



**Federal Clean Water Act
Section 319 Grant
2009-00259**

The Watershed Center Grand Traverse Bay
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Kids Creek and Grand Traverse Bay Watershed: Water Quality Solutions

1/8/10 through 6/30/13

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, with storm water being their primary entry points. The goals of this project were to: 1) Protect indigenous aquatic life and wildlife in Kids Creek by addressing existing threats and developing an action plan assist in its removal from the State's impaired waters list; 2) Work hand in hand with a single township to set up a pilot program to address education gaps and other barriers to effective implementation of appropriate water quality protection best management practices (BMPs) that exist at the township level; and 3) Continue to implement the Grand Traverse Bay Information and Education campaign throughout the watershed by focusing education efforts on updating citizens on important water quality issues and ongoing watershed initiatives.

I&E Activities:



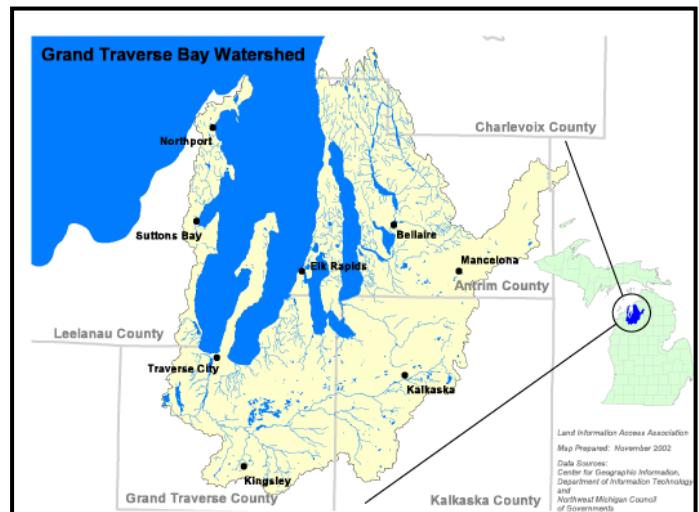
- Hosted Freshwater Summit conference (2010-2012)
- Hosted four annual Art of the Watershed exhibits at TWC office to celebrate local art and educate participants about the watershed (2010-2012)
- Produced brochure and ran radio ads about the ecological benefits of trees
- Ran "Watershed Moment" radio and newspaper ads some which were developed under previous DEQ grants (#2005-0128 and #2008-0015)
- Conducted annual summer Baykeeper boat tour with stops throughout the watershed (2010-2012)
- Held annual "Bay Day" educational event each summer to celebrate the watershed (2010-2012)
- Printed large maps of watershed for distribution
- Printed large magnet outlining 'Easy Ways to Protect Our Grand Traverse Bay Watershed'
- Printed and mailed out copies of our "Up North Shoreline: Stewardship Guide to Living on Grand Traverse Bay"
- Initiated communications plan in Peninsula Township as part of pilot project, including: postcard reminders to residents to pump their septic systems, and shoreline booklets noted in previous bullet

Grant Amount: \$272,300
Match Funds: \$104,400

Total Amount: \$376,700

Partners involved:

City of Traverse City; Grand Traverse Conservation District; Peninsula Township; Ellen Kohler, PLC



Best Management Practices:

- Produced an Action Plan for Kids Creek in conjunction with DEQ's development of a TMDL. The plan includes a prioritized list of BMPs--storm water and habitat related--that will work to remove it from the impaired waters list.
- Worked with Peninsula Township on passing a shoreline overlay district to enact water quality protections, and conducted a forestry analysis to determine the water quality benefits to the township from their tree cover.



Example of Newspaper Advertising Concepts



Not just another pretty tree

Trees absorb pollutants to protect our Up North water quality

© kenscottphotography.com



I'd rather ^{NOT} be mowing

Flowers, shrubs & trees absorb pollutants

© Glenn Wolff



The Watershed Center
GRAND TRAVERSE BAY
Protecting our Up North water quality~gtbay.org



Gives smoked fish a whole new meaning

Thank you for putting cigarette butts in trash~not on the ground



The Watershed Center
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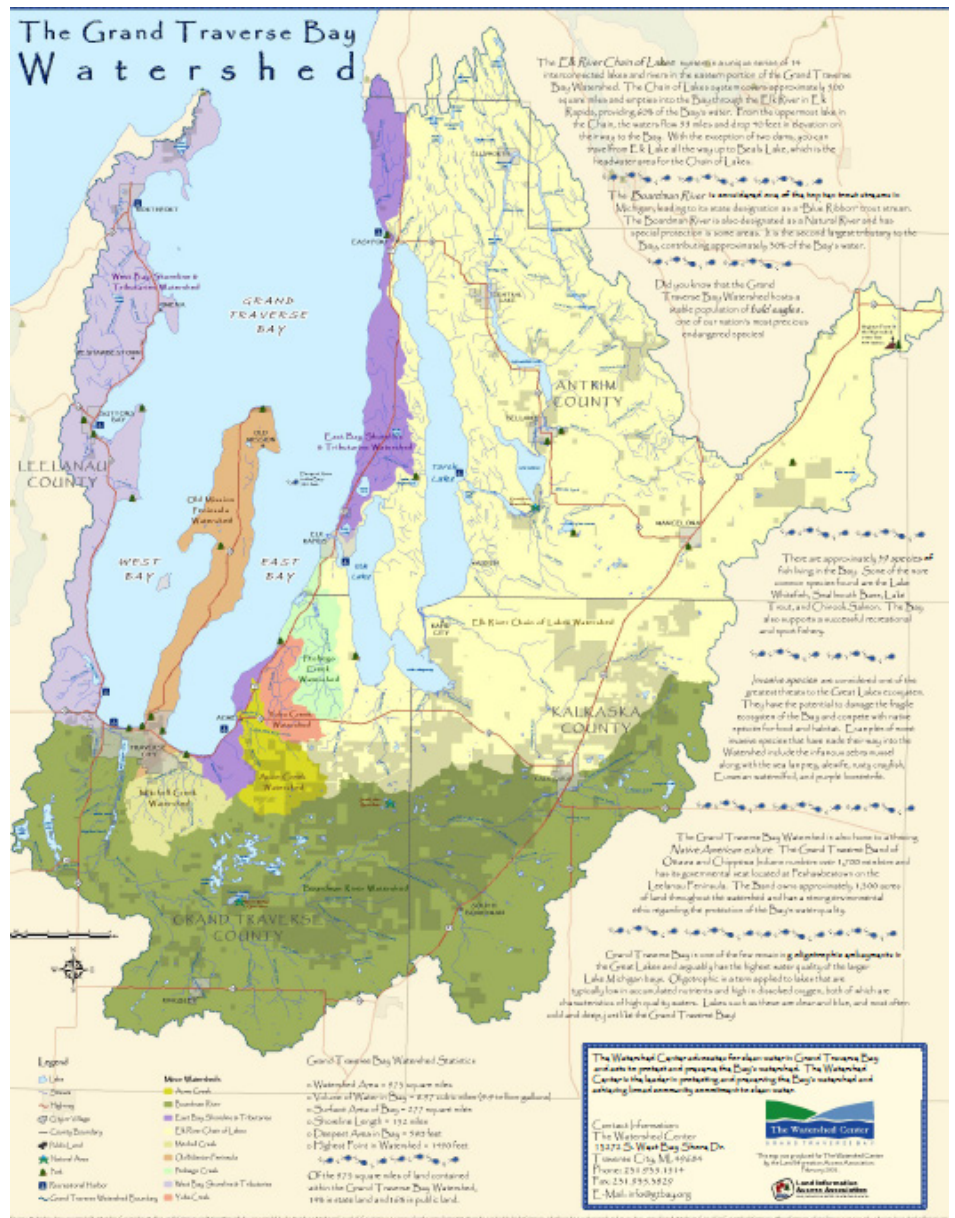
Watershed Maps and Magnets Printed for Distribution

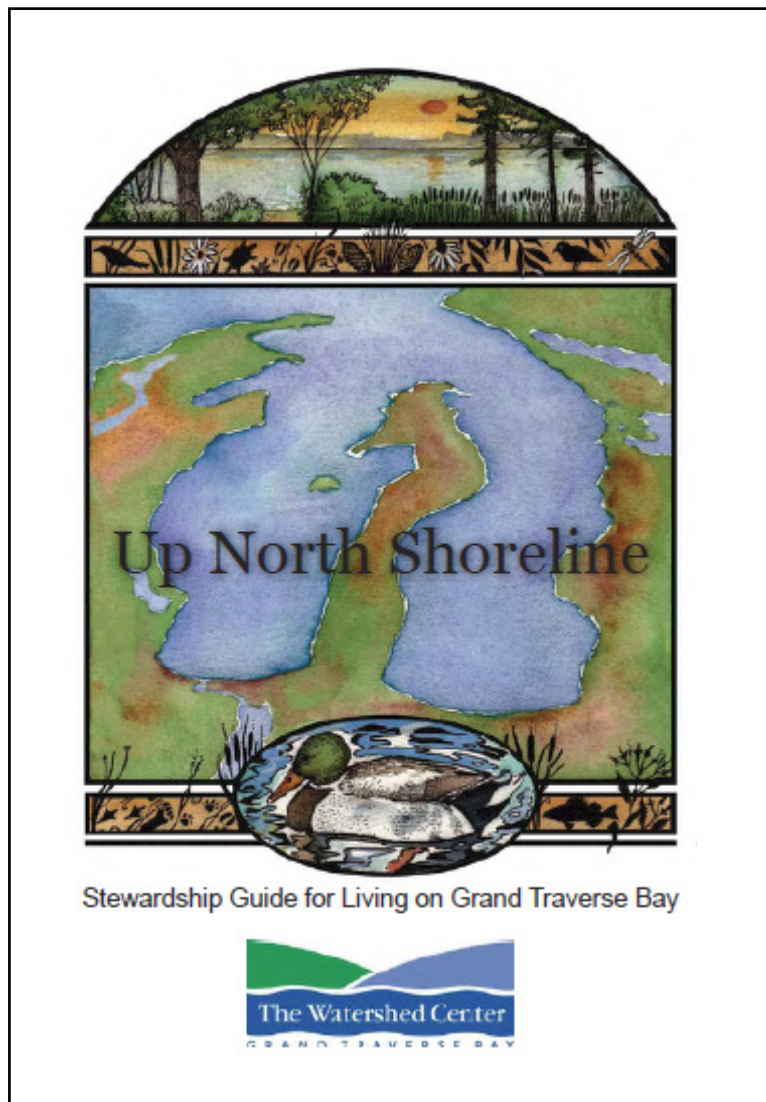
EASY WAYS TO PROTECT GRAND TRAVERSE BAY

- Have your septic system pumped every four years
- Establish a buffer of plants between your lawn and the water to absorb pollutants from runoff
- Don't fertilize your lawn unless tests show you need it
- To help reduce E. Coli bacteria, don't feed waterfowl
- Clean up pet waste immediately and put it in trash
- Put all litter, including cigarette butts, in trash
- Clean your boat after leaving every water body to prevent spreading invasive species
- Don't dump motor oil, litter or cigarettes in storm drains

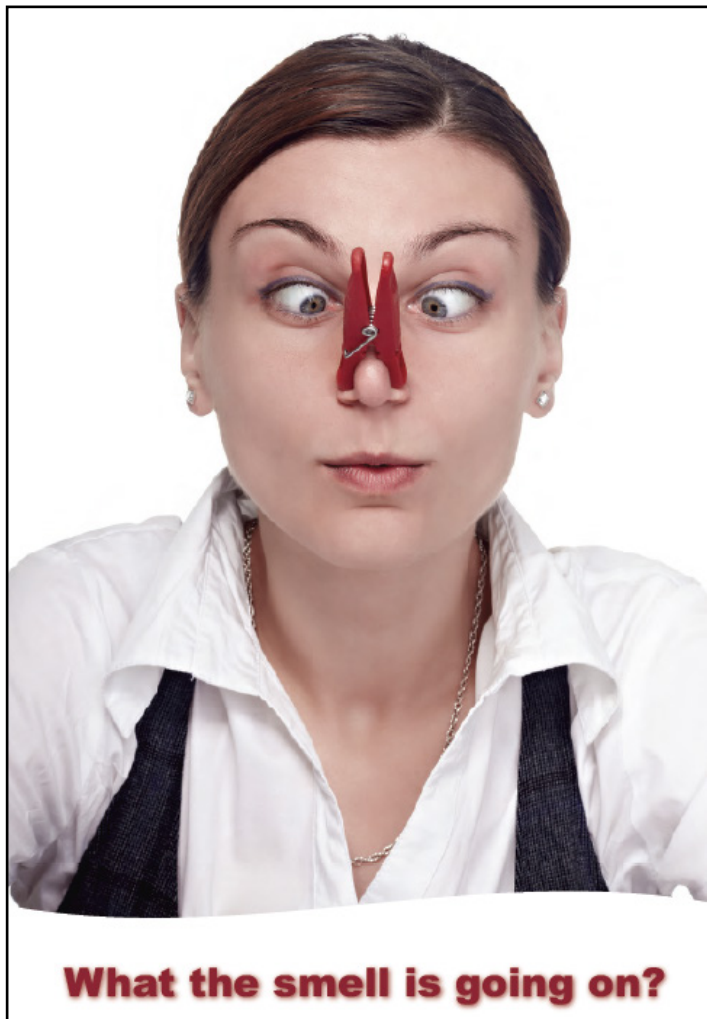
Thanks for helping protect our Up North water quality~and quality of life!

gtbay.org  935~1514





Example of Septic System Postcards Mailed to Peninsula Township Residents



Protect your family from a septic system failure!

- Keep your family safe from disease-causing pathogens. Pumping every 3 to 5 years prevents exposure.
- Keep your family's drinking water safe. A failed system can seep into your drinking water source.
- Keep your family's swimming waters safe. E. Coli bacteria can reach our inland lakes and beaches.

Protect your family~Pump your septic!

- Belanger Septic Service ~ 231.943.5845
- Benzie, Crystal & Interlochen Pumping Service ~ 888.882.9848
- Boardman Valley Construction ~ 231.369.2855
- Cap's Pumping Service ~ 231.590.6881
- Gmoser's Septic Service ~231.264.8838
- Houdek's Pumping Service ~ 231.256.9241
- Johnson Septic Tank Service ~ 231.824.6547
- Larry Clark Pumper Service ~ 231.947.5939
- Raymers Dozer Service ~ 231.824.3085
- Walt Steuer Pumping ~ 231.946.2462
- Williams & Bay Pumping Service ~ 231.947.3535



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