



AGREEMENT FOR SERVICES

THIS AGREEMENT FOR SERVICES (“Agreement”) is effective as of October 1, 2025 (the “Effective Date”), and is entered into by and between, THE CLINTON RIVER WATERSHED COUNCIL, a Michigan nonprofit corporation, whose address is 1115 W. Avon Road, Rochester Hills, MI 48309 (“Contractor”), **and** City of Madison Heights a City, whose address is 300 W. 13 Mile Rd. Madison Heights, MI 48071 (“Client”). Contractor and Client are sometimes referred to herein individually as a “Party” and collectively as the “Parties”.

RECITALS

WHEREAS Contractor is in the business of providing certain educational services regarding the Clinton River Watershed and stormwater management;

WHEREAS Client desires to engage Contractor to provide certain public education services relevant to the Clinton River Watershed and stormwater management for the purpose of fulfilling Client’s National Pollution Discharge Elimination System (“NPDES”) Stormwater Permit requirements for its Public Education Plan (“PEP”); and

WHEREAS the Parties mutually desire to set forth their understandings with respect to Contractor’s Services (as defined below) and have agreed to provide and receive such Services pursuant to the terms and conditions set forth in this Agreement.

NOW, THEREFORE, in consideration of the mutual promises set forth herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, in order to accomplish the foregoing purposes, **THE PARTIES AGREE AS FOLLOWS:**

1. **Services.** Contractor shall provide Client with the relevant Stormwater Public Education Services as set forth in **Exhibit A** attached hereto (collectively, the “Services”), in Contractor’s sole and absolute discretion. The Services are designed for the purpose of fulfilling Client’s public education requirements for a Municipal Stormwater Program (MS4) Permit from the State of Michigan and its relevant departments and agencies (collectively, the “State”). By providing the Services, Contractor does not guarantee Client’s approval of the public education requirements for an MS4 Permit, or any other approval sought by Client. Contractor is not obligated to provide any services that are not expressly listed on **Exhibit A** hereto. Notwithstanding the foregoing, the Parties understand and acknowledge that: (a) Contractor is providing the Services subject to the approval and direction of the State; and (b) the State may amend, modify, or update the Services, or the scope thereof, from time to time. As such, Contractor reserves the right to amend, modify, or update the Services accordingly, and any such amendment, modification or update to the Services



by Contractor will not be considered a breach of this Agreement. Contractor, in its sole discretion, may perform the Services through: (a) Contractor's staff; (b) Contractor's volunteers; and/or (c) third-party contractors and/or volunteers. The Parties agree to cooperate in good faith in the preparation, performance, and carrying out of the Services.

2. **Consideration.**

a. **Lump Sum Payments.** Client shall pay Contractor for the Services as follows:

i. Initial Payment. By the Effective Date, Client shall pay to Contractor a lump sum payment amount of two thousand four hundred and twenty five dollars and zero cents; \$2425, payable via immediately available U.S. Dollars (the "Initial Payment"). The Initial Payment is for the Services provided by Contractor for the first six (6) months of the Term of this Agreement.

ii. Subsequent Annual Payments. In addition to the Initial Payment, Client shall pay Contractor annually a lump sum payment for the Services to be provided by Contractor for the then upcoming calendar year (the "Annual Payment"). The Annual Payment shall be due on or before April 1st of each calendar year during the Term, beginning in 2026. Client shall pay Contractor the first Annual Payment in the amount of four thousand eight hundred and fifty dollars and zero cents; \$4850 on or before April 1, 2026. The Annual Payment shall be payable via immediately available U.S. Dollars.

iii. Annual Payment Increase. Following the first Annual Payment, each subsequent Annual Payment shall increase by the greater of: (x) five percent (5%) of the previous year's Annual Payment; or (y) the percentage increase in the Consumer Price Index (CPI) for All Urban Consumers, as published by the U.S. Bureau of Labor Statistics, for the twelve-month period ending on December 31 of the preceding calendar year. Notwithstanding the foregoing, in any given year during the Term, if the Annual Payment is increased pursuant to (y) above, and such percentage increase is greater than ten percent (10%) of the previous year's Annual Payment, then Contractor shall have the right to reopen this Agreement for negotiation, and such event will not constitute a breach of this Agreement by Contractor. Any renegotiation of this Agreement shall be conducted by the Parties in good faith.



b. **Local Government Membership.** In addition to the Initial Payment and the Annual Payments above, Client shall commence, or, if already commenced continue, a Local Government Membership with Contractor, pursuant to the terms thereof. Client shall maintain its Local Government Membership with Contractor for at least the duration of the Term of this Agreement, including timely payment of annual membership dues owed to Contractor thereunder. Contractor may bill Client separately for any Local Government Membership dues owing.

3. **Term.** The term of this Agreement shall commence on the Effective Date (as defined above), and shall expire at 11:59 p.m. on March 31, 2031, unless otherwise earlier terminated in writing pursuant to the terms herein (the “Term”).

4. **Materials; Ownership; Amended and Updated Materials.** Any and all items, models, documents, pamphlets, brochures, tip cards, handouts, notes, data, plans, reports, diagrams, letters, emails, correspondence, newsletters, articles, PowerPoints, flash drives, and any other written or electronic instruments, items, or correspondence provided by Contractor to Client in connection with the Services (collectively, the “Materials”), shall be used by the Client solely for the purpose of providing public education services to the public pursuant to this Agreement. Such Materials may be reasonably reproduced and distributed by Client in furtherance of this Agreement and the Services described herein, except that Client must not materially alter the content or substance thereof. For purposes of this Agreement “materially alter” will not include adding Client’s name and/or logo to the Materials prior to distributing or publishing same pursuant to this Agreement. Notwithstanding the foregoing, Client must not, at any time, remove Contractor’s logo from any Materials. Contractor shall retain ownership of the original Materials, and reserves the right to revise, amend, update, reproduce, and/or distribute the Materials for any purpose, in Contractor’s sole and absolute discretion. In the event Contractor provides amended or updated Material(s) to Client, Client agrees to obey Contractor’s reasonable instructions in the removal, return and/or destruction of the prior Material(s).

5. **Publicity.** Client agrees that Contractor may, in its sole discretion, identify Client as Contractor’s client in internal and external communications, including on Contractor’s website, outreach materials, social media, and correspondence.

6. **Independent Contractor Status.** The relationship between the Parties is that of independent contracting parties. Nothing contained in this Agreement or the course of conduct between the Parties will be considered to form a partnership, employment relationship, or any other relationship, except that of an independent contractor. In the performance of the Services under this Agreement, Contractor is an independent contractor with the exclusive authority to control and direct the performance of the



Services. Neither Party has the right to bind nor obligate the other to any third party or commitment in any manner.

7. Termination.

a. Termination by Contractor. Contractor may terminate this Agreement at any time, for any reason or no reason, by providing sixty (60) days prior written notice of such termination to Client.

b. Termination by Client. Client may terminate this Agreement at any time, for any reason or no reason, by providing sixty (60) days prior written notice of such termination to Contractor, subject to the provisions of this Paragraph 7. Contractor may, in its sole discretion, waive all or part of the foregoing notice period in writing.

Client understands and agrees that Contractor will invest substantial time, funds and materials to provide the specialized Services to Client for the benefit of Client and Client's sought approvals from the State of Michigan. Accordingly, if Client elects to terminate this Agreement pursuant to this Paragraph 7, Client shall pay Contractor an early termination fee based on the following schedule (the "Early Termination Fee"):

Termination Date:

Early Termination Fee:

In year 1 of the Term Fifty Percent (50%) of the remaining unpaid Annual Payments for the Term.

In years 2-3 of the Term Thirty-Three Percent (33%) of the remaining unpaid Annual Payments for the Term.

In years 4+ of the Term Twenty-Five Percent (25%) of the remaining unpaid Annual Payment(s) for the Term.

For purposes of calculating the Early Termination Fee, the Annual Payment rate then in effect at the time of termination of this Agreement shall be treated as if such rate is the Annual Payment rate for the remainder of the Term. For the avoidance of doubt, the adjustments in Paragraph 2(a)(iii) herein will not apply to the Early Termination Fee calculation. Client shall pay Contractor the Early Termination Fee within thirty (30) days of the termination date, payable in immediately available U.S. Dollars. The Parties understand and agree that the Early Termination Fee is



neither a penalty nor liquidated damages, but is a mutually agreed upon fee to compensate the Contractor for the early termination of this Agreement.

c. Effect of Termination. Upon either Party's termination pursuant to this Paragraph 7, all rights, duties, and obligations under this Agreement shall cease, and this Agreement shall be deemed of no further effect, except: (1) Client's obligation to pay the Early Termination Fee, if applicable; and (2) as otherwise expressly stated to survive termination herein. Notwithstanding anything to the contrary herein, the expiration or termination of this Agreement, for any reason or no reason, will not release either Party from any obligation or liability to the other Party, including any payment obligation(s), that have accrued prior to the expiration or termination date hereof.

8. **Default.** In the event of any breach or default by Client under this Agreement, which is not cured by Client within thirty (30) days after receipt of written notice from Contractor of such breach or default, Contractor may immediately terminate this Agreement, in which case this Agreement shall be terminated, and the Parties shall have no further rights and obligations under this Agreement, except as expressly provided herein. Notwithstanding the foregoing, the termination of this Agreement under this paragraph will not release either Party from any obligation or liability to the other Party, including any payment obligation(s), that have accrued prior to the termination date hereof. Contractor's right to terminate this Agreement pursuant to this Paragraph 8 shall be cumulative and in addition to any and all other rights and remedies available to Contractor, whether in this Agreement, at law, and/or in equity.

9. **Waiver and Release.** Client acknowledges that participation in the Services and any events related thereto is voluntary and may subject Client and Client's agents and representatives to the possibility of physical injury (which could be minimal, serious, and/or result in death), and/or mental/emotional injury (collectively, the "Risks"). Accordingly, Client assumes the Risks and agrees, for itself and for its agents, representatives, officers, employees, volunteers, officials, members, insurers, and legal representatives (collectively, the "Releasing Parties") to voluntarily release and hold harmless Contractor, and its past, future, and present board members, managers, members, officers, directors, partners, agents, employees, contractors, volunteers, successors, assigns, and any such affiliates (collectively, the "Released Parties") from any and all losses, claims, causes of action, demands, liability, damages, and attorneys' fees and costs whatsoever, whether direct or indirect, whether foreseeable or unforeseeable, whether presently or which may later accrue, arising from, related to, or resulting in any way from Client's or Client's agent(s)' participation and/or involvement in the Services and/or the Risks, including, without limitation, those caused by the negligent acts or omissions of any or all of the Released Parties.



The terms of this Paragraph shall survive the termination and expiration of this Agreement.

10. Indemnification. To the maximum extent permitted by law, Client shall indemnify, defend, and hold harmless Contractor and its past, future, and present board members, managers, members, officers, directors, partners, agents, employees, contractors, volunteers, successors, assigns, and any such affiliates (collectively, “Indemnified Parties”) against any and all losses, claims, causes of action, demands, judgments, orders, damages, expenses, fees (including reasonable attorney fees), penalties, fines, and/or liabilities, whether at law or in equity, in any way arising from, related to, or in connection with, any matter referred to in this Agreement, including without limitation, the performance of the Services that are the subject of this Agreement, and the accuracy, completeness, and/or currentness of any Materials.

The terms of this Paragraph shall survive the termination and expiration of this Agreement.

11. Notices. Any notice or consent required to be given pursuant to this Agreement or otherwise desired to be delivered by one Party to the other, shall be effective only if in writing and either: (a) personally delivered to such party at its address set forth below (or to such other place as the Party to receive such notice shall have specified by notice in advance thereof); (b) by Federal Express or other similar next business day air courier; or (c) sent by electronic mail (i.e. email), with confirmation of transmission, at the email addresses below. Notice shall be deemed given upon personal delivery or sending of an email (with confirmation of transmission), or one (1) business day following deposit with an air courier. Notices shall be deemed properly addressed if given at the following:

a. If to Contractor:
CLINTON RIVER WATERSHED COUNCIL
Attn: Executive Director
1115 W. Avon Road,
Rochester Hills, MI 48309
Email: jennifer@crwc.org

WITH A REQUIRED COPY TO (which shall not constitute notice):

KIRK, HUTH, LANGE & BADALAMENTI, PLC
Attn: Robert S. Huth, Jr., Esq. & Mitchell W. Paquette, Esq.
19500 Hall Road, Suite 100
Clinton Township, MI 48038
Email: rhuth@kirkhuthlaw.com
mpaquette@kirkhuthlaw.com



b. If to Client:

WITH A REQUIRED COPY TO (which shall not constitute notice):

12. Representations and Warranties. Client hereby represents and warrants to Contractor that: (a) Client has the requisite power and authority to enter into this Agreement and this Agreement is a valid, binding obligation on Client, enforceable according to its terms; and (b) the person(s) signing this Agreement on behalf of Client have the requisite power and authority to sign on behalf of Client, including the power to bind Client to this Agreement.

13. Waiver. A Party's failure to exercise a right or remedy, or its acceptance of a partial or delinquent payment under this Agreement will not operate as a waiver of any of that Party's rights or remedies under this Agreement, at law, or in equity, and will not operate as a waiver of any Party's right to declare an immediate default under this Agreement. Client understands and agrees that delays in Client's performance of its obligations herein may delay the Services provided by Contractor, and that such delay by Contractor will not constitute a breach of this Agreement by Contractor.

14. Force Majeure. No Party shall be liable or responsible to the other Party, nor be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement, when and to the extent such failure or delay is caused by or results from acts beyond the affected Party's reasonable control, including without limitation: (1) acts of God; (2) flood, fire, earthquake, or explosion; (3) war, invasion, terrorist threats, acts, riots, epidemics, pandemics, or other serious public health issues or other civil unrest; (4) government order or law; and/or (5) action by any governmental authority. The Party suffering a Force Majeure event shall give prompt notice to the other Party upon the discovery thereof, stating the period of time the occurrence is expected to continue, and shall use diligent efforts to mitigate the effects of the Force Majeure relevant to this Agreement and/or the Services. The Party suffering a Force Majeure event shall resume the performance of its obligations as soon as reasonably practicable, but if the Force Majeure event remains uncured for a period of thirty (30) days following written notice given by the Party suffering a Force Majeure event under this Paragraph 14, the other party may terminate this Agreement on written notice to the Party suffering a Force Majeure event.



15. Incorporation of Recitals and Exhibits. The Recitals to this Agreement and all Exhibits referred to in this Agreement are hereby expressly incorporated by this reference and made a part of this Agreement as though more fully stated herein.

16. Entire Agreement; Modification. This Agreement sets forth the entire agreement and understanding between the Parties with respect to the subject matter herein and supersedes all prior and contemporaneous agreements and understandings, whether express or implied, and whether oral or written. This Agreement may only be modified by written instrument signed by all Parties.

17. Governing Law; Venue. This Agreement shall be construed and governed in accordance with the laws of the State of Michigan. Any actions arising under or concerning this Agreement must be brought in Macomb County, Michigan.

18. Assignment and Delegation; Successors and Assigns. Neither Party shall assign nor delegate this Agreement without prior written notice to the other Party. Any purported assignment or delegation under this Agreement in violation of this Paragraph 18 shall be deemed null, void, and of no effect. This Agreement shall be binding on and shall inure to the benefit of the Parties to this Agreement and their permitted successors and assigns.

19. Performance. If the time for the performance of any obligation under this Agreement expires or is due on a Saturday, Sunday or bank holiday in the State of Michigan, the time for such performance shall be extended to the next succeeding day which is not a Saturday, Sunday or bank holiday in the State of Michigan.

20. Severability. If any one or more of the provisions of this Agreement shall be deemed invalid, illegal, or unenforceable in any respect under applicable law or decision, the validity, legality and enforceability of the remaining provisions shall not be affected or impaired in any way.

21. Survival. All provisions which by their terms or by reasonable implication may be performed after termination of this Agreement shall survive termination of this Agreement.

22. Counterparts and Signatures. This Agreement may be executed in identical counterparts, each of which shall be deemed an original, but all of which taken together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, pdf, electronic mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement. Electronic signatures, whether digital or encrypted, including a digital



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signature delivered via DocuSign or Adobe Sign, shall be deemed an original signature having the same legal effect as its manual signature, and shall legally bind the Parties.

IN WITNESS WHEREOF, the Parties have executed this Agreement on the dates listed below the respective signature lines.

CONTRACTOR:

CLIENT:

Clinton River Watershed Council

By:
Its:
Date:

By:
Its:
Date:

By:
Its:
Date:

By:
Its:
Date:

As approved at the _____
meeting on _____ (Date) .



EXHIBIT A

Services Provided

BMP IDENTIFIER	BMP DESCRIPTOR	PARTNER COLLABORATION	TARGET AUDIENCE	FREQUENCY	RESPONSIBLE PARTY	MEASURABLE GOAL
Watershed Wide Activities						
River Day	River Day is designed to encourage appreciation and recreational use of the waterways of the Clinton River and Lake St. Clair and to celebrate the leadership of local citizens, organizations, and communities whose efforts are critical to protecting and enhancing the overall quality of the Clinton River watershed. CRWC will recruit, host and promote events. MS4 permit communities will promote River Day events.	YES	Citizens including the general public and county and municipal employees	Annually	CRWC	CRWC will promote and publicize a minimum of 15 events annually.
Clinton Cleanup	Clinton Cleanup is an annual effort to coordinate multiple clean-ups of local water resources and green spaces. CRWC will recruit, host and promote events. MS4 permit communities will promote Clinton Clean Up events. Recruitment of volunteers is targeted to the general public, as well as commercial, industrial and corporate partners.	YES	Citizens including the general public and corporate employees/volunteers	Annually In April	CRWC	CRWC will host and recruit hosts to facilitate a minimum of 12 events annually 150 volunteers resulting in at least 1,000 pounds of trash removed.



CRWC

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Weekly Clean	CRWC will recruit, host and promote weekly clean up in the watershed. Recruitment of volunteers is targeted to general public as well as commercial, industrial and corporate partners.	YES	Citizens including the general public and corporate employees/volunteers	30-31 weeks a year	CRWC	CRWC will host weekly events beginning in April through the end of October, with a total volunteer count of 375 and approximately 3,000 lbs of trash removed annually.
School Program - Clinton River Water Festival at Oakland University	Participate in the Clinton River Water Festival at Oakland University, providing staff for event planning, registration, volunteer guiding, and presentations at the festival. CRWC and Oakland County representatives serve on the planning committee that meets a minimum of 5 times annually. This water festival educates students in the Oakland County portion of the Clinton River watershed.	YES	4th-5th grade students, teachers; corporate volunteers	Annually in May	Oakland CRWC	Maintain a level of 750 students per year plus 150 adults chaperones and teachers and 100 volunteers.
School Program - Lake St. Clair Water Festival at Macomb Community College	Participate in the Lake St. Clair Water Festival, providing staff for event planning, registration, volunteer guiding, and presentations at the festival. CRWC and Macomb County Public Works representatives serve on the planning committee that meets a minimum of 10 times annually. This water festival educates students in the the Clinton River, Lake. St. Clair, and Anchor Bay (sub)watersheds.	YES	4th-5th grade students, teachers; corporate volunteers	Annually in May	Macomb CRWC	Maintain a level of 1300 participants.
Stormwater Management Forum	CRWC will plan, promote, and host quarterly stormwater management forums. These forums bring decision makers and stakeholders within our watershed together to share information and discuss relevant topics in stormwater management.	YES	County and Municipal Employees, NGO/NPO employees, MS4 permittees, City Councils, engineers, city planners, public works operators, industrial and commercial facilities management and employees.	Quarterly	CRWC	CRWC will host quarterly forums, at least 1 presenter at each forum with a minimum of 15 attendees.



CRWC

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Stormwater Education: Community Presentations and Workshops	Presentation on watersheds, stormwater pollution, green infrastructure, and lifestyle practices that preserve and protect water resources. (CRWC will host a minimum of 2 in each subwatershed.) Topics will vary and will be based on host subwatershed requests. CRWC will communicate with webmasters and communication staff of the MS4 permittees community to ensure promotion of events.	YES	Citizens including the general public and county and municipal employees	Annually	CRWC	CRWC will provide minimum 14 per year (2 per subwatershed). Attendance is tracked via sign-in sheets and submitted in the biennial report.
Adopt-A-Stream Training Workshops	Adopt A Stream training includes one 1.5-hour workshop on watersheds, stormwater pollution, watershed friendly practices, and training in volunteer monitoring procedures including macroinvertebrate collection and physical assessment. (Minimum of one 3 hr workshop per subwatershed) Bug Identification Workshops are also held to ensure that each team has at least one bug certified member.	YES	Citizens including the general public and county and municipal employees	Continuous	CRWC	CRWC will provide minimum 7 AAS trainings annually (1 per subwatershed). Minimum 2 Bug ID trainings annually.
Adopt-A-Stream Volunteer Water Quality Monitoring Program	Adopt-A-Stream is a volunteer-based initiative that empowers community members to protect local streams and rivers by monitoring water quality. Volunteers are trained, teamed-up, assigned sites, given equipment and data sheets then sent out into the field to gather data. Coordination of volunteer monitoring teams at pre-selected sites.	YES	Citizens including the general public and county and municipal employees	Biannually	CRWC	CRWC staff and volunteers will monitor a minimum of 35 locations, with a minimum of 250 volunteers on the first Saturday in May and the first Saturday in October.
Subwatershed Website	Hosted by CRWC website; features subwatershed map, photos, description, events and links to education resources.	YES	Citizens including the general public and county and municipal employees	Continuous	CRWC	CRWC will continue to maintain page and update information and verify participating communities links to this website. Website admin (CRWC) can view number of website hits and will submit in biennial report.



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Stream Leaders Student River Monitoring Program	The mission of the Stream Leaders program is to raise young people's awareness of the importance of water quality; and to help cultivate a connection to a Great Lakes stewardship identity. This is accomplished through a multidisciplinary, place-based initiative that provides students with an educational experience in water quality monitoring, data interpretation, and citizen action. Students and teachers perform biological, physical, and chemical stream monitoring assessments. They then interpret and analyze stream data and submit it to CRWC to corroborate.	YES	K-12th grade students, teachers and chaperones	Program is continuous; Actual monitoring events in April/May and October.	CRWC	CRWC will retain participation of a minimum of 15 schools per year, weather permitting. CRWC will work towards recruiting an additional 10 schools during the 5-year permit cycle.
RiverSafe LakeSafe	Educational outreach survey tool offering homeowners the opportunity to become certified "RiverSafe LakeSafe" by CRWC if they commit to the series of household water quality BMPs at home that reduce stormwater pollution and protect local fresh surface waters. Encourage MS4 permit communities to become certified and promote through City Council, beautification boards, planning committees, or other local committees.	YES	Home/Property owners	Continuous	CRWC	CRWC will add a minimum of 15 new certifications a year
WaterTowns	CRWC's place making initiative focused on connecting communities to their waterways through education, green infrastructure, history, art and ecology. Municipalities are equipped with complete shovel ready green infrastructure project designs custom for their community and are given the opportunity to implement a GI project, providing an educational opportunity for the public to get involved through native plantings, educational signage, etc.	YES	Municipal Employees, property developers, general public	Continuous	CRWC	CRWC will work with communities to add: 1 new community, and/or 2 projects implemented, and/or 2 projects in design/planning phase annually.
Stormwater Education: Industrial and Commercial Facilities	CRWC will provide educational materials and BMP fact sheets to industrial and commercial facilities. Target 2 industrial/commercial sectors per year.	YES	Employees and property owners at industrial and commercial facilities. Property developers, planners, engineers.	Continuous	Macomb; Oakland; CRWC; MS4 Permittees	CRWC will target 2 sectors per year and distribute BMP fact sheets through annual email blast to designated contact at each facility, with the assistance of MS4 permittees as practicable. Track distribution via list of businesses and emails sent.



Stormwater Education: Industrial and Commercial Facilities	Attend Regional Chamber of Commerce Networking events to build relationships with business owners and share information related to stormwater pollution prevention for business/industry.	YES	Employees and property owners at industrial and commercial facilities. Property developers, planners, engineers.	Continuous	CRWC	CRWC will attend a minimum of 2 events annually.
Social Media Outreach	Use social media platforms (Facebook, Twitter, Instagram) to collaborate among partners for cross promotion of events, fundraisers, news, education, and community announcements.	YES	Citizens including the general public and county and municipal employees	Continuous	CRWC; MS4 Permittees	<p>CRWC will provide social media templates or content to share educational topics surrounding stormwater, at least 6 per year. Examples may include a social media friendly version of a BMP flyer, tips for yard maintenance, infographics on stormwater impacts, etc. These templates are to be distributed by MS4 permittees, Oakland County, and Macomb County as practicable throughout the year.</p> <p>Track total monthly response and interactions such as likes, comments, and shares on Facebook, likes, responses, and retweets on Twitter, and likes on Instagram.</p>



Residential GSI Education	CRWC will provide specific education on practices such as rain gardens, rain barrels, trees, native plants, and other residential nature-based stormwater management tools. Workshops, presentations, and materials will include information on reducing stormwater runoff and how GSI practices improve water quality and support native wildlife.	YES	Citizens including the general public, landowners, and waterfront residents	Continuous	CRWC; Macomb; Oakland; MS4 Permittees	CRWC will host at least 1 native plant sale and rain barrel sale each year. CRWC, Oakland County, and others will participate as an instructor for the annual virtual Master Rain Gardener program. Other partners' participation is encouraged, but may vary year to year. Number of participants taught by CRWC directly will be tracked and reported. CRWC will maintain working links to resources on its website about native plants, rain barrels, and rain gardens and track hits.
Storm Drain Awareness Program	Through storm drain stenciling and murals, Adopt-A-Drain program, and mapping campaigns, draw awareness to storm drain connections to local water bodies.	YES	Citizens including the general public and county and municipal employees	Continuous	CRWC	CRWC will begin development of program in FY2025, pilot in FY2026, and fully implement in FY2027.
PEP Partner Meetings	CRWC will host quarterly meetings as an opportunity for the parties committed to PEP activities to share upcoming events, challenges, and to share program feedback.	YES	Program managers for PEP activities, including CRWC, Macomb, Oakland, and MSU-E	Quarterly	CRWC; Macomb; Oakland; MSU Extension	At least 4 meetings will be held each year, with the goal of each program manager other than CRWC attending at least 3 of the 4.
Community Specific Activities	These items are to be reported by the communities in the SWMP. ALL items will be implemented by each community.					
Presentations and Displays	Provide displays and presentations for water quality-related events upon request and availability of staff time display to public at least once in the next 5 years.	YES	Citizens including the general public and county and municipal employees	Minimum of once during 5-year permit cycle	MS4 Permittees; CRWC	Permittees will host display once during permit cycle



CRWC

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Regional Public Education Materials	<p>Distribute resources available from SEMCOG including: Seven Simple Steps to Clean Water brochures, tip cards and kids activity sheets. Topics include: fertilizer, car care, pet care, household hazardous waste disposal, earth-friendly landscaping, water conservation and storm drain awareness.</p> <p>Materials are available on the Ours to Protect Website. at http://www.semcoq.org/ourstoprotect.aspx</p>	YES	Citizens including the general public and county and municipal employees	Annually	MS4 Permittees; CRWC	CRWC will distribute educational materials (pamphlets, brochures, tip cards) on request from MS4 permit communities, on various topics at community facilities and events. MS4 communities have an excel spreadsheet to track distribution.
Subwatershed Website	Hosted by CRWC website; features subwatershed map, photos, description, events and links to education resources. MS4 permittees will provide links to the CRWC website of their own websites.	YES	Citizens including the general public and county and municipal employees	Continuous	MS4 Permittees; CRWC	Permittees will provide working links to Web sites. MS4 permit communities have an excel document to track link locations and website hits.
Community Information	Write or distribute articles about watersheds, green infrastructure, watershed friendly practices for homeowners, and other stormwater pollution related topics for publication into existing municipal newsletters, e-newsletters and websites; Four articles per year will be given to MS4 permittees from CRWC for publication in newsletters and other publications. MS4 permittees will distribute these article to the public each year via print or digital media.	YES	Citizens including the general public and county and municipal employees	Annually	MS4 Permittees; CRWC	Permittees will distribute via print or digital media 4 articles per year, with articles provided by CRWC. Social media templates created by CRWC should be used to meet this goal as practicable.
Household Hazardous Waste Information	Permittees will provide working links to websites with information on household hazardous waste disposal, either through municipal programs or through county-wide programs. Examples include information on Macomb County Health Department waste drop off dates, Operation Medicine Cabinet information, NO HAZ website links, etc.	YES	Residents	Continuous	MS4 Permittees	Permittees will provide working links to websites. MS4 permit communities have an excel document to track link locations and website hits.



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Recreational Vehicle Waste Dumpsites	Post links and/or locations to recreational vehicle (RV) waste dumpsites in the region on Southeast Michigan Council of Government's (SEMCOG) Ours to Protect Web site at: www.semco.org/OursToProtect_HouseholdWaste.aspx or provide a link to Michigan RV dump sites (https://www.rvdumps.com/category/dump-stations/?tag=michigan&orderby=title&order=asc) on Oakland County Waste Resource Management Division's Web site at: www.oakgov.com/waste/ . MS4 may add this to their SWMP	YES	Residents, visitors to the area	Continuous	MS4 Permittees	Provide working links to websites and track number of hits. MS4 permit communities have an excel document to track link locations and website hits.
Riparian Information Distribution	Distribute riparian landowner educational material (i.e. Waterfront Wisdom brochure) make available to their public via mailings or through their website. events, meetings, and through mailings. MS4 may add this to their SWMP Maintain WRC's riparian education Web site (www.oakgov.com/riparian)	YES	General Public, Riparian Landowners	Continuous	MS4 Permittees	Provide working link to website and track number of hits. MS4 permit communities have an excel document to track link locations and website hits.
Stormwater Education: Industrial and Commercial Facilities	CRWC will provide educational materials and BMP fact sheets to industrial and commercial facilities. Target 2 industrial/commercial sectors per year.	YES	Employees and property owners at industrial and commercial facilities. Property developers, planners, engineers.	Continuous	Macomb; Oakland; CRWC; MS4 Permittees	CRWC will target 2 sectors per year and distribute BMP fact sheets through annual email blast to designated contact at each facility. MS4 permittees will assist with distribution to local businesses as practicable. Track distribution via list of businesses and emails sent.