



GLRC

**QUARTERLY NEWSLETTER
ISSUE #30**

October 2017



**GREATER LANSING
REGIONAL COMMITTEE
FOR STORMWATER MANAGEMENT**

www.mywatersheds.org

The GLRC's Public Education campaign has gained momentum this summer and early fall with new "swag" items, an interactive display, and a strong social media presence.

PEP Up

The GLRC's Public Education Plan is working.

Earlier this summer, the GLRC PEP sub committee dedicated funds for "boosting" GLRC Facebook posts. These paid ads give us the ability to target Facebook users by geographic area, track how many people see our campaign, analyze how users interact with content, and examine performance trends and cost effectiveness. With this, we can determine which posts are most likely to be successful and shape subsequent efforts accordingly. The data is easily exported, reported, and available for audits and Progress Reports.

By "boosting" posts, we put our campaign on the screens of people who haven't actively sought out the GLRC, but many people have chosen to tune in for more. Since July, the number of GLRC Facebook followers has grown by nearly 150%. All stats show that we're reaching and interacting with more people than ever before (see graphics on right).



137,004 Unique views

2,273 "Likes"

281 Comments

847 Shares



Greater Lansing Regional Committee for Stormwater Management (GLRC)

Published by Glrc Coordinator [?] · September 13 ·

To report suspicious activity in a storm drain, contact your local municipality.

Scary thought: travel trailer waste and house-hold chemicals that are illegally dumped into a drain are piped directly to our rivers, lakes and streams without being treated.

Learn how to protect our water resources at MyWatersheds.org



30,776 people reached

[View Promotion](#)

GLRC Facebook Stats since July 2017

217

+1,400

696

New Followers

217 more people follow the GLRC Facebook page, a 150% increase.

Website Traffic

Social media drives traffic to the GLRC web page. One post directed over 1,400.

Most "Liked"

A post about reporting illegal dumping in storm drains was "Liked" nearly 700 times.

Watershed Model Now Available



The GLRC has purchased an Enviroscaapes Watershed/Nonpoint Source Model. All members are encouraged to incorporate it into their next community event!

An Enviroscaapes Watershed/Nonpoint Source Model is now available for all members! The hands-on, interactive display allows you to demonstrate the sources and effects of stormwater pollution and how to prevent it.

Powdered drink mix and sprinkles represents fertilizers, pet waste, and fluids from leaking cars. Users mimic rainfall with a spray bottle and watch as the “pollu-

tion” is carried through the watershed to a pond, lake, river, bay, or ocean-- and the best management practices to prevent this type of pollution from occurring.

Though it is designed for kids,, the concept is effectively communicated to all ages.

Demonstration instruction videos are available at www.enviroscaapes.com and YouTube.

New Swag



The GLRC designed and produced branded pet waste bag dispensers. They've been popular at events and are a great way to educate the public on the importance of picking up pet waste while equipping them with the tools to do it. Bags are replaceable.

If you missed the bulk order (or need to resupply), let the GLRC Coordinator know! The artwork is on file with our vendors, so no design costs are associated with any subsequent orders.



These informational cards detail the benefits of rain gardens and directs the public to MyWatersheds.org for more information. The paper is imbedded with native Black-Eyed Susan seeds. Just plant, add water, and wait for it to bloom!

East Lansing's 2nd Annual Dog Swim

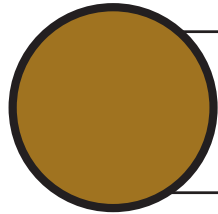


The GLRC participated in the East Lansing Aquatic Center's 2nd Annual Dog Swim!

Prior to draining the pool for the season, the Aquatic Center opened the pool, filled it with tennis balls, and let area dogs enjoy the facilities. All licensed, vaccinated dogs were invited to participate, and 297 took part in the unseasonably warm weather pool day!

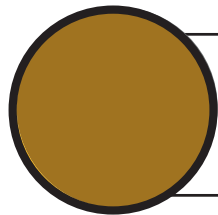
The GLRC was there, offering free pet waste bag dispensers in exchange for signing a "dog waste pick-up pledge". Sixty dispensers were distributed to the public!

Upcoming Events



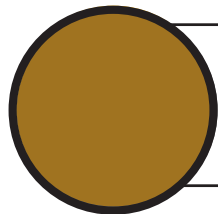
MWEA Stormwater Summit

December 5th, 2017
Eagle Eye Banquet Facility
15500 Chandler Rd
East Lansing, MI 48823
\$130 for MWEA Members
\$200 for non-members



GLRC Executive Committee Meeting

December 14th, 2017
8am
Large Conference Room
3135 Pine Tree Road Suite 2C
Lansing, MI 48911



GLRC Full Committee Meeting

December 14th, 2017
930am
Large Conference Room
3135 Pine Tree Road Suite 2C
Lansing, MI 48911

GLRC Members:

Clinton County Road Comm.
Clinton County
Delhi Charter Township
Delta Charter Township
DeWitt Charter Township
City of DeWitt
City of East Lansing
Eaton County
City of Grand Ledge

Ingham County
Lansing Charter Township
Lansing School District
City of Lansing
City of Mason
Meridian Charter Township
Michigan State University
Waverly Community Schools
Windsor Charter Township



**TRI-COUNTY REGIONAL
PLANNING COMMISSION**

Administrative Support:

Tri-County Regional Planning
Commission.
3135 Pine Tree Road Suite 2C
Lansing MI 48911
517-393-0342

www.MyWatersheds.org