



EXECUTIVE DIRECTOR'S 2020 ANNUAL REPORT

www.allianceofrougecommunities.com

HOME Our Watershed For Members About Us Rouge River Advisory Council (RRAC)

SEARCH

Rouge River – Ours to Protect!

The Rouge River Watershed is home to more than one million people and encompasses 466 square miles, running through the most densely populated and urbanized land area in southeast Michigan. The Rouge River is a tributary to the Detroit River and its four branches total approximately 126 miles of waterways and include over 400 lakes, impoundments and ponds. More than 50 miles of the river flows through public parklands, making the Rouge River one of the most publicly accessible rivers in the country.

The purpose of the Alliance of Rouge Communities (ARC) is to encourage watershed-wide cooperation and support to restore beneficial uses of the Rouge River to the area residents while meeting water quality permit requirements!

[ARC Member Information](#)

Working Together, Restoring the River

About Our Watershed
Find out what a watershed is, if you live in one and what you can do to protect it.

Get Involved
Attend workshops, volunteer activities & learn what's happening in the Rouge River!

In The News
Articles and videos highlight ARC member and partner activities and projects.

Businesses in The Rouge River
Cost-saving information for business-owners to assure you are not polluting the Rouge River.

Rouge River Advisory Council (RRAC)
Learn how the RRAC activities are helping the Rouge River Watershed!

Become a Steward of The Rouge River
Your actions at home, in your yard, in your community and at work affect the Rouge River!

Restoration Projects in the Rouge River Watershed

The ARC and the Rouge River Advisory Council (RRAC), along with U. S. Environmental Protection Agency (USEPA), Michigan Environment, Great Lakes and Energy (EGLE), Michigan Department of Natural Resources (MDNR), and our local members developed a formal list of specific projects that needed to be completed in the watershed in order to remove the Fish and Wildlife Habitat Beneficial Use Impairment (BUI) to begin moving towards delisting the Rouge River as an Area of Concern (AOC). This work resulted in the development of a Rouge AOC Habitat List that was approved by EGLE and EPA in 2018. The ARC, with RRAC support, has been actively applying for funding to implement many of the projects, with several of them complete and highlighted below.

Seeley Creek Habitat Restoration
— [View project info](#) (Funded by a USEPA GLRI Grant GL-00E02700)

Rouge River AOC PAC Support
— [View project info](#) (Funded by a USEPA GLRI/Michigan EGLE GL-00E02481, Project #2020-2505)

Rouge River AOC Habitat Colonial & Venoy Restoration
— [View project info](#) (Funded by a USEPA GLRI Grant GL-00E02810)

Rouge AOC Habitat Restoration Design & Implementation Tamarack Creek/Johnson Creek Fish Hatchery
— [View project info for Tamarack Creek Restoration](#) (Funded by a USEPA GLRI Grant GL-00E02344-2 & GL-00E02478)
— [View project info for Johnson Creek Fish Hatchery](#) (Funded by a USEPA GLRI Grant GL-00E02344-2 & GL-00E02478)

Henry Ford Estate Fishway
— [View project info](#) (Funded by a USEPA GLRI Grant GL-00E02040-1)

Rouge River AOC Habitat Restoration Design Implementation Wayne County Parkland
— [View project info](#) (Funded by a USEPA GLRI/Michigan EGLE GL-00E02432-0 & GL-00E02096-0)

Completed Projects in the Rouge River Watershed
— [Odow Restoration at The Henry Ford](#)
— [Wayne Rd. Dam Removal & River Restoration](#)
— [Danvers Dam Removal & River Restoration](#)
— [Transforming the Rouge from Mowed Down to Grown Up](#)
— [Restoring Tree Canopies in the Rouge River AOC](#)

More Helpful Information

Community Stormwater Management Plans
Review and comment on your community's stormwater management plans. Find links to each community participating in the ARC Collaborative Plans.
[Learn More »](#)

Rouge-Friendly Lawn Maintenance
Get tips to keep your yard healthy, create habitat for pollinators and even save some money!
[Learn More »](#)

Maintaining your Septic System
Important information and videos for homeowners that have a septic system on their property. Find out how to maintain your system and how to tell if it is failing.
[Learn More »](#)

Green Infrastructure & What it Means to You
What is green infrastructure? Incorporate it into your yard and learn how your yard or community can benefit from it.
[Learn More »](#)

Application & Disposal of Chemicals
Learn about preferred cleaning materials and procedures for car, pavement and power washing. Find out how to apply and dispose of pesticides, herbicides and fertilizers.
[Learn More »](#)

Household Hazardous Waste & Illegal Dumping
Report illegal dumping and learn how you can dispose of household hazardous waste properly.
[Learn More about HHW »](#)
[Learn More about illegal dumping »](#)

In 2020 the ARC's website was rebuilt to include information to educate the public on how they can help protect water quality in the Rouge River Watershed.

Many new topics were added to meet requirements outlined in the ARC's Collaborative PEP.

In addition to the new topics, the member information was updated and information on the ARC's restoration projects was showcased.

ARC member communities are encouraged to add a link to the ARC's website on their community sites to meet their MS4 permit requirements.

March 2021

Submitted by:



2200 Commonwealth Blvd., Suite 300
Ann Arbor, MI 48105

ARC EXECUTIVE DIRECTOR'S 2020 ANNUAL REPORT

The 2020 Alliance of Rouge Communities (ARC) Executive Director's Annual Report summarizes the activities conducted by the ARC from January 1, 2020 to December 31, 2020, including products and outcomes from routine administration and meetings of the ARC and all its committees. It also includes results from ARC Illicit Discharge Elimination Program (IDEP) activities and public education activities, including workshops and developed products.

EXECUTIVE DIRECTOR SERVICES

ARC MEETINGS AND ADMINISTRATION

FULL ALLIANCE MEETINGS

ARC Staff supported two (2) Full ARC meetings including preparation of the agenda (under the direction of the Chair), distribution of the materials prior to meetings, facilitation of the meetings (including notetaking and tallying of votes at the meeting), preparation of E-votes, and preparation/distribution of meeting summaries to members and other interested parties. In addition to the Full ARC meetings, officer elections were held in 2020.

[Full ARC meeting summaries](#) can be found on the ARC's website.

EXECUTIVE COMMITTEE MEETINGS

The Executive Committee discusses and approves items in advance of full ARC meetings including development and amendments to budgets and contracts. ARC Staff supported two (2) Executive Committee meetings including (under the direction of the ARC Officers) preparation of the agenda, distribution of the materials prior to the meetings, preparation of E-votes, facilitation of the meetings (including note-taking and documenting recommendations considered and actions taken), and meeting summary preparation and distribution. This subtask also included ongoing support services for the committee outside of the regular meetings.

[ARC Executive Committee meeting summaries](#) can be found on the ARC's website.

FINANCE COMMITTEE MEETINGS

The Finance Committee, supported by ARC Staff, developed and administered the annual budget and work plan. ARC Staff prepared monthly financial reports, budget amendments, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC's bills. ARC Staff facilitated two (2) Finance Committee meetings on March 5 and September 10 and prepared the agenda, distributed materials regarding budget amendments and the annual budget recommendations for review prior to the September Executive Committee meeting.

ADMINISTRATIVE SERVICES

ARC Staff provided administrative oversight of the ARC day-to-day activities by staff, consultants, contractors, and external relationships with other agencies, organizations, and individuals to meet the goals of the ARC.

2020 Activities included:

- ◆ The 2019 ARC annual report was completed and submitted to the ARC in April 2020.

- ◆ ARC Staff developed the “Procedures for Payables/Receivables During Covid-19” in April 2020 to adhere to social distancing guidelines and reduce the in-person review of payables/receivables.
- ◆ ARC Staff met with Kate Richardson, Novi, who was taking over the Treasurer position from Jill Rickard who left Northville Township in early 2020. ARC staff prepared a transition package and reviewed the ARC Treasurer duties.

FINANCIAL SERVICES

ARC Staff provided accounting services in accordance with the ARC’s Accounting Procedures Manual including processing of payables and receivables.

2020 Activities included:

- ◆ ARC Staff provided monthly reports for the ARC Treasurer and ARC members from January 1, 2020 through December 31, 2020.
- ◆ ARC Staff provided necessary staff to meet the separation of financial duties and responsibilities documented in the ARC’s Accounting Procedures Manual so that no Executive Director Staff member has sole control over cash receipts, bank reconciliations, accounts payable, mail or other accounting functions.
- ◆ ARC Staff maintained separate general ledger accounts as required by funding source regulations.
- ◆ ARC Staff maintained financial records and files as required by the ARC Accounting Procedures Manual including grants and vendor contracts.
- ◆ ARC Staff submitted all required information for grant reimbursement requests and grant reporting. ARC Staff assisted and provided information for the 2019 Single Audit, financial statement and taxes.
- ◆ ARC staff drafted a revision to the Accounting Procedures Manual adding language required by new federal guidelines for nonprofits which was approved by the Full ARC.
- ◆ ARC Staff worked with both the Finance and Executive Committee to develop the 2021 ARC Budgeting Package which included a 2% increase in dues.
- ◆ ARC Staff prepared monthly financial reports, mailed dues invoices to members, collected dues, submitted various grant reimbursement requests and paid the ARC’s bills.

OUTREACH AND ADVOCATE

ARC Staff promoted the ARC as the advocate for the Rouge River Watershed, served as the primary spokesperson for the ARC, responded to requests for information and sought opportunities to promote ARC awareness. ARC Staff served as the ARC primary liaison to the general public, all members, including both formal and informal interaction with government officials, legislators and staff on a regular basis.

GOVERNMENTAL ACTIVITIES

2020 Activities included:

- ◆ ARC Staff attended Great Lakes Day in Washington D.C. on March 4-5, 2020.
- ◆ ARC staff planned and facilitated a press event on July 29, 2020 where USEPA Regional Administrator Thiede announced at Riverview Park in Livonia that the ARC was



USEPA Regional Administrator Thiede announcing \$4.2 Million grant to the ARC for restoration of 5 Wayne County parks.

awarded a \$4.2 Million grant from U.S. EPA Region 5 (Great Lakes Region) to restore 122 acres in 5 Wayne County Parks to beneficial use in the Rouge River AOC. ARC Staff created new project boards and handouts explaining the scope of the restoration activities in the 5 Wayne County Parks. ARC Staff also gave a tour to those attending.

- ◆ ARC Staff attended a virtual celebration on December 9, 2020 hosted by U.S. EPA to highlight the accomplishments of the Great Lakes Restoration Initiative (GLRI) over the last ten years.

STATEWIDE PUBLIC ADVISORY COUNCIL (SPAC)

ARC Staff did not attend any SPAC meetings in 2020 due to COVID-19.

ORGANIZATION PARTICIPATION

2020 Activities included:

- ◆ ARC Staff participated in meetings for the One Water Public Education Campaign that is being led by Cranbrook with support from SEMCOG and Great Lakes Water Authority (GLWA). The campaign resulted in a regional public education strategy, led by local stakeholders, that provides common water resource messaging in southeast Michigan focused on stormwater, wastewater and drinking water. The messaging sought to foster water resource stewardship, encourage citizens to adopt best management practices and support long-term investment in infrastructure. 2020 activities focused on the Great Lakes and Fresh Water Week along with the public education materials that were made available to communities.
- ◆ ARC Staff communicated with GLWA on assistance with the Lower Rouge E. coli issue.
- ◆ ARC Staff participated in an interview with Huron River Watershed Council regarding the ARC's needs for water quality monitoring.
- ◆ ARC Staff participated in GLWA Watershed Hub work group and full group meetings.
- ◆ ARC Staff continued to participate in the Southeast Michigan Partners for Clean Water work group.
- ◆ Participated in Wayne County Parks' Connecting the Rouge study and stakeholder meeting which will identify a trail network that will extend from Northville to Detroit with connections to Canton, east and west Dearborn, and other regional trail initiatives including the Iron Belle Trail and the Joe Louis Greenway.
- ◆ ARC Staff participated in the planning meetings for the 2020 Water Week activities.
- ◆ ARC Staff presented virtually at the Ohio Stormwater Conference where the operations and successes of the ARC were discussed.

MEMBER AND GENERAL PUBLIC REQUESTS

2020 Activities included:

- ◆ ARC Staff coordinated and met with new ARC Representatives in Redford Townships to discuss the benefits to ARC membership and answer any questions they may have. ARC Staff created a Stormwater 101 presentation to use when meeting with new members.
- ◆ ARC Staff met with Oakland County Road Commission on the potential benefits of being an ARC member and how they could participate in the Collaborative TMDL Plan.
- ◆ ARC Staff forwarded an email received from the Director of The Conservancy Initiative in Northville Twp. regarding landfill impact on Johnson Creek to the Northville Township ARC Representative.
- ◆ ARC Staff participated in an interview with UM students on green infrastructure efforts in the watershed.
- ◆ ARC Staff had discussions with Jon Allen (EGLE consultant) on the Lower Rouge River Main Channel sediment sampling work plan previously prepared by the ARC.

- ◆ ARC Staff responded to a reporter's inquiry regarding the high E. coli levels in the Rouge River.
- ◆ ARC Staff assisted Northville Township in preparing information on the water quality and importance of the Johnson Creek as they prepared a detailed response/statement to EGLE regarding the Arbor Hills Landfill discharge application.
- ◆ ARC Staff assisted with the preparation of an EPA press release regarding the GLRI funding the ARC received for the Colonial Park and Venoy Dorsey Park project.
- ◆ The ARC did not receive any FOIA requests from January 1, 2020 through December 31, 2020.
- ◆ ARC Staff promoted Friends of the Rouge volunteer and monitoring activities and Rouge Rescue events on the ARC website and Facebook.
- ◆ ARC Staff promoted the Water Environment Federation Stormwater Institute (SWI) MS4 permittee survey to identify information and resources needed to run an effective and efficient stormwater program.
- ◆ ARC Staff informed ARC members that a fish consumption advisory sign was available at no cost through the Michigan Department of Health & Human Services.
- ◆ ARC Staff provided information to the Alliance of Downriver Watersheds on the process and benefits of becoming a 501(c)(3) organization.
- ◆ ARC Staff spoke to the City of Novi on potential Middle Rouge projects.
- ◆ ARC Staff responded to Diane Andreassi from Today Publications on a story she was preparing regarding the Johnson Creek project in Northville.
- ◆ ARC Staff provided updated water quality DO/E. coli information to HRC/EGLE for the WEF Collections System conference titled "60 Years of Progress in CSO Control in Michigan."
- ◆ ARC Staff provided information for the Michigan Chapter of APWA Project of the Year Award - Environment \$1M-5M for the Rouge River Oxbow Phase 3 project.
- ◆ ARC Staff responded to a call from Silvia Eichen with Michigan Green Industry Association regarding potential speakers for future events regarding storm water management for municipalities and counties.

PURSuing GRANT OPPORTUNITIES

The Executive Director staff applied for the following grants in 2020 on behalf of the ARC:

- ◆ GLRI USDA-Forest Service grant for Reducing Runoff in the Rouge River AOC. (awarded to the ARC \$261,780).
- ◆ EGLE AOC GLRI Grant for Rouge River AOC PAC Support (awarded to the ARC \$75,000).
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding grant to the ARC for the habitat restoration implementation of five Wayne County parks: Riverview, Lola Valley, Sherwood, Bell Creek and Lower Rouge River. (awarded to the ARC \$4,222,090)
- ◆ ARC Staff developed grant and support information for a USEPA Direct Funding for habitat restoration at Colonial & Venoy Parks. (awarded to the ARC \$1,834,000).
- ◆ National Fish and Wildlife Foundation – Sustain Our Great Lakes 2020 Pre-proposal was submitted for the Bell Creek Habitat Restoration Project in Livonia. (pending at time of report \$210,000).

Additional grant activities include:

- ◆ ARC Staff attended a webinar on May 12, 2020 presented by the U. S. Forest Service regarding the 2020 U. S. Forested Service GLRI request for grant applications. The ARC has received several grants through this program to mitigate the Emerald Ash Borer impacts in the watershed.
- ◆ ARC Staff participated in an EEO/Kickoff conference call with the USDA Forest Service on the newly awarded grant.

- ◆ ARC Staff prepared various letters of support for partners applying for grants.
- ◆ ARC Staff updated information to maintain the ARC's status in the Federal government's System for Award Management (SAM), Grants.gov and with the DUNS number. These are required to be current and renewed annually in order to apply for federal grants.
- ◆ ARC Staff researched and surveyed ARC Members seeking their input in determining the scope of the ARC's application for various grant applications throughout 2020.
- ◆ ARC Staff attended a webinar on December 8, 2020 regarding the application process for the Southeast Michigan Resilience Fund.

ARC Staff reviewed the following grants and either assisted an ARC Member in preparing it, forwarded them to individual communities to consider applying for or recommended that the ARC not apply:

- ◆ ARC Staff reviewed the Pebble Creek Watershed Management Plan in preparation for a potential 319 grant application and created maps of the critical areas in Pebble Creek to support it. ARC Staff communicated with EGLE on the minimum stormwater design standards for 319 projects in MS4 areas. ARC Staff led a video call with the local communities to identify a green infrastructure project in Pebble Creek that would be eligible for Section 319 funding. An application was not submitted because there were no public properties within the critical areas and an interested private property owner could not be identified.
- ◆ ARC Staff discussed a potential creek daylighting project with Plymouth.

TECHNICAL COMMITTEE

MEETING FACILITATION

Staff support was provided for one (1) Technical Committee meeting on March 6, 2020. Topics included the ARC's Collaborative IDEP progress report, 2020 IDEP findings, and investigation priorities from communities. In addition, the work plans for IDEP investigations in [Oakland County](#) and [Wayne County](#) were approved by the Technical Committee.

IDEP FIELD INVESTIGATIONS

Consistent with the Rouge River Collaborative IDEP Plan, illicit discharge investigations were conducted in Oakland and Wayne counties.

OAKLAND COUNTY IDEP FIELD INVESTIGATIONS

ARC Staff conducted investigations in the cities of Beverly Hills, Birmingham, Novi, Northville, Inkster and Farmington Hills. The written findings of each investigation were provided to each community and summarized in the [2020 IDEP Investigation Summary](#).

WAYNE COUNTY IDEP FIELD INVESTIGATIONS

Wayne County Department of Public Services, Environmental Services Division (ESD) conducted advanced investigations in the cities of Plymouth, Wayne, Westland, Inkster and Livonia and are detailed in the [2020 Wayne County IDEP Services Report](#).

IDEP TRAINING

ARC Staff promoted and assisted SEMCOG to hold two training webinars held on November 10, 2020. The IDEP Alert Observer training was attended by 180 people from 48 public entities with 112 of the 180 attendees from ARC communities. The Pollution Prevention/Good Housekeeping training was attended by 148 people with 84 attendees from ARC communities. ARC Staff also updated the IDEP Investigator training slides in cooperation with Wayne County.

MS4 PERMIT

2020 Activities include:

- ◆ ARC Staff responded to Van Buren Twp. on how other communities were handling the IDEP Ordinance requirement under the MS4 application.
- ◆ ARC Staff reviewed Northville Twp.'s draft public notice permit and provided comments and shared those comments with other townships.
- ◆ ARC Staff communicated with EGLE throughout the year on member community permits.
- ◆ ARC Staff had communication with EGLE on the Oakland County Road Commission's permit application.
- ◆ ARC Staff provided guidance to permittees on how to submit their MS4 progress reports in MiWaters.
- ◆ ARC Staff assisted several permittees with completing their MS4 progress reports.
- ◆ ARC Staff prepared and provided the Collaborative IDEP Plan Progress Report for inclusion in the permittees' progress reports.
- ◆ ARC Staff assisted communities with their EGLE desktop audits.
- ◆ Created a metric tracking template for use by the Townships for the new permit.
- ◆ ARC staff compiled Stormwater Mgt Plans for several communities and posted them to the ARC's website to meet the public notice requirement of the PPP.
- ◆ ARC Staff attended the Wayne County Post Construction standards webinar.

PUBLIC INVOLVEMENT & EDUCATION (PIE) COMMITTEE

MEETING FACILITATION

No meetings were held in 2020, however, ARC Staff supported the PIE Committee with regular email communications regarding PIE activities including scope and budget changes and review of new public education materials and messages.

PUBLIC EDUCATION MATERIALS

ARC Staff made various public education materials available to ARC members through the ARC website during 2020. Several items were restocked in 2020 including pet waste containers, seasonal posters, kneeling pads and various printed material. ARC Staff developed and sent a survey to members to gauge their interest on a new public education topic and from the top choice (household chemicals) a tri-fold brochure, 2 new banners, ad graphic and newsletter article were developed in 2020. Despite COVID-19, more than 5,000 items were distributed to member communities and at various community events and workshops. Distribution details are included in the [PIE Materials Distribution Report](#). Listed below are descriptions of the public education items and any specific activities in 2020.

When it Comes to Chemicals – Change is a Good Thing!

In 2020 the ARC created a new tri-fold brochure which focuses on changing habits to help protect water quality in the Rouge River including changing to a chemical alternative, changing how you use chemicals and changing how you dispose of chemicals. The brochure also provides valuable links to southeast Michigan County's HHW collection events. 5,000 copies were printed in December of 2020 with distribution of 100 brochures to each ARC Member community in January 2021.

Watershed Wisdom for Homeowners – Healthy Habits for Clean Water Brochure

The Watershed Wisdom for Homeowners brochure educates the public about healthy habits for clean water. The brochure was distributed to members, realtors and homeowners' associations within the Rouge River watershed. A focus in 2020 was approaching realtors in the watershed in recruit them to handout this brochure to new homeowners. A total of 524 copies were sent filling requests in 2020.

Chemicals – Change is a Good Thing Banners

In 2020 the ARC created 2 new banners that address ways for people to change their habits with chemicals. These banners go along with the theme of the new brochure which focuses on changing to a chemical alternative, changing how you use chemicals and changing how you dispose of chemicals. It also provides links to southeast Michigan County's HHW collection events. These banners will be offered to ARC member communities beginning in 2021 to be displayed in their facilities that are visited by the general public.

ARC Banners

To meet the activities in the Collaborative PEP the ARC created 3 sets of educational banners with varying messages. Topics included: The connection of the MS4 to area waterbodies and the potential impacts discharges could have; the importance of pollution prevention and watershed restoration and stewardship; reporting illicit discharges; promoting proper disposal practices; identify and promote facilities for collection or disposal of household hazardous wastes; septic system maintenance; proper application and disposal of pesticides, herbicides, and fertilizers; proper disposal practices for grass clippings, leaf litter and animal; benefits of green infrastructure; and methods for managing riparian lands to protect water quality. ARC member communities signed up to host the banners at one of their facilities for 2 weeks at a time.

Because of COVID-19, banners were not rotating in the watershed until the fourth quarter of 2020. 2020 Activities include:

- ◆ The [Banner Report](#) provides the details of where the ARC Banners have been during 2020.
- ◆ ARC Staff designed two new static display banners in 2020 that will be printed in 2021 and rotated throughout the watershed. The topic of the banners is changing your habits with chemicals to help protect water quality in the Rouge River.



ARC's retractable banners displayed in West Bloomfield Twp.

Protect Water Quality All Season Long! Posters

ARC members posted these in support of their permit requirements in facilities, libraries or other buildings that the general public frequent. Posters are also distributed to the general public at community events.

Community Article /Ad Graphic

ARC Staff promoted previously created articles/ad graphics titled *Brine Instead of Rock Salt to Protect Water Quality!* And *What Is a Watershed & What Does It Have to Do with Me?* on the ARC's website and Facebook account.

2020 Activities included:

- ARC staff created a new article and ad graphic in 2020 titled [When it Comes to Household Chemicals – Change is a Good Thing!](#)



When it comes to household chemicals, changing your habits can help protect water quality in the Rouge River!

- **Change to a chemical alternative**
There are many natural options that work just as well!
- **Change the way you use chemicals**
Follow directions - a little usually goes a long way!
- **Change how you dispose of chemicals**
Never dump down a storm drain - take them to a Household Hazardous Waste collection event.

To learn more changes you can make, visit:
www.allianceofrougecommunities.com



New ad graphic available to ARC members to use in newsletters and social media

Bookmarks

The bookmarks publicize the ARC and promote Rouge Friendly tips to the public. Bookmarks were also distributed to members and the EPA GLRI award event in Wayne County.

Pet Waste Containers

Pet waste containers promote clean water with the message “*In the Bag, Not the River*”. The ARC restocked these in 2020 through our partnership with the One Water Campaign.

Fertilizer Clips

Fertilizer clips with the ARC logo and the phrase: “Fertilize Sparingly and Caringly.”

ARC Public Education Brochure

This flyer is used to educate the public about the ARC and its activities. ARC Public Education Brochures were also distributed at member public events and the EPA GLRI award event.

ARC Member Brochure

The ARC Member Brochure was distributed to ARC member communities with their membership invoices. The brochure explains the ARC, member benefits, projects and committees. It is also distributed to other interested communities and organizations wanting to learn about the ARC.

Kneeling Pads

A garden kneeling pad with the slogan “Plant it for the Rouge River!” that promotes the use of native trees and plants. The kneeling pad has the slogan, ARC logo and website on one side and has a list 10 suggested native trees and plants to use in your yard to help protect water quality. These were restocked in 2020, however, due to COVID-19 they were not distributed at ARC Member events.



Village of Beverly Hills December Newsletter with ARC article on watersheds

Key Chains

A boat float key chain with the slogan “Prevent Invasive Species in the Rouge River!” with the message to wash your boat & remove plants & aquatic animals after every use. The keychain also includes the ARC logo and website address. These were restocked in 2020, however, due to COVID-19 they were not distributed at ARC Member events.

Waterfront Wisdom Brochure

A booklet for riparian homeowners in the Rouge River Watershed. The publication was originally published by the Oakland County Water Resources Commissioner’s Office Environmental Team.

Detention Pond Maintenance Manuals

A guidebook for private owners in southeast Michigan to educate them on the maintenance of detention ponds.

Black-Eyed Susan Seeds and Tip Card

Black-eyed Susan seed packets are distributed to the general public along with a tip card which educates them on the benefits of native plants.

Value of Trees

The Value of Trees tip card educates the general public on the benefits of planting native trees.

Protect the Rouge River at Home – Dispose of Fats, Oils and Grease (FOG) Properly

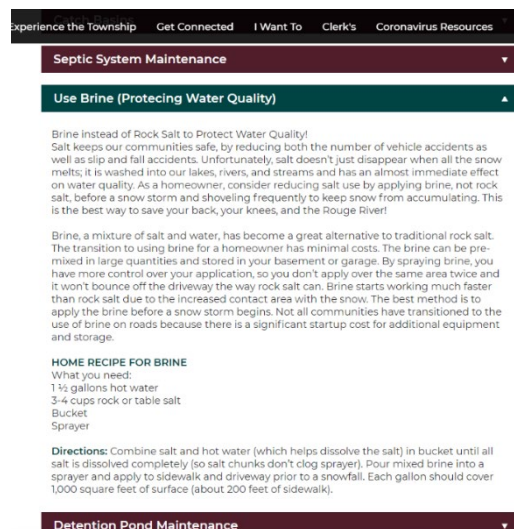
The FOG brochure educates the public on the proper disposal of fats, oils and grease in the house. Brochures were also distributed at member public events, the Great Lakes Restoration event and also as part of seedling giveaways at additional events.

Additional Rouge Grant and SEMCOG Printed Pieces

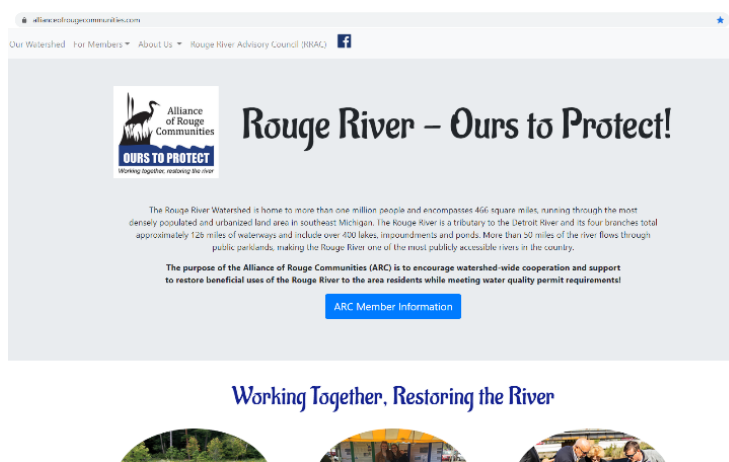
The ARC has a limited supply of SEMCOG printed material and continue to distribute those when requested.

ARC WEBSITE & SOCIAL MEDIA

ARC Staff completed a total update to the ARC’s website at www.allianceofrougecommunities.com, initiating a website that provides more information for the general public on what they can do to help protect water quality and promotes the ARC’s restoration activities in the watershed. The new website continues to provide ARC members valuable information to assist with meeting their stormwater permits while providing educational information on the Rouge River Watershed. The ARC website had 3,225 visitors in 2020.



Northville Twp. website with ARC article on using brine to protect water quality.



New website topics developed in 2020 include:

MICHIGAN WATERSHEDS

- Review all of Michigan's watersheds
- Wayne County watershed information
- Oakland County watershed information
- Michigan Lakes and Streams Association Watershed Information

ROUGE FRIENDLY BUSINESS PRACTICES

- Facility management
- Pollution prevention
- Proper storage
- Educating employees

ARC BROCHURES

- Watershed Wisdom for Homeowners - Healthy Habits for Clean Water
- Protect the Rouge River - Dispose of Fats, Oils and Grease Properly
- Rouge Waterfront Wisdom - Healthy Habits for Clean Water
- Value of Trees
- Maintaining Your Detention Pond - A Guidebook for Private Owners in Southeast Michigan
- Rouge Growing Green - Naturalizing the Home Garden

OTHER RESOURCES

- USGS Water Science School
- EPA Basic Information and Frequently Asked Watershed Questions
- EPA How's My Waterway?
- EPA P2 Resources for Businesses
- Community stormwater management plan review
- Summaries of ARC restoration projects

THINGS YOU CAN DO

- | | |
|---|--|
| • Protect water quality in your watershed | • Rouge-friendly lawn maintenance |
| • Proper use and disposal of chemicals | • Incorporate green infrastructure |
| • Household hazardous waste/Illegal dumping | • Maintaining your septic system |
| • Recognize illegal dumping & report it | • Protect water quality in your watershed in the winter, spring, summer and fall |
| • Application & Disposal of chemicals | |

ARC Staff initiated a [Facebook account](#) for the ARC at the beginning of 2016. Facebook posts included educational messages and photos to educate the public on ways to protect the Rouge River along with promoting ARC and partner events and volunteer opportunities. ARC Staff added 70 posts to the ARC Facebook and encouraged ARC member communities to Like and Share the ARC's posts. The ARC's Facebook account had 134 followers and 127 total page likes at the end of 2020.

Details on the traffic and posts on the ARC's website and Facebook can be found in the [Electronic Media Report](#).

OUTREACH ACTIVITIES

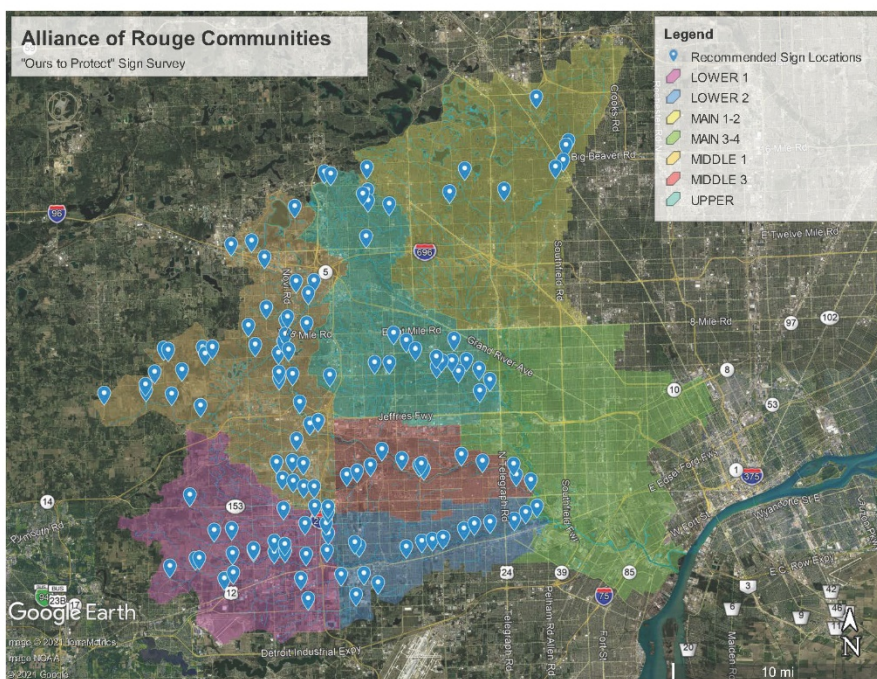
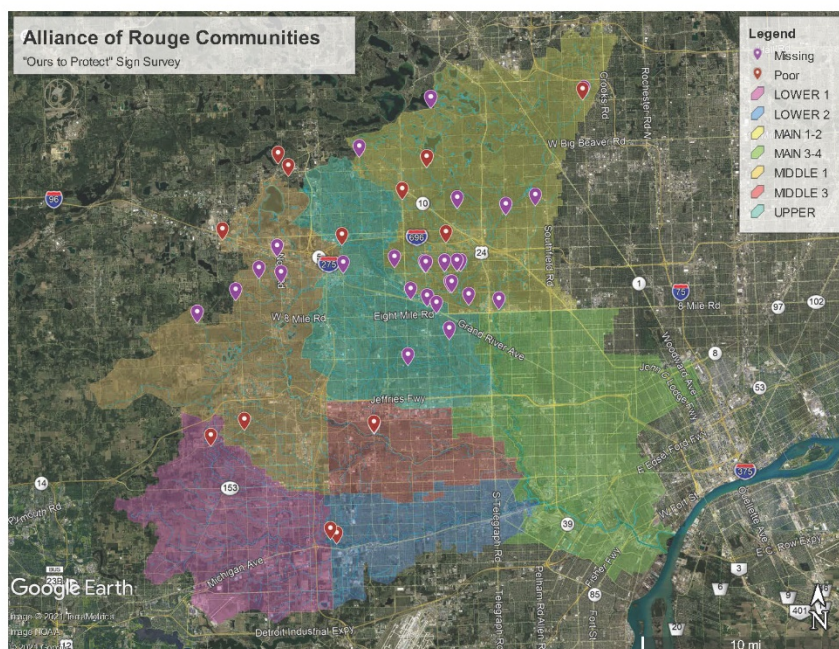
The 2020 PIE outreach activities including workshops, workdays and presentations and Friends of the Rouge's annual report are provided in the [Promoted & Hosted Workshop-Volunteer Report](#).

2020 Activities included:

- ARC Staff presented the free webinar [“Stewards of the Rouge - How You can Protect Water Quality!”](#) on October 29, 2020. The recorded webinar was made available on the ARC's Facebook page and website.

WATERSHED SIGNAGE

ARC Staff continued surveying the watershed signage (“entering the Rouge River watershed – Ours to Protect”) to determine locations, condition and need for additional signage with suggestions for repair or new sign placement. In 2020, ARC Staff created a Google Earth layer with 130 suggested locations for new signage at stream crossings.



Draft maps of the surveys completed in 2020 showing 1) signs that are in poor condition or missing and 2) suggested locations for new signage at stream crossings.