills Chamber of Commerce • Troy Chamber of Commerce	1. Surveys 2.Web-Based Communication	SEMCOG (1,2) Bloomfield Township (1,2,4) City of Keego Harbor (1,2,4) Orion Township (1,2,4) City of Auburn Hills (1,4) Oakland County (1,2,4) City of Pontiac (2) City of Rochester (1,2,4) City of Rochester Hills (1,2) Rochester Community Schools (2,4) Avondale Schools (1,2)
Downtown Development Authority • Main Street Oakland County • Rochester DDA • Pontiac	1. Surveys 2. Web-Based Communication	SEMCOG (1 ,2) Oakland County (1,2) Rochester (1,2) City of Pontiac (2) Rochester Community Schools (2,4)
RESIDENTS / GENERAL PUBLIC		
General Public	1. Surveys 2. Web-Based Communication 3. Printed Media 4. Existing workshops, meetings, and events 5. Mailings 6. Community cable station	SEMCOG (1,2) CRWC (1,2,3,4) Bloomfield Township (1,2,3,4,5,6) City of Keego Harbor (1,2,3,4,5,6) Oakland University (1,3,4) Orion Township (1,2,3,4,6)

Stakeholder Groups	Participation Mechanisms	Responsible Parties
		City of Auburn Hills (1,3,4,6) Oakland County (1,2,3,4,5) City of Pontiac (2,5) City of Rochester (1,2,3,4,6) City of Rochester Hills (1,2,3,6) Rochester Community Schools (2,3,4,5) Avondale Schools (1,2,3)
ADVISORY ORGANIZATIONS		
Public Advisory Council	2. Web-Based Communication	SWAG(2)

Part 3. Continuing Communication with Stakeholders

Establishing ongoing mechanisms to ensure adequate communication with and between the stakeholders identified above is critical to a successful watershed planning and implementation process. This section lists and describes the various activities and mechanisms that will be used to solicit public participation during the planning process, with an emphasis on offering multiple opportunities for input and feedback.

1. **Surveys (e.g., paper, electronic)**
   The watershed group will survey stakeholders to obtain input into the update and implementation of the Subwatershed Management Plan. It is anticipated that there will be multiple surveys based on various audiences and they be internet-based to allow for easier distribution. The watershed group will solicit participation with other watershed groups to allow for consistency in questions.

2. **Web-Based Communication (e.g., web sites, Facebook, Twitter, Email blasts, Listserves)**
   The watershed group will utilize Web-Based Communication to inform and outreach to various stakeholders. Web-Based Communication could include, but will not be limited to information on a community web site, information distributed through a community or organization Facebook or Twitter page, email blasts to a select stakeholder group.

3. **Printed Media (e.g., Newspapers, newsletters)**
   Printed media includes outreach through community newspapers and/or including outreach in local community/organization newsletters, enewsletters and bulletin boards. One component of this outreach could be to direct stakeholders to the internet survey.

4. **Existing workshops, meetings, and events**
   Experience from the last permit has shown that initiating public meetings/workshops focused solely on development/update of the watershed management plan was not very effective. Based on this experience, this public process will focus on receiving input at existing workshops, meetings, and/or events. This could include board/council/commission/subwatershed meetings, existing workshops or events, such as local Water Week events.

5. **Mailings (e.g., letters, water/tax bills)**
   Community mailings, such as information in water/tax bills will be used to inform residents of watershed planning and public involvement activities, including marketing the survey. Letters to certain stakeholder groups (e.g., chamber of commerce, conservation groups) may also be utilized to solicit input.

6. **Community cable station**
   Cable television broadcasts, including cable bulletin boards, will be used to announce specific events, provide the website link, and solicit input into the planning process.

Part 4. Time Line for the Planning Process
The following schedule outlines the timeframe for soliciting input into the watershed plan update and implementation. This timeline is a general schedule of activities.

Activity	Time Line															
	2010				2011				2012				2013			
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
1. Survey																
2. Web-Based Communication																
3. Printed media																
4. Existing workshops, meetings, events																
5. Mailings																
6. Community cable																

Part 5. Coming to Agreement
Currently, the Clinton Main SWAG works on a consensus-based approach. We will consider developing a voting procedure if the need arises during the planning process. Different point of views will be documented in the meeting summary. Outstanding conflict will continue to be worked through a consensus-based approach. If that fails, a voting structure will be developed and implemented.

Part 6. Adaptive Management
The public participation process will take place over the permit period and will incorporate a variety of mechanisms. Over this period, it may become evident that certain activities are much more successful than others. In such cases, more focus may be placed on these successful mechanisms in future phases of the planning process.

The success of the public participation process will be tracked in the following ways:
- Number of surveys completed
- Website hits
- Number of presentations on the plan
- Number of articles and mailings to stakeholders

The SWAG group will discuss the progress of the public participation process at various points throughout the planning process and determine whether changes need to be made to encourage improved participation. If at any point the group determines that public participation is not meeting the group's expectations, it will be important to reevaluate the types of mechanisms being used and identify alternatives that will be more likely to elicit a good response.