

Public Participation Plan for the Huron Chain of Lakes Subwatershed

The Public Participation Process is required by Part I, Section B. Watershed Management, 1. Watershed Management Plan of the MDEQ NPDES Wastewater Discharge General Permit #MIG619000 (Storm Water Discharges from Municipal Separate Storm Sewer Systems Subject to Watershed Plan Requirements).

The purpose of this Public Participation Plan (PPP) is to facilitate the involvement of watershed jurisdictions, agencies, organizations, and the general public in the development of the Huron Chain of Lakes Subwatershed Management Plan. This PPP is designed to involve all entities with the authority, ability, and desire to carry out the development and implementation of the Watershed Management Plan.

I. General Information

This Public Participation Process is submitted by the Livingston County Drain Commissioner on behalf of the following Phase II watershed-based permittees within the Huron Chain of Lakes Subwatershed:

Brighton Township	Lyon Township**
City of Brighton	Marion Township*
Genoa Township	Milford Township**
Green Oak Township	City of Novi***
Hartland Township*	Oceola Township*
Highland Township**	Oakland County**
Livingston County Drain Commission	Village of Pinckney
Livingston County Road Commission	Putnam Township

* Primary member of South Branch Shiawassee River subwatershed group

** Primary member of Kent Lake subwatershed group

*** Primary member of Rouge Middle 1 subwatershed group

In addition to these “primary” communities and agencies, the Huron Chain of Lakes subwatershed also includes portions of several other communities that are either not regulated under Phase II or are covered by a jurisdictional permit. The following “secondary” communities are considered stakeholders and will be encouraged to participate in the planning process:

Dexter Township	City of South Lyon
Hamburg Township	Unadilla Township
Northfield Township	Washtenaw County Drain Commissioner
Salem Township	Webster Township

II. Building the Team

The Huron Chain of Lakes Subwatershed Group will oversee the implementation of the Public Participation Plan in conjunction with the Huron River Watershed Council (HRWC), which is facilitating the development of the Huron Chain of Lakes Subwatershed Management Plan. Table 1 (below) outlines the structure for soliciting public participation during the watershed planning process. The first column identifies the stakeholders* that will be specifically contacted and encouraged to participate in the planning process. The second column lists the activities/mechanisms that will be used to solicit participation from these stakeholders. The third column identifies responsible parties for implementing the activities.

The following activities will be utilized as both solicitation and communication mechanisms for public involvement. These activities are identified in Table 1 and are described in greater detail in Part III.

1. E-mail distribution list
2. Media/press releases
3. Announcements/updates to local boards, associations, and other interested groups by steering committee members
4. Articles in local newsletters
5. Three public meetings
6. Web site(s)
7. SEMCOG public survey
8. Major Public Events

* Some large stakeholder groups listed in Column 1 are described in general terms only (e.g., "lake associations" and "school districts" and "local governments". A complete listing of specific stakeholder names is included in Appendix A.

Table 1. Building the Team

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
GOVERNMENT ENTITIES		
Primary local government staff (includes public works, engineering, planning, parks & rec., etc...)	1. E-mail Lists 2. Press releases 3. Announcements/updates 4. Newsletters 5. Public Meetings 6. Web Site	All primary communities (1, 3, 4, 5, 6) HRWC (1,2, 4, 5, 6) LCDC (6)
Primary local government boards and councils	1. E-mail Lists 2. Press releases 3. Announcements/updates 4. Newsletters 5. Public Meetings 6. Web Site	All primary communities (1, 3, 4, 5, 6) HRWC (1, 2, 4, 5, 6) LCDC (6)

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
Primary local government planning commissions, zoning boards, site plan reviewers	<ol style="list-style-type: none"> 1. E-mail Lists 2. Press releases 3. Announcements/updates 4. Newsletters 5. Public Meetings 6. Web Site 	All primary communities (1, 3, 4, 5, 6) HRWC (1, 2, 4, 5, 6) LCDC (6)
Livingston County government (Drain Commissioner's office, planning dept., road commission, health dept., parks dept., etc...)	<ol style="list-style-type: none"> 1. E-mail Lists 2. Press releases 3. Announcements/updates 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (4,5) HRWC (1, 2, 4, 5, 6) LCDC (1, 3, 4, 5, 6) Livingston County Road Commission (1, 3, 5)
Washtenaw and Oakland County government (Drain Commissioner's office, planning dept., and Board of Commissioners representatives)	<ol style="list-style-type: none"> 1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (1, 6)
School Districts, Livingston Educational Services Agency	<ol style="list-style-type: none"> 1. E-mail Lists 2. Press releases 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (4, 5, 6) HRWC (1, 2, 5, 6) LCDC (6)
Secondary local governments	<ol style="list-style-type: none"> 1. E-mail Lists 2. Press releases 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (5) HRWC (1, 2, 4, 5, 6) LCDC (6)
NATURAL RESOURCE / ENVIRONMENTAL GROUPS & AGENCIES		
Eastern Michigan Environmental Action Council	<ol style="list-style-type: none"> 1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Huron River Watershed Council members	<ol style="list-style-type: none"> 1. E-mail Lists 2. Press releases 3. Announcements/updates 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (5) HRWC (1, 2, 4, 5, 6) LCDC (6)
Huron-Clinton Metropolitan Authority staff	<ol style="list-style-type: none"> 1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site 	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
Land Conservancies (Livingston Land Conservancy, Southeast Michigan Land Conservancy, Oakland County Land Conservancy, Wahtenaw Land Trust)	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
SEMCOG	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Trout Unlimited	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Sierra Club - Crossroads Group	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
MSU Extension	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (1, 6)
Michigan Lakes and Streams Association	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Livingston County Conservation District / USDA Natural Resources Conservation Service	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (1, 6)
Livingston County Farm Bureau	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Michigan Department of Natural Resources	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
BUSINESSES / ECONOMIC DEVELOPMENT		
<i>Major business landowners</i>	1. E-mail Lists 4. Newsletters 5. Public meetings	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
	6. Web site	
Chambers of Commerce (Brighton, Pinckney Lakeland Hamburg, Hartland, Whitmore Lake)	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Livingston County Convention and Visitors Bureau	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Downtown Development Authorities	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Livingston County Home Builders Association	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Livingston County Association of Realtors	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
RESIDENTS / LANDOWNERS		
General Public	1. E-mail Lists 2. Press releases 4. Newsletters 5. Public meetings 6. Web site 7. Public Survey 8. Major Public Events	All primary communities (1, 4, 5, 6, 8) HRWC (1, 2, 4, 5, 6) LCDC (5, 6) SEMCOG (7)
Pinckney Ministerial Association Brighton Ministerial Association	1. E-mail Lists 4. Newsletters 5. Public meetings 6. Web site	Village of Pinckney (1, 4, 5) City of Brighton (1, 4, 5) All primary communities (5) HRWC (1, 4, 5, 6) LCDC (6)
Homeowners and Lake Associations	1. E-mail Lists 2. Press releases 4. Newsletters 5. Public meetings 6. Web site	All primary communities (1, 4, 5) HRWC (1, 4, 5, 6) LCDC (1, 5, 6)

III. Communicating During the Planning Process

In order to ensure diverse and comprehensive public participation, many mechanisms need to be employed to reach the public. At the same time, numerous opportunities for public input and feedback in the watershed management planning process are necessary.

The Huron Chain of Lakes communities and the HRWC seek to incorporate into this plan four assumptions:

- the process we develop holds the promise that the public's contribution will influence the decision,
- that we will seek out and facilitate the involvement of those potentially affected,
- that we will try to involve the public in defining how they participate (this entails that we build some room for flexibility in the proposal), and
- that we will communicate to the public how their input affected the plan.

The following techniques/mechanisms will be used in the Chain of Lakes subwatershed:

1. **E-mail Distribution List:** An e-mail distribution list already exists for the Huron Chain of Lakes subwatershed group. It is used for meeting notices and agendas to members of the steering committee and other individuals who have requested to be included on this list. This email list will also be used to get the word out about public meetings, workshops and training opportunities, and news updates. HRWC will also administer another e-mail distribution list for stakeholders who have expressed an interest at the public meetings about being more involved and for secondary local governments. This list serve will notify members of the watershed planning meetings.
2. **Press Releases:** Press releases will be used throughout the watershed management planning process. At the beginning of the project, a press release will serve to kick off the process and announce the first public meeting. As the process progresses, other releases will be made on public involvement opportunities such as volunteer monitoring events and when there are major findings. When applicable, calls to local press with story ideas (major findings, land use changes, new regulations, etc.) will be made. Press releases will go to newspaper, radio and cable TV outlets.
3. **Announcement and Updates:** Steering committee members will make announcements and updates on the watershed management planning process to local boards, councils, associations and other interested groups. The Huron River Watershed Council will also give updates and announcements at their Board meetings and other respective meetings.
4. **Newsletter Articles:** Articles in local government, utility, and Huron River Watershed Council newsletters will be published to communicate progress and solicit input from the public.
5. **Public Meetings:** Three public meetings will serve as a main forum of communication to the public about the watershed management planning process. The first public meeting/workshop will be set up so that people can simply stop by to share their information in a short amount of time as well as so that there is a cohesive feel to the event that would allow people to attend for a longer period and participate in dialogue about the project. The forum could be a fair-like event with opportunities to share

information, learn about the Huron Chain of Lakes subwatershed and its hydrology, and discuss the timeline and scope of the project. This will need to be staffed by many people involved in the project in order to ensure that adequate expertise is available and personal attention to attendees is sufficient.

The second public meeting will follow an announcement/press release on initial findings. This announcement will be sent when the project is two-thirds complete and will include some of the preliminary findings and activities recommended for implementation. This announcement will also include an invitation to attend the second public meeting/workshop where attendees can learn in more detail about the developing plans and the types of simple changes attendees could make in their lives to improve the quality of the subwatershed. This second public meeting/workshop will also give attendees an opportunity to give their input and feedback on the plan before it is finalized.

A third public meeting will be held near the end of the watershed management planning process to discuss the recommendations, timeline, etc. and to talk about implementation options.

6. Website: A central website will be developed and hosted by the Livingston County Drain Commissioner's Office. This mechanism will be referred to in all announcements and press releases. It will allow anyone to find out more about the project and its status. Website links from other local government home pages will be made to the Livingston County website.
7. Survey: The Livingston County Drain Commissioner's Office plans to contract with SEMCOG to conduct a public survey that would be statistically significant for the South Branch Shiawassee subwatershed. The format for the survey would likely be either a phone survey or a mail survey with phone follow-up. The survey will assess: public awareness, perception, and knowledge of watersheds and storm pollution issues; current activities impacting water resources; willingness to take action to protect water resources; and mechanisms to best receive information.
8. Major Public Events: Several communities host public events that provide an opportunity for educating the public about watershed planning efforts in their community and encouraging their involvement. The Livingston County Drain Commissioner has committed to developing a portable display that may be borrowed by local communities for display at such events. This display will be modular, allowing communities to add information about issues and actions related to watershed planning and stormwater management specific to their community. Table 2 below identifies potential public events and responsible parties that will be used in this activity.

Table 2: Major Public Events

Responsible Party	Event	Date
Brighton Township	Brighton Chamber of Commerce Harvest Fest Farmer's Market (at least once per season)	October or September May or June
City of Brighton	Memorial Day Parade 4 th of July Parade	May July

Green Oak Township	South Lyon Octoberfest Northfield Twp. 4 th of July activities	October July
Village of Pinckney	Market on the Square Farmer's Market (at least once per season) Art in the Park USA Day	Spring/ Summer June July
Highland Township	Sparks in the Park (4 th of July festival)	July
City of Novi	Household hazardous waste day River day	Fall June

IV. Timeline for the Planning Process

The following schedule outlines the timeframe for soliciting participation in the watershed planning process, including timing and frequency of each activity identified in Part III and milestones for watershed plan development. Implementation of the PPP will begin immediately. Soliciting public participation will be on-going throughout the project with increased activity before the three public meetings in an attempt to reach the broader public.

Tasks	2 nd quarter 2004	Q3 2004	Q4 2004	Q1 2005	Q2 2005	Q3 2005	Q4 2005
Soliciting participation	X	X	X	X	X	X	X
Monthly meetings of the planning group	X	X	X	X	X	X	X
WMP development							
1. Data gathering	X	X					
2. Identification of measurable goals	X	X					
3. Identification of remedies			X	X			
4. Draft for public comment						X	
Communication Mechanisms							
1. E-mail distribution list	X	X	X	X	X	X	X
2. Press Releases		X		X	X		X
3. Announcement and Updates	X	X	X	X	X	X	X
4. Articles in newsletters	X	X	X	X	X	X	X
5. Public meetings		X		X			X
6. Website	X	X	X	X	X	X	X
7. Public survey	X						
8. Major Public Events (see Table 2)		X	X		X	X	X

The successful implementation of this public participation plan will help to ensure that the overall planning process is a success, and most importantly that the health of the Huron Chain of Lakes subwatershed improves by including a proactive approach to public participation.

V. Dovetailing Watershed Management Planning with Public Education Plan

This PPP is intended to provide a mechanism to change people's behavior in order to improve the quality of the subwatershed. The PPP that we implement during the planning process can

make the task of changing people's behavior easier by beginning to expose them to the messages and images they will be seeing as part of each permittee's Public Education Plan (PEP). An average individual must be exposed to a message between 7-10 times before they begin to notice it, and upwards of 20 times before they actively consider acting on the message.

The PPP and PEP will complement each other in conveying the same messages over and over again to reinforce positive behavior changes and involvement. In addition to developing this PPP on behalf of the Huron Chain of Lakes communities, the HRWC is developing a PEP template for use by the Huron Chain of Lakes communities in developing their individual PEPs. HRWC is also leading the watershed management planning process and will work to integrate the PPP and PEP efforts on behalf of the communities.

VI. Coming to Agreement

The primary partners in the Huron Chain of Lakes subwatershed have decided to come to agreement and make decisions through consensus-based decision-making when possible. It is not expected that there will be many contentious decisions during the process. However, if consensus-based decision-making does not work in a situation, the Huron Chain of Lakes Group has agreed to a majority vote mechanism based on the inter-governmental agreement that paying parties to this process signed. Each party to the agreement will get one vote.

VII. Adaptive Management

The Huron Chain of Lakes Subwatershed Management Planning Group realizes that this process is an iterative one—we start down a road and expect to make changes and adjust work plans accordingly. Some activities will work better and we will expand on those and learn from the mistakes we make by changing the plan accordingly.

In order to evaluate our efforts in public participation, we will track public participation at the public meetings and we will ask attendees how they heard of the meeting. We will also have an evaluation form at each public meeting. We will expand on the communication mechanisms that worked to get the public involved (those identified by attendees) for future meeting announcements. If there are certain mechanisms that didn't work, we will reevaluate them and try to expand on the successful mechanisms.

Appendix A: Stakeholders

This PPP seeks to include a broad range of stakeholders from both primary and secondary communities. However, some secondary communities have not yet responded to requests for information on their potential local government and community stakeholders. In these instances, a single primary government representative will be identified to disseminate information regarding the planning process. Until more specific stakeholder information is provided, it is assumed that this individual will be responsible for forwarding on this information to all relevant stakeholders within their community. The permittees will continue to encourage involvement from secondary communities and will expand the list of stakeholders as they are identified.

Government Entities:

City of Brighton Community Development Department
City of Brighton Department of Public Services
City of Brighton City Council
City of Brighton Planning Commission
City of Brighton Zoning Board of Appeals
Brighton Township Road Committee
Brighton Township Sewer Committee
Brighton Township Planning Commission
Brighton Township Zoning Board of Appeals
Brighton Township Board of Trustees
Dexter Township
Genoa Township Operations, Maintenance, and Infrastructure
Genoa Township Planning Commission
Genoa Township Board of Trustees
Genoa Township Zoning Board of Appeals
Green Oak Township Buildings and Grounds Department
Green Oak Township Board of Trustees
Green Oak Township Planning Commission
Green Oak Township Zoning Dept./ Board of Appeals
Hamburg Township
Hartland Township Board of Trustees
Hartland Township Sewer and Water Committee
Hartland Township Services Department
Hartland Township Parks and Rec. Committee
Hartland Township Zoning Board of Appeals
Hartland/Deerfield/Tyrone Fire Authority
Highland Township staff and elected officials
City of Howell Parks and Recreation Dept.
Livingston County Drain Commissioner's Office
Livingston County Dept. of Public Health/Environmental Health Division
Livingston County Road Commission
Livingston County Solid Waste Department
Livingston County Planning Department
Livingston County Board of Commissioners
Lyon Township Board of Trustees
Lyon Township Planning Commission
Lyon Township Building Dept.

Lyon Township Zoning Board of Appeals
Lyon Township Road and Drainage Committee
Marion Howell Oceola Genoa (MHOG) Water Authority
Marion Township Planning Commission
Marion Township Zoning Board of Appeals
Milford Township Parks and Recreation Commission
Milford Township Fire Department
Milford Township Planning Commission
Milford Township Zoning Board of Appeals
Milford Township Building Department
Northfield Township
City of Novi
Oakland County Drain Commissioner's Office
Oakland County Planning and Economic Development Dept.
Oakland County Parks and Recreation Dept.
Oceola Township Planning Commission
Pinckney Village Council
Pinckney Village Planning Commission
Pinckney Village Zoning Board of Appeals
Pinckney Village Department of Public Works
Pinckney Village Sewer and Water Committee
Pinckney Village Street and Sidewalk Committee
Pinckney Village Zoning Administrator
Putnam Township Planning Commission
Putnam Township Zoning Administrator
Putnam Township Board of Trustees
Salem Township
City of South Lyon
Southeast Livingston County Recreation Authority
Southeast Michigan Council of Governments
Unadilla Township
Washtenaw County Drain Commissioner's Office
Washtenaw County Planning and Environment Dept.
Webster Township

Education / School Districts

Livingston Educational Service Agency
Brighton Area School District
Hartland Consolidated School District
Howell Public School District
Huron Valley School District
Novi Community School District
Pinckney Community District
South Lyon School District
Whitmore Lake Public School District

Natural Resource / Environmental Groups & Agencies

Brighton Township Lakes Committee
Brighton Township Lake Water Quality Testing Program
Livingston County Farm Bureau

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Michigan Lakes & Streams Association
Michigan Department of Natural Resources
Southeast Michigan Council of Governments
Southeast Livingston County Recreation Authority
Sierra Club Crossroads Group
Whitmore Lake Water Quality Advisory Board
Livingston County Conservation District
Eastern Michigan Environmental Action Council
Huron River Watershed Council
Huron-Clinton Metropolitan Authority
Livingston Land Conservancy
Southeast Michigan Land Conservancy
Oakland County Land Conservancy
Washtenaw Land Trust
Trout Unlimited
MSU Extension Service
Brighton Township Lake Water Quality Testing Program
Highland Land Conservancy

Business / Economic Development

Livingston County Association of Realtors
Livingston County Convention and Visitors Bureau
Home Builders Association of Livingston County
Building Industry Association of Southeastern Michigan
Brighton Downtown Development Authority
Village of Pinckney Downtown Development Authority
South Lyon Area Chamber of Commerce
LandArc, Inc.
Silver Lake Home Improvement Corp (Green Oak)
Brighton Area Department of Commerce
Howell Area Chamber of Commerce
Pinckney Lakeland Hamburg Chamber of Commerce
Hartland Area Chamber of Commerce
Whitmore Lake Area Chamber of Commerce
Tuthill Composting (Green Oak)
Hartland Glen Golf Course (Hartland)
General Motors Proving Ground (Brighton Twp/Milford Twp)
Quadrants Inc. (Lyon)
Levy Corporation (Lyon)
Park Place Environmental (Lyon)
Prestwick Village Golf Club (Highland)
Huron Valley Chamber of Commerce

Residents / Landowners

Brighton Lake Association (Brighton City)
Brighton Beach Subdivision (Brighton City)
Pine Creek Homeowners Association (Genoa)
Birkenstock Farms Homeowners Association (Genoa)

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Mistic Pines Homeowners Association (Genoa)
Oak Point Homeowners Association (Genoa)
Genoa Tri-Lakes Lake Association (Genoa)
Walnut Hills Homeowner's Association (Genoa)
Pebble Creek Homeowners Association (Genoa)
Lake Chemung Homeowners Association (Genoa)
Organization of Woodland Lake (Brighton Twp)
Clark Lake Homeowner's Association (Brighton Twp)
Lake Meadows Association (Brighton Twp)
Brighton Gardens (Brighton Twp)
Lakeside Park Homeowner's Association (Brighton Twp)
Hope Lake Association (Brighton Twp)
Bluffs of Woodland Lake (Brighton Twp)
Osborne Lake Estates Property Owners Assoc. (Brighton Twp)
Beech Lake (Brighton Twp)
Pickerel Lake (Brighton Twp)
Woodruff Lake Co-op (Brighton Twp)
Lake of the Pines (Brighton Twp)
Beach Lake Homeowners Association (Brighton Twp)
Village Edge Subdivision (Pinckney)
Sears Lake Homeowner's Association (Milford Twp)
Hickory Ridge Farms Subdivision (Milford Twp)
Brighton Ministerial Association
Pinckney Ministerial Association
Lone Tree Acres Association (Highland)
Pinewood South Homeowner's Association (Highland)
Prestwick Village Homeowner's Association (Highland)
Rowe Lake Association (Highland)
South Lakeview Lane Homeowner's Association (Highland)