



**Federal Clean Water Act
Section 319 Grant
2008-0015**



The Watershed Center Grand Traverse Bay
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Traverse City, MI, 49684
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Healthy Beaches, Clean Runoff, and Social Values Assessment for Grand Traverse Bay
7/15/08 through 6/30/11

The Grand Traverse Bay watershed, located in northwest Michigan's Lower Peninsula and draining approximately 976 square miles of land, is one of the premier tourist and outdoor recreation regions in the State of Michigan. Sediment and excessive nutrient loading are the two highest ranking priority pollutants that are threatening the watershed. The goals of this project were to: 1) Identify the sources of pathogen input at Grand Traverse Bay beaches and implement management practices to reduce their inputs; 2) Protect the aquatic life and coldwater fishery in the Grand Traverse Bay watershed by decreasing pollution stemming from stormwater runoff entering waterways; 3) Continue to implement the Grand Traverse Bay Information and Education campaign throughout the watershed by focusing education efforts on pathogen contamination at local beaches and other important water quality issues; and 4) Identify the core values that will drive citizens to change their behavior, and implement outreach practices to effectively communicate environmental messages tailored to specific values.

Best Management Practices:

- Riparian Buffers (380 feet) and Streambank stabilization (96 feet) along Kids Creek by Munson Hospital

Annual Load Reductions:

10.56 tons sediment
12.14 pounds of phosphorus, 24.28 pounds of nitrogen

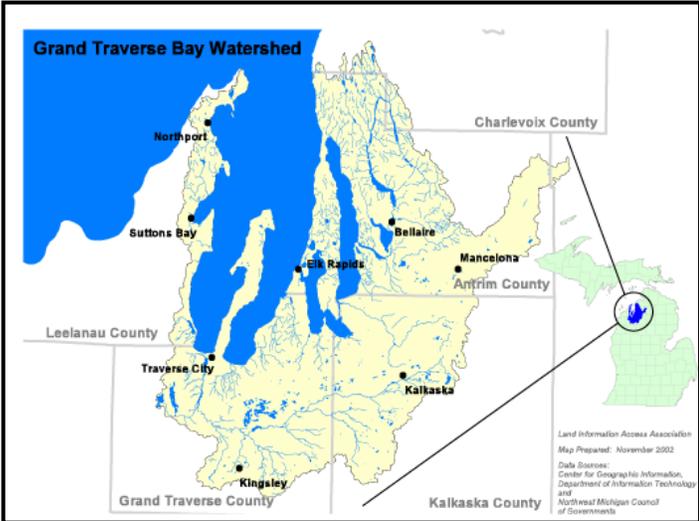


Grant Amount:	\$195,400
Match Funds:	\$101,300
Total Amount:	\$296,700

I&E Activities:



- Conducted source tracking analysis program for two Traverse City beaches on the state's 303(d) list.
- Discussed managerial BMPs with local governments regarding beach health issues (i.e., prohibition of feeding waterfowl, pet waste pickup)
- Installed educational signs (13 @ 3x2feet, 28 @ 12x18 inches, and a three-panel kiosk) and 5 dog waste pickup stations at various locations along GT Bay
- Developed outreach program consisting of radio and newspaper advertising, coupled with social media relaying the steps people can take to protect the region's beaches.
- Developed stormwater Action Plans for three communities in Leelanau County (Northport, Suttons Bay, and Greilickville)
- Conducted a 'core values' assessment to determine effective ways to get people to change behavior and protect clean water
- Conducted riparian buffer survey of semi-public lands (i.e. churches, golf courses, schools, etc.) in watershed to determine the existence and/or condition of existing buffers



Partners involved:
City of Traverse City; GT County Health Department; Lawton Gallagher Group; Leelanau County Drain Commissioner; Ray Ludwa; Grand Traverse Conservation District; Michigan State University; Ellen Kohler, PLC; Munson Hospital

Example of Newspaper Advertising Concepts

Can a bird get some privacy?



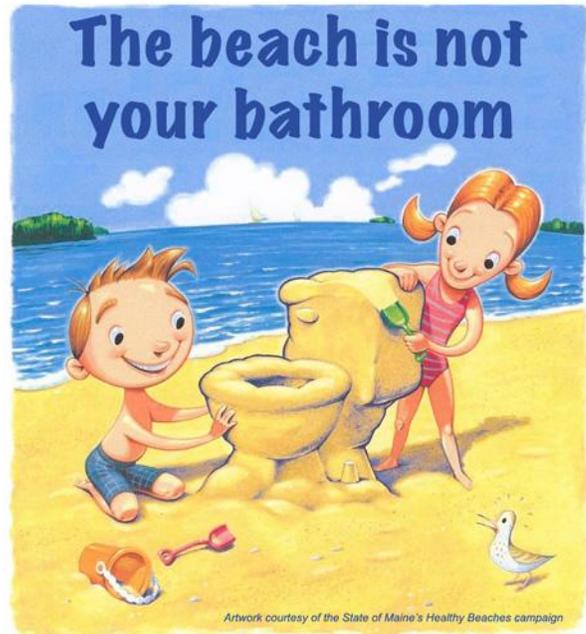
You feed 'em on the beach,
they go on the beach.

Please don't feed waterfowl to help reduce E. Coli.



Healthy Beaches

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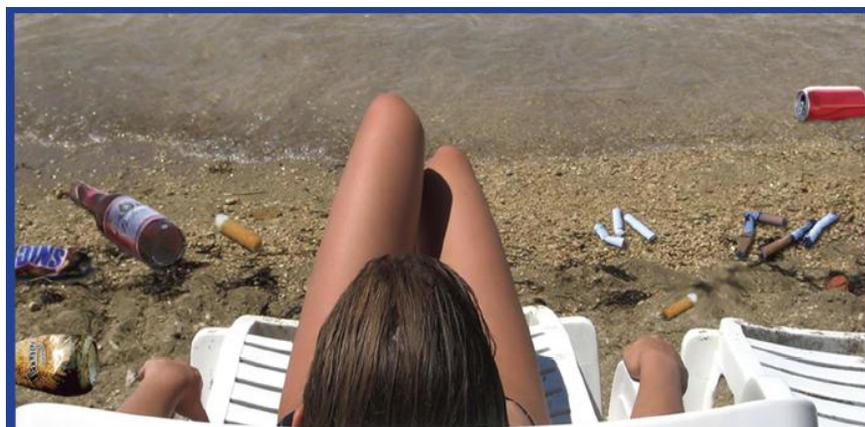
Please keep our beaches healthy.

Take frequent bathroom trips.



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Don't Get Trashed at the Beach

Please recycle or throw away your trash

gtbay.org



Healthy Beaches

Installed Healthy Beaches Signs



Traverse City State Park Kiosk
 Panel 1 - GT Bay Watershed Info
 Panel 2 - Healthy Beaches
 Panel 3 - Coastal Wetlands



3x2 feet, cantilevered base 'Healthy Beaches' sign



Suttons Bay - Marina Park



Elk Rapids Beach

12x18 inch Aluminum 'Healthy Beaches' sign



Traverse City Sunset Park

Before/After Pictures of Kids Creek Buffer at Munson Hospital



BEFORE

AFTER

