



Clinton County  
Clinton County Road Com.  
Delhi Charter Twp  
Delta Charter Twp  
DeWitt Charter Twp  
City of DeWitt  
City of East Lansing  
Eaton County

City of Grand Ledge  
Ingham County  
Lansing Charter Twp  
Lansing School District  
City of Lansing  
City of Mason  
Meridian Charter Twp  
Michigan State University  
Waverly Community Schools

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Planning Commission  
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July 13, 2020

Michigan Department of Environmental, Great Lakes and Energy  
Christe Alwin  
Water Resources Division  
P.O. Box 30242  
Lansing, Michigan 48909

Subject: National Pollutant Discharge Elimination System (NPDES)  
Municipal Separate Storm Sewer System (MS4) – **Public Education Plan update**

Ms. Alwin,

Due to Covid-19, it is infeasible for members of the Greater Lansing Regional Committee for Stormwater Management (GLRC) to satisfy the event and lobby-based outreach commitments made in the group's Public Education Plan. Covid-19 related closures have limited display usage and brochure distribution at public places, but the GLRC is still reaching residents and achieving the intent of these PEP BMPs by increasing its digital presence and outreach.

In the absence of outreach events, the GLRC has added at-home-learning lesson plans to its "For Educators" webpage, updated its suite of articles and flyers, and launched a YouTube campaign. Currently, the GLRC is purchasing space to run its educational videos as "pre-roll" YouTube advertisements. Campaign analytics are tracking views and impressions, and early feedback indicates this effort is effective at reaching area residents and is a suitable replacement for in-person outreach.

To supplement the infeasible commitments of the "GLRC Educational Display" activity of the GLRC Public Education Plan, the GLRC adopts the following:

**Activity:** Promote the GLRC's suite of educational video clips.

**Corresponding topic area:** A, B, C, D, E, F, G, H, I

**Priority:** High

**Target audience:** Public and Business Owners within the region.

**Key message:** Videos cover a wide variety of required PEP topics and focuses on pollution prevention and watershed stewardship.

**Delivery mechanism:** The GLRC's MyWatersheds YouTube Channel and Google Ads account. Videos are also available on MyWatersheds.org.

**Year and frequency of implementation:** Algorithms control the number of ads presented to viewers, but the GLRC will continuously enable its advertising campaign throughout 2020.

**Responsible party:** GLRC Coordinator

**Evaluation:** Google Ad analytics (views/impressions/etc) at the end of 2020.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Walls', with a long horizontal flourish extending to the right.

Clifford Walls  
Coordinator  
Greater Lansing Regional Committee for Stormwater Management  
3135 Pine Tree Road, Suite 2C  
Lansing, MI 48911