



RiverSafe LakeSafe

Agenda

- ❖ About us.
- ❖ About the program.
- ❖ Current results.
- ❖ Example questions.
- ❖ Questions.



Clinton River Watershed Council

- ❖ Our Mission:
 - ❖ To protect, enhance and celebrate the Clinton River, its watershed and Lake St. Clair.

Education

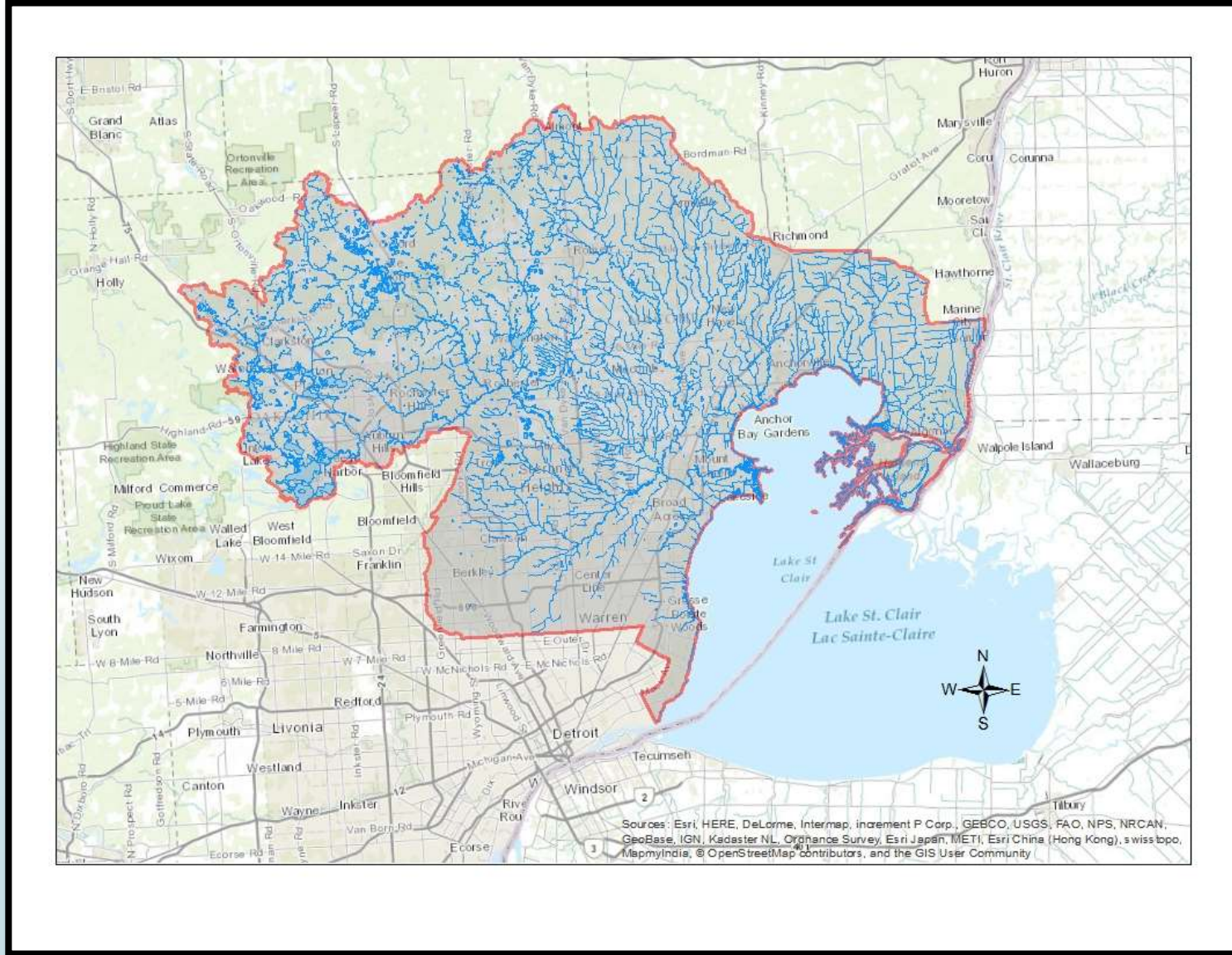
Stewardship

Watershed Management

- ❖ Non- profit organization
 - Grants
 - Membership dues
 - Stormwater contracts
 - Individual memberships



The Watershed



About the Program

- ❖ **RiverSafe LakeSafe** is an educational campaign offering advice for land and home owners regarding best management practices around the home for water quality.
- ❖ **Goal** of educating and raising awareness towards stormwater issues.
- ❖ Funded through our stormwater education program.



Subjects Covered in the Survey

- ❖ Rain barrels
- ❖ Rain Gardens
- ❖ Proper fertilizer use
- ❖ Proper pesticide/herbicide use
- ❖ Proper lawn maintenance
- ❖ Proper disposal of household hazardous waste
- ❖ Clean water practices around the home
- ❖ Much, much more....



Coal
Tar
Sealant



The Survey & The Plaque

- ❖ Simple online survey, hard copies are available
- ❖ 22 Questions
- ❖ Offering a site visit to the participant
- ❖ Offering the participant a chance to express what **they do** for water quality
- ❖ Simple plaque which is easily displayed in a lawn or garden
- ❖ Awarded if the survey answers meet the requirements



How it works...

- ❖ Participant takes the survey
- ❖ Survey is checked by myself weekly
- ❖ Participant is emailed whether the survey is passed or failed and always given further opportunity
- ❖ Granted certifications are mailed the plaque and install instructions within 30 days of receiving the completed survey





Example Questions...

- ❖ We limit or don't use fertilizers on our lawn or garden. -or- We test our soil to ensure we are supplying the proper amount of fertilizer to our lawn and garden.
- ❖ We have not used Coal Tar Sealant on our existing pavement and/or we will refrain from using this sealant in the future.
- ❖ We manage our roof runoff water through methods that collect the water such as rain barrels or direct drainage through vegetated areas that promote filtration.
- ❖ We have or will consider using native plants in our landscape to reduce water and fertilizer use.

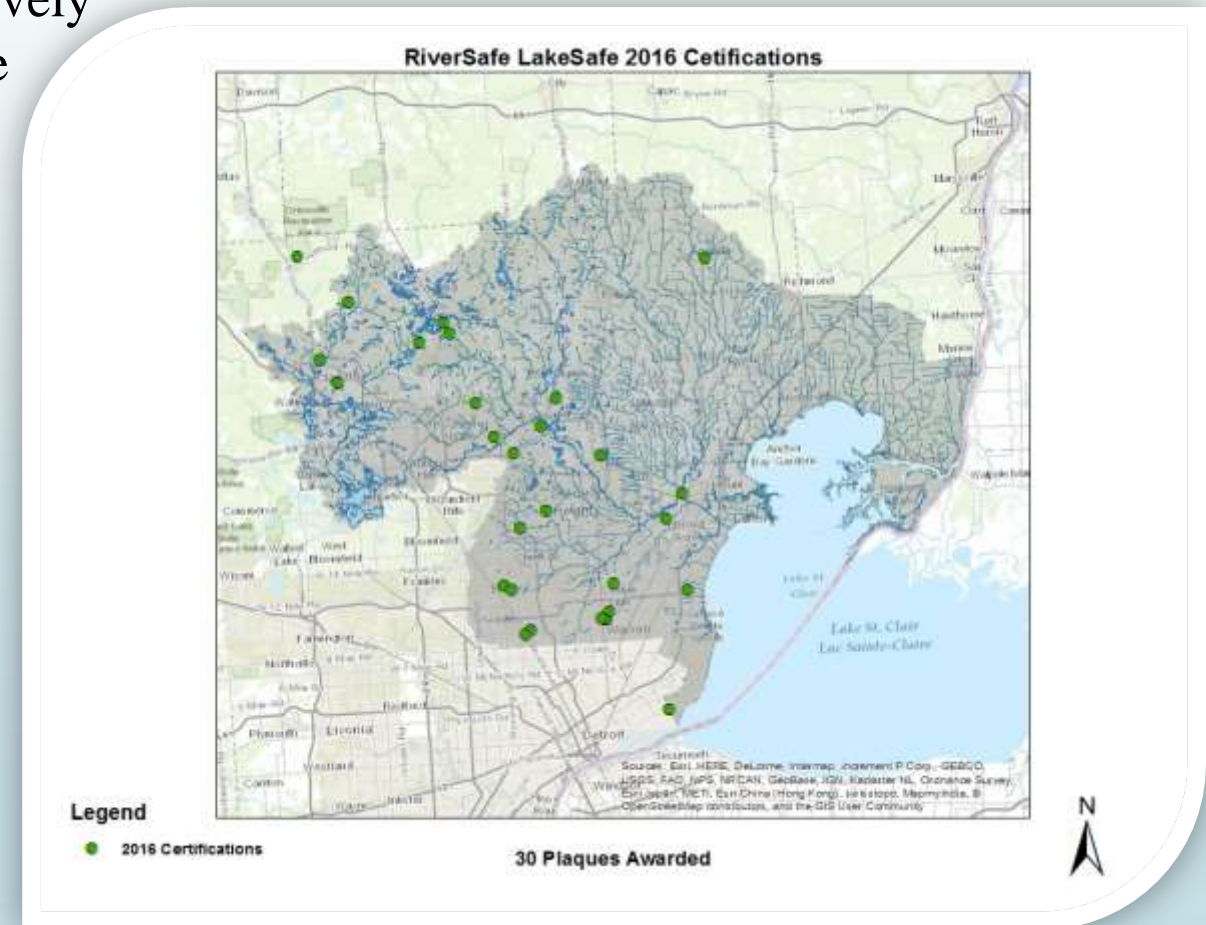
Outreach and Promotion

- ❖ Stormwater presentations
- ❖ Postcard mailings
- ❖ Local cable commercial
- ❖ Newsletters
- ❖ Press releases



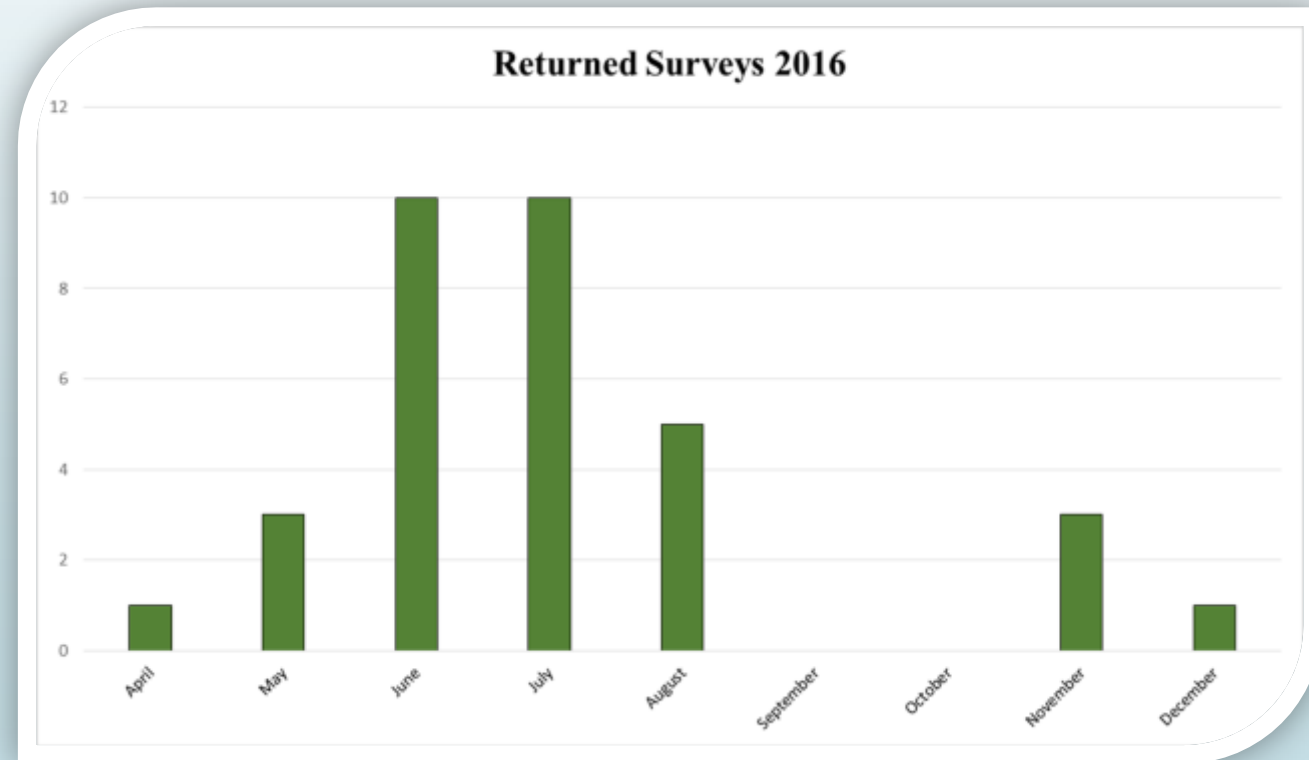
Current efforts

- ❖ **RiverSafe LakeSafe** still a relatively new program at the CRWC. The program began in May 2016.
- ❖ **36** survey responses. (1/17)
- ❖ **30** certifications. (1/17)



Lessons learned...

- ❖ Survey responses dependent on season
- ❖ Presentations were most effective
- ❖ Future incentives
- ❖ Future questions:
 - ❖ How to keep interest?
 - ❖ Program expansion?
 - ❖ Follow-up program?



Thank you

For more information please contact me at eric@crwc.org or 248-601-0606



Mike Brady a long time volunteer receiving the RiverSafe LakeSafe plaque.