

# Attachment 4

To MDEQ Stormwater Discharge Permit Application

(PEP plan- Table 2)

(Procedure for determining effectiveness of PEP)

## Attachment 4 – Public Education Evaluation

The Genesee County Drain Commissioner's Office leads a consortium of communities (through the provisions of a 342 agreement) that collaboratively work to meet their Phase II stormwater permit requirements, including their Public Education activities. Additionally, there are several nested jurisdiction under Genesee County participating in the group that participate.

The PEP sub-committee (derived from a selection of 342 community representatives) annually review the public education activities/actions to be undertaken for the forthcoming year. The actions are reviewed to make sure they are meeting their goals before a budget for those actions is voted on for implementation. All actions that are proposed address one or more of the Education Topics (A through K) identified in the Stormwater Discharge Permit Application in #5. Table 2 outlines those actions being done.

### Question 6 – Determining Effectiveness

From the watershed plans:

#### ***Program Assessment***

*"Program assessment involves reviewing the attainment of primarily the indirect measures of success. Measures of success will be reviewed for achievement and if the desired level of achievement is not attained, an investigation will be conducted to determine possible factors causing failure.*

*The PEP has developed and administered a phone survey to the public. Besides as a tool to direct the education committee, it can be used as a baseline assessment of where the public's knowledge is now. Future surveys can be used to measure change in knowledge and behavior. Other methods can provide measurable quantities like counting number of hits on the website or how many pounds of household hazardous waste have been dropped off.*

*Assessing the attainment of the measures of success is a yearly task that will be reported in the annual progress reports. The annual progress report is required to cover decisions made, actions performed, and results for the IDEP, PEP, SWPPI, and any other storm water actions conducted during the previous permit year (The IDEP and PEP are separate documents containing additional actions and measures of success not covered in this WMP.) The annual report must also cover updates of nested drainage system agreements and point source discharges to the storm water system."*

Additionally, there is a second iteration of the social survey planned for this permit cycle aimed at assessing the public's knowledge, attitudes, and behaviors. Also, please note the last column in Table 2 that indicates the specific evaluation measure to be undertaken for each public education activity.