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Legal Authority: Natural Resources and Environmental Protection Act, Public Act 451 of 1994, Part 82 (Conservation Practices) and Part 87 (Groundwater and Freshwater Protection), as amended, and Public Acts 1 and 2 of 2011, as amended

Description of the Program:

- The Michigan Water Stewardship Program (MWSP) encourages Michigan residents to be more aware of the water around them, how they impact it, and what steps they can take to improve water quality.
- Technical assistance is delivered to residents through a web-based interactive program designed to assist adoption of stewardship practices that reduce environmental risks to water and other related natural resources through education and outreach materials.
- The MWSP is voluntary, locally driven, and funded through fees assessed on sales of pesticides and fertilizers.



Why It Matters:

- A significant portion of the fertilizers and pesticides applied each year in Michigan are bought and applied by residential property owners. It's important to reach out to them with educational materials on how to use these products wisely.
- Much of the land in Michigan is owned by private individuals with no ties to agriculture. It wouldn't be possible to protect land and water resources properly without their participation. The MWSP is one tool addressing this issue.
- Young people in Michigan are increasingly removed from the natural environment. It's important to teach them about the natural resources of our state and region, and how to protect and preserve them. The MWSP helps us do this.

Key Stakeholders

- Residential users of pesticides and fertilizer
- Residential youth
- Educators statewide
- Conservation districts
- Agencies working on water quality issues

Key Statistics

- Over 1,000,000 domestic wells in Michigan, more than any other state.
- Nearly 119,000 visits to the MWSP website since 2011.
- Michigan residents have visited the site about 21,000 times since 2011.

FY16 Accomplishments:

- The interactive website, www.MiWaterStewardship.org, is continuing to expand with more free online courses, activities for students and youth, and teaching resources for educators.
- Approved and uploaded environmental videos.
- Approved and uploaded educator resources such as handouts, brochures, and presentations.

Measuring Success:

Metric	FY12	FY13	FY14	FY15	FY16
Michigan residents using website	1,628	2,337	3,061	2,883	2,835
Non-Michigan residents using website	5,969	9,907	15,259	26,114	31,250
Total users	7,597	12,244	18,320	28,997	34,085

Dashboards and Scorecards:

- The MAEAP Residential effort did not have an item on the departmental scorecard for FY16. Staff are working with the Michigan Department of Agriculture and Rural Development's Director of Strategy and Business Performance to design measures toward this end.

FY17 Goals:

- Expand adult usage of the site through researching and adding homeowner specific videos and other low impact development techniques.
- Pilot a watershed outreach program in the Middle Grand River Watershed to encourage residents to commit to making changes to better protect water quality.