

**CITY OF EAST LANSING
STORM WATER MANAGEMENT PROGRAM**

**IMPLEMENTATION PLAN
FOR COMPLYING WITH THE
NPDES PERMIT REQUIREMENTS**

**6. PUBLIC EDUCATION
PROGRAM (PEP)**

UPDATED JANUARY 2020

INTRODUCTION

Overview:

This section of the “Implementation Plan” is intended to serve as the primary guidance document for the Public Education portion of the Storm Water Management Program. This section was originally developed to provide a general overview of the requirements outlined in the City of East Lansing’s NPDES Permit No.MI0059327 which became effective June 2015. In particular, this section addresses Part I, Section A. 3. c “Public Education Program (PEP)” which states *“The permittee shall implement the PEP as part of the SWMP to the maximum extent practicable. At the minimum, the PEP shall promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants in storm water runoff. The PEP shall be implemented to achieve measurable improvements in the public’s understanding of storm water pollution and efforts to reduce the impacts of storm water pollution. The permittee has chosen to work collaboratively with watershed or regional partners to implement the PEP or part of the PEP, therefore each permittee working collaboratively is responsible for complying with the PEP as described in the SWMP.”*

2015 Original Implementation Plan:

The City of East Lansing is an active participating member of the Greater Lansing Regional Committee for Stormwater Management (GLRC). The City also participates in the GLRC’s Public Education Program Committee (PEP).

The City’s 2013 SWMP Application for its NPDES Permit included a document entitled “Greater Lansing Regional Committee for Stormwater Management- Public Education Plan for City of East Lansing, Revised November 2013.” The basis for this plan was prepared by the GLRC PEP Committee and modified by the City. The plan addresses the eleven minimum requirements outlined in the City’s NPDES Permit. The Plan lists each of the eleven topics and offers “activities” to be used in order to address the BMPs for that topic. Each activity provides information and guidelines for defining the target audience; identifying the key message to be presented; establishing the delivery mechanism; identify the year and frequency of implementation; the responsible party; and the method of evaluating the effectiveness of the activity.

A few of the activities were to be conducted entirely by the GLRC PEP Committee. However, most activities will be completed through the actions of both the GLRC PEP Committee and the City of East Lansing itself.

2017 Updated Implementation Plan:

The only change to the Public Education Plan is to acknowledge that the GLRC will conduct a follow-up Public Survey to the 2006 and 2012 surveys. The PEP Committee and GLRC is anticipating conducting the survey in 2018.

2020 Updated Implementation Plan:

The only change is the deletion of references to riparian properties.

Implementation & Tracking:

An extensive checklist encompassing the various aspects and requirements for complying with the Public Education requirements of the NPDES Permit and the individual tasks outlined in the PEP has been developed for use on an annual basis.