



Clean Michigan Initiative
Tracking Code: 2007-0113



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Lower Grand River Watershed Storm Water Education Project

February 1, 2008 through March 31, 2010

The Lower Grand River Watershed (LGRW) Storm Water Education Project was awarded to the Grand Valley Metropolitan Council (GVMC). GVMC partnered with Phase II communities in the LGRW, the Lower Grand River Organization of Watersheds, and Fishbeck, Thompson, Carr & Huber, Inc. to complete the project. The goal of the project was to promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants in storm water. Existing efforts of the NPDES Phase II Storm Water Education Program were enhanced to communicate program messages to a greater percentage of target audiences. Work plan tasks included the distribution of printed material and give-a-ways, television/radio advertisements, newspaper and newsletter articles, signage, storm drain markers/stencils, and display boards.



Grant Amount: \$ 78,468
Match Funds: \$ 83,702

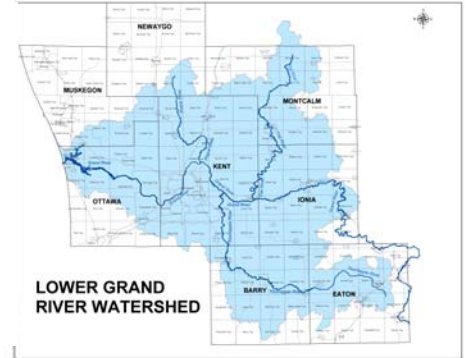
Total Amount: \$ 162,170

I&E Activities:

- Brochures and guidebooks
- Give-a-ways
- Television advertisements
- Radio advertisements
- Newspaper articles
- Newsletter articles
- Bus advertising
- Roadway signage
- Lamppost banners
- Storm drain markers/stenciling
- Storm water display boards
- Qualitative evaluation plan
- Focus group session and report



Lower Grand River Watershed



LOWER GRAND RIVER WATERSHED

Partners Involved:

- Allendale, Cascade, Georgetown, Grand Rapids, and Plainfield Townships
- Center For Environmental Study
- Cities of East Grand Rapids, Ferrysburg, Grand Haven, Grand Rapids, Grandville, Hudsonville, Kentwood, Rockford, and Walker
- Fishbeck, Thompson, Carr & Huber, Inc.
- Forest Hills and Kentwood Public Schools
- Grand Valley State University - College of Education
- Kent County Department of Public Works
- Kent County Drain Commissioner
- Kent County Road Commission
- Lower Grand River Organization of Watersheds
- Michigan Department of Natural Resources and Environment
- Ottawa County Drain Commissioner
- Ottawa County Road Commission
- Villages of Sparta and Spring Lake
- West Michigan Environmental Action Council

Focus Group Report's Primary

Recommendations:

Create messages that indicate direct benefits and are consistent, clear, and repeated. Local units of government can reinforce messages by leading by example. Create delivery mechanisms that are concise, visual, and identifiable. Use future delivery mechanisms to promote a slogan, logo, or other branding.

Roadway Sign



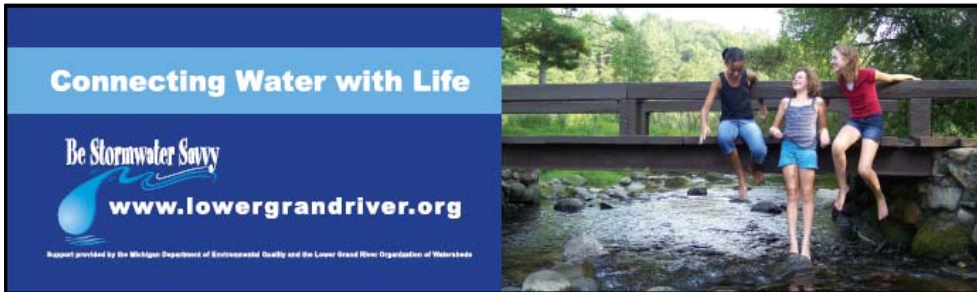
Brochures and Guidebooks



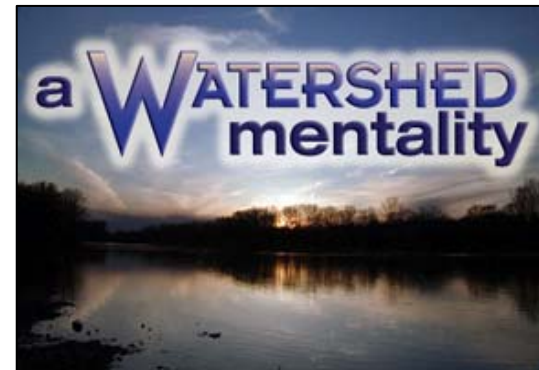
Give-A-Way



Bus Advertisement



Television Advertisement



Storm Drain Marker



Display Board

The Grand River: Yours to Protect

Prevent pollution from entering your storm drains.

Protect the health of your family, your community, and the Grand River.

Your Vehicle and Garage

- Recycle used oil and automotive fluids. Just one gallon of used motor oil dumped down your storm drain can contaminate one MILLION gallons of your drinking water.
- Wash your car at a commercial car wash or on your lawn. Otherwise, dirty, oily water on your driveway will flow to your storm drain and eventually your local lake or stream.

Your Lawn and Garden

- Choose your fertilizer wisely. Use slow-release types only 2-3 times per year. Non-phosphorus fertilizers are best for the environment.
- Plant native plants in your garden. Natives naturally need less water, fertilizers, and pesticides saving you time and money.
- Pick up your pet waste and dispose of it. Otherwise, it could end up in the Grand River and on your favorite Lake Michigan beach.

Your Home

- Protect your family's health. Dispose of unwanted paints, solvents, and cleaners at your county collection center.
- Lower your water bill. Install a rain barrel to capture and reuse your storm water.

lowergrandriver.org

LOWER GRAND RIVER ORGANIZATION of WATERSHEDS | GVMC GRAND VALLEY METRO COUNCIL | DEQ Michigan's Watershed Source Program | fic&h Michigan, business, care & culture together - create better solutions www.ficandh.com

Lamppost Banner

