

Public Participation Plan for the Upper-2 Shiawassee River Watershed

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 South Branch Shiawassee River 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 South Branch Shiawassee River subwatershed:

Fenton Township*	Livingston County Road Commissioner
Genesee County Drain Commissioner*	Livingston County Drain Commissioner
Genoa Township**	Marion Township
Hartland Township	Oakland County***
Highland Township***	Oceola Township
Howell Township	Tyrone Township

* Primary member of the Shiawassee-I subwatershed group

** Primary member of Huron Chain of Lakes subwatershed group

*** Primary member of Kent Lake subwatershed group

In addition to these “primary” communities and agencies, the South Branch Shiawassee River 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:

Argentine Township	City of Howell
Burns Township	Rose Township
Cohoctah Township	Shiawassee County Drain Commissioner
Deerfield Township	

II. Building the Team

The South Branch Shiawassee Subwatershed Group will oversee the implementation of the Public Participation Plan in conjunction with Hubbell, Roth, & Clark, Inc. (HRC), which is facilitating the development of the South Branch Shiawassee River 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...)	<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) HRC (1, 2, 5, 6) LCDC (6)
Primary local government boards and councils	<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) HRC (1, 2, 5, 6) LCDC (6)
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) HRC (1, 2, 5, 6) LCDC (6)

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
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 (1) HRC (1, 2, 5, 6) LCDC (1, 3, 4, 6) Livingston County Road Commission (1, 3, 5)
Shiawassee, Genesee, Oakland County government (Drain Commissioner's office, planning dept., and Board of Commissioners representatives)	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (1, 6) Genesee and Oakland Co. Drain Commissioners (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) HRC (1, 2, 5, 6) LCDC (6)
Secondary local governments	<ol style="list-style-type: none"> 1. E-mail Lists 2. Press releases 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 2, 5, 6) LCDC (6)
NATURAL RESOURCE / ENVIRONMENTAL GROUPS & AGENCIES		
Eastern Michigan Environmental Action Council	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Land Conservancies (Livingston Land Conservancy, Southeast Michigan Land Conservancy, Oakland County Land Conservancy)	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (6)
SEMCOG	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Friends of the Shiawassee River	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Trout Unlimited	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Sierra Club - Crossroads Group	<ol style="list-style-type: none"> 1. E-mail Lists 5. Public meetings 6. Web site 	All primary communities (5) HRC (1, 5, 6) LCDC (6)

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
MSU Extension	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Michigan Lakes and Streams Association	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Livingston County Conservation District / USDA Natural Resources Conservation Service	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (1, 6)
Livingston County Farm Bureau	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Michigan Department of Natural Resources	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
BUSINESSES / ECONOMIC DEVELOPMENT		
Major Business Landowners	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Chambers of Commerce	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Livingston County Convention and Visitors Bureau	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Home Builders Associations (Livingston, Washtenaw, Oakland)	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 5, 6) LCDC (6)
Livingston County Home Builders Association	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 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	All primary communities (1, 4, 5, 6) HRC (1, 2, 5, 6) LCDC (5, 6) SEMCOG (7)

Stakeholders Targeted	Methods of Soliciting Participation	Primary Responsible Parties to Implement
Religious Organizations (Hartland Ministerial Association, Howell Ministerial Association, others to be determined)	1. E-mail Lists 5. Public meetings 6. Web site	All primary communities (5) HRC (1, 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) HRC (1, 2, 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 South Branch Shiawassee Phase II communities 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.

In the South Branch Shiawassee River subwatershed, the following techniques/mechanisms will be used:

1. E-mail Distribution List: An e-mail distribution list already exists for the South Branch Shiawassee River 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 e-mail list will also be used to get the word out about public meetings, workshops and training opportunities, and news updates. HRC 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. Toward 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 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. HRC will also give updates and announcements at related meetings.

4. Newsletter Articles: Articles in local township newsletters or flyers in utility bill mailings 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 with the public about the watershed management planning process. The first public meeting/workshop will be set up in such a way that attendants could simply stop by to share their information in a short amount of time, or 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 South Branch Shiawassee River 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: Local public events, such as festivals, parades, and expos, provide an opportunity for educating residents about watershed planning efforts in their community and encouraging their involvement. The Livingston County Drain Commissioner will develop 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
Howell and Marion Townships	Livingston County Home Show (in City of Howell)	April 2005
Hartland Township	Memorial Day Parade	May
Green Oak Township	South Lyon Octoberfest Northfield Twp. 4 th of July activities	October July
Highland Township	Sparks in the Park (4 th of July festival)	July

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. The first public meeting for the South Branch Shiawassee River subwatershed is anticipated to take place in September 2004. 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.

<i>Tasks</i>	2nd 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. Public Events					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 South Branch Shiawassee River subwatershed improves by taking 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. They will reinforce positive behavior changes and involvement. The Huron River Watershed Council (HRWC) has developed this PPP on behalf of the South Branch Shiawassee River subwatershed Phase II communities, and is also developing a Public Education Plan (PEP) template for use by these same communities in developing their individual PEPs. HRWC will strive to design the components of the PEP template so that public participation in the watershed management planning process complements the goals of each community's PEP.

VI. Coming to Agreement

The South Branch Shiawassee River Subwatershed Management Group has 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 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 South Branch Shiawassee River Watershed 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:

Argentine Township
Burns Township
Cohoctah Township
Deerfield Township Planning Commission
Deerfield Township Board of Trustees
Deerfield Township Zoning Administrator
Deerfield Township Environmental Advisory Committee
Deerfield Township Recreational Advisory Committee
Fenton Township
Genoa Township Operations, Maintenance, and Infrastructure
Genoa Township Planning Commission
Genoa Township Board of Trustees
Genoa Township Zoning Board of Appeals
City of Howell Department of Public Services
City of Howell Parks and Recreation Dept.
City of Howell Zoning Board of Appeals
City of Howell Planning Commission
City of Howell Brownfield Redevelopment Commission
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 elected officials and staff
Howell Township Infrastructure Committee
Howell Township Planning Commission
Howell Township Board of Trustees
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
Marion Howell Oceola Genoa Water Authority
Marion Township Board of Trustees
Marion Township Planning Commission

Marion Township Zoning Board of Appeals
Oceola Township Planning Commission
Oceola Township Board of Trustees
Rose Township
Tyrone Township Board of Trustees
Tyrone Township Planning Commission
Tyrone Township Parks and Recreation Committee
Tyrone Township Roads Committee
Tyrone Township Public Works Dept.
Southeast Livingston County Recreation Authority
Shiawassee County Drain Commissioner's Office
Genesee County Drain Commissioner's Office
Southeast Michigan Council of Governments

Education / School Districts

Byron School District
Fenton School District
Hartland Consolidated School District
Howell Public School District
Holly Area Public Schools
Huron Valley Schools
Lansing Community College
Linden School District
Livingston Educational Service Agency

Natural Resource / Environmental Groups & Agencies

Bogue Creek Watershed Protection Group
Livingston County Farm Bureau
Michigan Lakes & Streams Association
Michigan Department of Natural Resources
Friends of the Shiawassee River
Southeast Michigan Council of Governments
Southeast Livingston County Recreation Authority
North Ore Creek Watershed Advisory Group
Sierra Club Crossroads Group
Livingston County Conservation District
Eastern Michigan Environmental Action Council
Livingston Land Conservancy
Southeast Michigan Land Conservancy
Oakland County Land Conservancy
Trout Unlimited
Thompson Lake Board
MSU Extension Service
Howell Conference and Nature Center
Highland 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
Howell Area Chamber of Commerce
Hartland Area Chamber of Commerce
Huron Valley Chamber of Commerce
LandArc, Inc.
Laier Farms (Deerfield)
Wonderland Marine (Genoa)
Wilson Marine (Genoa)
Majestic Golf Course (Hartland)
Dunham Hills Golf Course (Hartland)
Giegler Farms (Hartland)
Spicer Orchard (Hartland)
Waldenwoods Family Recreation Resort (Hartland)
Trans-West Industrial Park (Howell Twp)
Livingston Commerce Center (Howell Twp)
Hawk Hollow Golf Course (Howell Twp)
S & G Development (Howell Twp)
Curtis Builders (Howell Twp)
Operating Engineers Local 324 Educational Center (Howell Twp)
Marion Oaks Golf Course (Marion)
Home Town Village (Marion)
Touch of Country (Oceola)
Pulte Homes (Oceola)
Oceola Village Centre (Oceola)
TRW Automotive (Tyrone)
Hubert Distributors (Tyrone)
The Preserve Golf Course (Tyrone)
Tyrone Hills Golf Course (Tyrone)
Broadview Christmas Tree Farm

Residents / Landowners

Hartland Ministerial Association
Howell Ministerial Association
Thompson Lake Homeowners Association (Oceola)
Autumn Creek Homeowners Association (Oceola)
Golf View (Oceola)
Hickory Hills (Oceola)
Hickory Meadows (Oceola)
Highland Meadows (Oceola)
Lakeshore Pointe (Oceola)
Lakeview (Oceola)
Olympian Meadows (Oceola)
Shadowland (Oceola)
Fairlane Mobile Home Park (Oceola)
Oakcrest Mobile Home Park (Oceola)
Sunrise Park Homeowners Association (Genoa)
Knolls of Lakewood Knoll Homeowners Association (Genoa)
Lake Chemung Association (Genoa)
Genoa Tri-Lakes Lake Association (Genoa)
Parshallville Community Association (Hartland/Tyrone)

Lake Shannon Homeowners Association (Deerfield/Tyrone)
Lobdell/Bennett Lake Association (Deerfield)
Cedar Lake Association (Marion)
Coon Lake Association (Marion)
Horseshoe Lake Association (Marion)
Pleasant Lake Association (Marion)
Triangle Lake Association (Marion)
Black Eagle Homeowners Association (Marion)
Cranbrook Homeowners Association (Marion)
Kingswood Homeowners Association (Marion)
South Oaks Homeowners Association (Marion)
Sundance Meadows Homeowners Association (Marion)
Woodberry Homeowners Association (Marion)
Lake Serene Association (Howell)
Runyan Lake Association (Tyrone)
Lake Tyrone Association (Tyrone)
Shannon Glen Association (Tyrone)
Dunham Lake Property Owners Association (Highland)
Knobby Hill Farms Homeowner's Association (Highland)