

Objective Description	Objective Number	Action	Lead Agency	Schedule			Measure of Usage of Facilities or Material (Refer also to Section 9 for Additional Evaluation Mechanisms)	Comments - activity	Complete	Objective-Action Number	
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General Public Education	1B 5	Compile/Track all Curb Marker Locations and door hanger responses in watershed.	Permittees	N	On-Going	Long Term	Annually	Map area of watersheds marked. No. of Phone calls received in response to door hangers.		N	1B-5
General Public Education	1B 6	Install watershed awareness road signs	Permittees	Y	On-Going	Long Term	Upon request	No. of signs installed by each permittee.		N	1B-6
General Public Education	1B 7	Work with a local advertising firm to develop a stormwater tagline for use in various printed materials.	PEP committee	N	Apr-08	Apr-13		Track the use of the tagline in printed materials		N	1B-7
Adopt-a-River Program	1C 1	Work with participating organizations to promote and participate in Adopt-A-River program activities.	PEP Com	N	On-Going	Long Term	Annually	No. of volunteers that participate in the program.		Y	1C-1
Riparian Vegetation and Wetland Education	1D 1	Identify municipal locations as candidates to install riparian buffer preservation (no mow). Mark selected areas.	Permittees	Y	Apr-08	Apr-13		Estimate No. of acres of municipal property protected by riparian buffers		N	1D-1
Riparian Vegetation and Wetland Education	1D 2	Install an educational posting within buffer to create a demonstration project and explain and promote the practice of Riparian Buffer BMPs and the reestablishment of native vegetative species.	Permittees	Y	Apr-08	Apr-13		No. of signs installed by each permittee.		N	1D-2
Riparian Vegetation and Wetland Education	1D 3	Determine best media to reach riparian landowners and develop campaign based on municipal experience.	PEP Com	N	Apr-08	Apr-13			Will work with Habitat & Recreation Committee once inventory is complete	N	1D-3
Riparian Vegetation and Wetland Education	1D 4	Develop and maintain a list of riparian land owners.	Permittees	N	Apr-08	Long Term	Maintain	List developed. Frequency of updates.		N	1D-4
Riparian Vegetation and Wetland Education	1D 5	Provide the riparian landowners with educational materials emphasizing protecting and managing the riparian corridor.	Permittees	Y	Apr-08	Long Term	Annually	No. of Brochures distributed by each permittee.		N	1D-5
Homeowner Education	1E 1	Summarize existing homeowner education efforts in the watersheds and develop a plan to address the gaps	PEP Com	N	On-Going	Long Term		A summary of program partnerships developed		Y	1E-1
Homeowner Education	1E 2	Locate or create additional homeowner information packet (for example brochures and/or tip cards) for distribution; potentially use advertising to fund printing costs.	PEP Com	N	On-Going	Long Term		No. of packets printed. No. of packets distributed to each permittee.		Y	1E-2

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Homeowner Education	1E 3	Distribute materials to homeowners and environmental organizations.	Permittees	Y	On-Going	Long Term	As Needed	No. of brochures/tip cards/packets distributed to individual homeowners by each permittee.	C	C	C	E	C	E	X	C	E	C	-	C	W	C	X	E	C	C	-		N	1E-3		
Homeowner Education	1E 4	Conduct a discussion/survey to evaluate success of information distributed. Refer to Section 9.	PEP Com	N	Apr-08	Long Term	Each permit cycle	Evaluate success in changes from information distributed and determine changes needed for future packets.																						Have completed baseline assessment survey to steer public education campaign	Y	1E-4
Homeowner Education	1E 5	Post results and information on GLRC Public Web Site. (Obj 1)	GLRC Crd	N	Apr-08	Long Term	Continuously	No. of downloads of information.																						Completed	Y	1E-5
Web Site Education	1F 1	Maintain and improve the www.mywatersheds.org website through the GLRC	GLRC Crd	N	On-Going	Long Term	Continuously	NA																						Ongoing	N	1F-1
Web Site Education	1F 2	Update the www.mywatersheds.org website with watershed wide educational material, watershed monitoring results, permit information and meeting information for the various committees of the GLRC. Include links to all community Web sites.	GLRC Crd	N	On-Going	Long Term	Continuously	No. of hits per page. No. of downloads List of information kept on the web site																						Ongoing	Y	1F-2
Web Site Education	1F 3	Update Permittee specific web sites with community specific educational material for public viewing and reproduction as well as mechanisms for public input and involvement. Include links to the www.mywatersheds.org Web sites.	Permittees	Y	On-Going	Long Term	Continuously	No. of hits per page. No. of downloads List of information kept on the web site	C	C	C	E	E	C	E	C	E	C	-	C	C	C	C	C	E	E	C			N	1F-3	
Public Participation	1G 1	Establish a network of volunteer monitoring initiatives within the watersheds (e.g., MiCorps, Looking Glass River volunteers, etc), and identify/prioritize needed projects.	PEP Com	N	On-Going	Long Term		No. of projects chosen.																						Working with the Habitat & Rec Committee on this. Also working with MidMEAC	N	1G-1
Public Participation	1G 2	Seek external funding sources (both in kind, grants, and donations from communities and sponsors).	PEP Com	N	On-Going	Long Term		No. of grant(s) received.																							N	1G-2
Public Participation	1G 3	Implement chosen projects; supply volunteer labor toward field projects.	PEP Com	N	Apr-08	Long Term		No. of volunteers and No. of projects implemented.																							N	1G-3
Public Participation	1G 4	Encourage participation of communities within the watersheds that are not required to have a Certificate of Coverage and to areas outside the present watershed boundaries.	PEP Com	N	Apr-08	Apr-13		No. of participating communities outside of the watershed boundary or without a COC																							N	1G-4

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Update Public Education Plan	1H 1	Compare existing plan with objectives and actions from Goal 1 of this WMP.	PEP Com	N	On-Going	Long Term	Each permit cycle	NA		Completed	Y	1H-1
Update Public Education Plan	1H 2	Update PEP to reflect objectives and actions presented in this WMP and present the information to the Permittees.	PEP Com	N	On-Going	Long Term	Per COC	NA		Completed	Y	1H-2
Update Public Education Plan	1H 3	Submit revised PEP to MDEQ.	Permittees	N	On-Going	Long Term	Per COC	Submitted revised PEP	C C C C C C C C - C C C C C C C C	Completed - per PEP Committee	Y	1H-3
Business Education	1I 1	Develop a listing of businesses through a watershed wide focus group. Include private salt applicers, restaurants, and automobile service stations.	Permittees	N	Apr-08	Apr-13		NA	W W - W W X W - W - W W W X W W - X		N	1I-1
Business Education	1I 2	Work with Central MI Sustainable Business Forum (CMSBF) to identify companies that conduct their business in an environmentally responsible way. Mid-MEAC and Chamber of Commerce are starting point.	PEP Com	N	Apr-08	Apr-13		List of sustainable businesses, presentations to CMSBF and others.		Researched CMSBF	N	1I-2
Business Education	1I 3	Develop educational informational for businesses. Such as a Tour of Environmentally Friendly Businesses, Dumpster Stickers, Industry Certifications, and Presentations. Consider requiring permit for private salt applicers.	PEP Com	N	Apr-08	Apr-13				Link to Urban Option and US Green Building Council on GLRC website	N	1I-3
Business Education	1I 4	Distribute educational information to businesses	Permittees	Y	Apr-08	Long Term	As Needed	No. of brochures distributed. Survey businesses to measure a change in attitude.	C W E W C X C C C - C W C X C C W -		N	1I-4

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Newsletter Articles	IJ	1	Write a series of newsletter articles dealing with stormwater issues for print in community newspapers. Reprint periodically.	PEP committee	N	Apr-08	Apr-13	No. of articles written and published in community newspapers		N	IJ-1		
Area Watershed Map	1K	1	Design a map of the Greater Lansing Area watersheds with the urbanized boundaries depicted for use in various printed materials	PEP committee	N	Apr-08	Apr-13	Track the use of the map in printed materials.		N	1K-1		
Traveling display	1L	1	Design and print a Greater Lansing Area stormwater display for use by GLRC permittees	PEP committee	N	Apr-08	Apr-13	Track the use of the display by permittees		N	1L-1		
Stormwater Training Program	1M	1	Host and record at least one stormwater training program for rebroadcast on public access television	PEP committee	N	Apr-08	Apr-13	Track rebroadcast of the training event on public access television		Y	1M-1		
Billboard Display	1N	1	Work with a local advertising firm to develop a stormwater billboard.	PEP committee		Apr-08	Apr-13	No. of billboards posted in the Greater Lansing Area		N	1N-1		
Funding Strategy	2A	5	Each permittee select a funding mechanism to be used to implement WMP and SWPPL.	Permittees	N	On-Going	Long Term	Annually	TBD	C C C W W C W W - - C E C C X - W C	N	2A-5	
Funding Strategy	2A	6	Monitor status of Statewide Legislation on Stormwater Utility Fees.	Fund Com	N	Apr-08	Apr-13	No. of communities that develop a utility			N	2A-6	
Promote Water Quality Friendly Development	3A	2	Research and compile information regarding Water Quality Friendly Development. Work with groups such as MTA, GLA Homebuilders and Realtors to find incentives and economically viable implementation vehicles.	Ord/BMP Com	N	On-Going	Long Term	No. of packets purchased and distributed to permittees.			Y	3A-2	
Promote Water Quality Friendly Development	3A	3	Present and distribute Water Quality Friendly Development information to government officials and other applicable persons.	Ord/BMP Com	N	On-Going	Long Term	No. of Water Quality Friendly Development information packets distributed.			Will complete after SEMCOG LID Manual is complete and compared with local information collected.	N	3A-3
Promote Water Quality Friendly Development	3A	4	Conduct a Water Quality Friendly Development roundtable to discuss issues associated with promoting and implementing Water Quality Friendly Development practices within the community.	Ord/BMP Com	N	Apr-08	Apr-13	Attendance of roundtable discussion.			Will complete after SEMCOG LID Manual is complete and compared with local information collected.	N	3A-4
Promote Water Quality Friendly Development	3A	5	Hold a watershed-wide workshop to discuss Water Quality Friendly Development practices with builders, planners, developers, businesses, and interested residents.	Ord/BMP Com	N	Apr-08	Apr-13	No. of Workshop attendees			Will complete after SEMCOG LID Manual is complete and compared with local information collected.	N	3A-5

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Water Quality Friendly Development Standards	3B 1	Review existing development standards for Water Quality Friendly Development requirements including storm water BMPs, wellhead protection, and floodplain development control. Consider input from roundtable discussions (Obj 3a).	Ord/BMP Com	N	On-Going	Long Term	Maintain	NA		Will complete after SEMCOG LID Manual is complete and compared with local information collected.	N	3B-1
Water Quality Friendly Development Standards	3B 2	Develop a development standards manual specific to the watershed, including performance standards. Allow for different standard levels to accommodate various community needs.	Ord/BMP Com	N	Apr-08	Long Term	Maintain	No. of development manuals distributed.		Working on - SEMCOG is completing a manual due out in May 2008.	N	3B-2
Water Quality Friendly Development Standards	3B 3	Adopt development standards manual as appropriate by ordinance or procedure	Permittees	Y	Apr-08	Long Term	Maintain	Ordinances adopted by each permittee.	C C C W E C W C C - C E C W C C W C		N	3B-3
Water Quality Friendly Development Standards	3B 4	Announce new standards through notices to appropriate businesses, developers, and builders and through public service announcements (PSA) directed to residents.	Permittees	N	Apr-08	Long Term	As Needed	No. of notices distributed. No. of PSAs broadcasted. Estimated No. of people reached.	C W W W E W W C W - W E W W W C W -		N	3B-4
Water Quality Friendly Development Standards	3B 5	Site Plan Review using adopted standards	Permittees	Y	Apr-08	Long Term	Continuously	No. of site plans reviewed each year Summary of water quality impact of typical new development	C C C C E C W C C E C E C X C C E C		N	3B-5
Improve Ordinance Enforcement	3C 1	Review existing ordinance enforcement techniques and develop new or modify existing practices to be more effective in protecting water quality.	Ord/BMP Com	N	On-Going	Long Term	Maintain	NA		Completed - part of Ordinance Manual.	Y	3C-1
Improve Ordinance Enforcement	3C 2	Adopt changes to enforcement techniques.	Permittees	N	On-Going	Long Term	As Needed	Changes to enforcement techniques adopted by each permittee.	E C C X W C X C X C		N	3C-2
Improve Ordinance Enforcement	3C 3	Implement changes to enforcement techniques	Permittees	N	On-Going	Long Term	As Needed	No. of enforcements action taken.	E C C X W C X C X C			3C-3
Incorporate Water Quality Friendly Practices	3D 1	Review of existing land use, zoning plans, and master plans for the current status of water quality friendly development practices. Use Regional Growth Plan as a starting point.	Ord/BMP Com	N	On-Going	Apr-13		NA		Completed	Y	3D-1
Incorporate Water Quality Friendly Practices	3D 2	Recommend revisions to land use, zoning plans, and master plans.	Ord/BMP Com	N	Apr-08	Long Term	Maintain	NA		Will complete after SEMCOG LID Manual is complete and compared with local information collected.	N	3D-2

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Watershed Habitat Plan	5B	1	Meet with local NRCS Staff, MDNR, MDEQ, Drain Commissioners, MSU extension agents, professors, and municipal officials to identify habitat deficiencies and critically sensitive habitats within the watershed. Use results of the inventory (Obj. 5b) to assist with this.	Hab-Rec Com	N	On-Going	Long Term		No. of meetings held and No. of habitat identified as deficient or critically sensitive.	Ongoing	N	5B-1
Watershed Habitat Plan	5B	2	Discuss options and develop a comprehensive plan with local NRCS Staff, MDNR, MDEQ, Drain Commissioners, MSU extension agents, professors, and municipal officials.	Hab-Rec Com	N	Apr-08	Long Term		NA	Ongoing	N	5B-2
Watershed Habitat Plan	5B	3	Adopt the aquatic and terrestrial wildlife plan and include in Watershed Habitat Plan.	Permittees	N	Apr-08	Long Term		No. of local agencies and municipalities that adopt the plan.		N	5B-3
Watershed Habitat Plan	5B	4	Implement plan.	Permittees	N	Apr-08	Long Term		Summarize annual accomplishments.		N	5B-4
Watershed Habitat Plan	5B	5	Post information on GLRC Public Web Site. (Obj. 1f)	GLRC Crd	N	Apr-08	Long Term	Continuously	NA		N	5B-5
Restore or Purchase Habitat Areas	5C	1	Identify jurisdictions or organizations interested in purchasing or restoring key wildlife habitat areas. Consider acquisition options including fee simple and development rights.	Hab-Rec Com	N	Apr-08	Long Term		NA		N	5C-1
Restore or Purchase Habitat Areas	5C	2	Identify funding options and practicality. Promote in kind grants and donations from communities and sponsors. Include recommendation in Watershed Habitat Plan.	Hab-Rec Com	N	Apr-08	Long Term		Provide a document to the GLRC discussing the funding sources that were successful.		N	5C-2
Natural Features Inventory	5D	1	Conduct a natural features inventory	Hab-Rec Com	N	Apr-08	Apr-13		Percentage of area evaluated	Meeting with MNFI staff to gather more information.	N	5D-1
Tree/Wood Ordinance	5E	2	Adopt tree/woodland ordinance	Permittees	N	Apr-08	Apr-13		Progress toward ordinance adoption		N	5E-2
Manage Woodlands/Forested Property	5F	1	Professionally manage municipal woodlands/forested property	Permittees	N	Apr-08	Long Term		Acres managed		N	5F-1

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Impacts from Flood Management Projects	7D 1	Use the BMP Manual when designing new flood management BMPs. Determine pollutant removal efficiencies to assess impacts on water quality.	Permittees	Y	Apr-08	Long Term		Specific location of flood management BMPs throughout watershed. No. of flood management projects designed using BMPs. Estimate pollutant loading removed due to BMPs.	C C C X C C W C C E C E C C C C W C	N	7D-1		
Reduce Discharge from Municipal Impervious Areas	7E 1	Determine a baseline model of street sweeping, catch basin cleaning, and hydrant flushing procedures and compare to existing procedures. Review Pollution Incident Prevention Plans (PIPP) for maintenance garages, if they exist. (include procedure discussions with public utilities and drain commissioners)	Ord/BMP Com	N	Apr-08	Apr-13		NA			Completed - BMP Manual	Y	7E-1
Reduce Discharge from Municipal Impervious Areas	7E 2	Depending on review results, recommend improvements to be made to existing programs or create new programs.	Ord/BMP Com	N	Apr-08	Apr-13		NA			Completed - BMP Manual	Y	7E-2
Reduce Discharge from Municipal Impervious Areas	7E 3	Adopt changes as appropriate	Permittees	Y	Apr-08	Long Term		No. of changes adopted by each permittee	X C C C C W C C - C C C C C C C	N	7E-3		
Reduce Discharge from Municipal Impervious Areas	7E 4	Train Staff on new street sweeping, catch basin cleaning, hydrant flushing, and PIPP procedures, as needed.	Permittees	N	Apr-08	Long Term	Annually	No. and % of staff trained. Freq. of training.	- C C C C W C C - C C C C C - C C	N	7E-4		
Reduce Discharge from Municipal Impervious Areas	7E 5	Work with GLRC to develop methods to track quantity of sediment and debris removed.	Permittees	Y	Apr-08	Apr-13		Qty of debris removed from streets and catch basins annually. % of catch basins cleaned, % of streets swept, etc.	W C C C C W C C - C C C C C C C	N	7E-5		
Reduce Discharge from Municipal Impervious Areas	7E 6	Develop procedures for responding to spills and emergencies	Permittees	N	Apr-08	Apr-13		No. of communities adopting procedures				N	7E-6
O&M Waste Disposal	7F 1	Review existing operation and maintenance waste disposal procedures for proper practices.	Permittees	N	Apr-08	Apr-13		NA	C C C C C C E E - C E C C C - C E	N	7F-1		
O&M Waste Disposal	7F 2	Recommend improvements to be made to disposal procedures.	Permittees	N	Apr-08	Apr-13		NA	C C C C C C E C - C C C C C - C E	N	7F-2		
O&M Waste Disposal	7F 3	Adopt changes as appropriate	Permittees	N	Apr-08	Long Term	As Needed	No. of changes adopted by each permittee	C C C C C C C C - C C C C C - C E	N	7F-3		
O&M Waste Disposal	7F 4	Train Staff on new waste disposal procedures as needed.	Permittees	N	Apr-08	Long Term	Annually	No. of training attendees. Freq. of training.	C C C C C C E C - C C C C X - C E	N	7F-4		

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Low or No Phosphorus Fertilizer	7G 1	Research and develop an ordinance that requires low or no phosphorous fertilizers. Discuss with local distributors and manufacturers.	Ord/BMP Com	N	On-Going	Apr-13	TBD	Completed	Y	7G-1	
Low or No Phosphorus Fertilizer	7G 2	Adopt ordinance in watershed communities.	Permittees	N	Apr-08	Long Term	No. of communities that adopted ordinance.	X W - W W W W - W W W X W W W W X	N	7G-2	
Low or No Phosphorus Fertilizer	7G 3	Work with both businesses and residents to see this new ordinance implemented.	Permittees	N	Apr-08	Long Term	As Needed	No. and circulation of advertisements.	W W - W W X W - W - W W W X W W W X	N	7G-3
Low or No Phosphorus Fertilizer	7G 4	Develop/Distribute brochures and tip cards to businesses and residents through a mailing.	PEP Com	N	Apr-08	Long Term	As Needed	No. of brochures/tip cards distributed.		Y	7G-4
Excess Salt (Deicing)	7H 1	Review existing salt application practices including truck calibration, salt loading, and salt storage.	Permittees	N	Apr-08	Apr-13	Existing practices reviewed.% of trucks calibrated.	X C C W C C X E C W C C E C X C E C	N	7H-1	
Excess Salt (Deicing)	7H 2	Recommend improvements to be made to existing practices or create new practices.	Permittees	N	Apr-08	Apr-13	Improvements or new practices implemented.	X C C W C C X E C - C C E C X C E C	N	7H-2	
Excess Salt (Deicing)	7H 3	Train Staff on new salt storage, application, and truck calibration practices, as needed.	Permittees	N	Apr-08	Long Term	Annually	No. and % of training attendees. Freq of training.	X C C W C C X E C - C C E C X C E C	N	7H-3
Trash and Debris in River	7I 1	Coordinate with existing river clean-up programs to identify new locations and extend programs to other portions within the watershed.	PEP Com	N	On-Going	Long Term	Annually	Promote Adopt-A-River on GLRC website and GLRC members are encouraged to promote	Y	7I-1	
Trash and Debris in River	7I 2	Meet with MSU, school districts, chamber of commerce, parks and recreation department, and O & M departments to coordinate public service following community events.	PEP Com	N	On-Going	Long Term	No. of clean-up events. No. of volunteers. Qty of trash collected.	Provided information to GLRC members regarding events to remove trash & debris	Y	7I-2	
Trash and Debris in River	7I 3	Clean up trash and debris on municipally owned property along water bodies	Permittees	N	On-Going	Long Term	As Needed	Amount of debris removed; length and % of river cleaned; no. of volunteers participating per each permittee.	W C C C C E E E E W C W E E E E E	N	7I-3
Stream and Ditch Rehabilitation	7J 2	Hold roundtable discussion with those involved in ditch and drain cleanout/maintenance.	Ord/BMP Com	N	Apr-08	Apr-13	No. of meetings held.		N	7J-2	
Stream and Ditch Rehabilitation	7J 3	Develop a management plan.	Ord/BMP Com	N	On-Going	Long Term	Maintain	Plan adopted by GLRC and distributed to permittees.	APA Manual	Y	7J-3

