

# **Public Participation Plan for the Lower One Subwatershed Advisory Group**

**Canton Township  
Plymouth Township  
Salem Township**

**Superior Township  
Van Buren Township  
Ypsilanti Township**

**Washtenaw County  
Wayne County  
RRAC**

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## **Lower One Subwatershed Management Plan coordinator:**

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## **Subwatershed Advisory Group intent:**

The members of the SWAG agree that the public's understanding of and involvement in the planning process is crucial to the success of plan acceptance and ultimate implementation. Thus, the member communities and agencies within the subwatershed have set forth the following plan that designs a subwatershed-based program to involve the subwatershed's public in a meaningful and effective way throughout the planning process.

## **Individual communities need individual approaches:**

It is important to note that while the community and agency members of the SWAG will work in partnership throughout the planning process, many members may have different mechanisms that work best when communicating with their public and these unique community mechanisms will be promoted and supported within the subwatershed context of the plan. Therefore, while this plan has been created with the entire SWAG in mind, there are some key stakeholder groups, communication mechanisms, and timing schemes that will vary from community to community based on their specific knowledge and experience.

## **An iterative process:**

It is also important to note that while this plan is a best attempt to represent the SWAG efforts to involve the public in the planning process as we perceive it to be currently, this is an iterative process that will evolve as the planning process progresses. Keeping in mind that this plan is "organic" in nature, it should be clear that the stakeholder groups, the mechanisms for communication and the timeline will adjust according to what the SWAG learns along the way. If the plan does change based on the SWAG's experiences, a revised plan or amendment will be sent to the attention of the District Supervisor at the Michigan Department of Environmental Quality.

## Goals:

- 1) To create awareness among key stakeholders in the subwatershed about the condition of the subwatershed and the ongoing planning process into which their input is desired.
- 2) To create an effective dialogue between the SWAG and key stakeholders such that participation in the planning process is straightforward and effective.
- 3) To create a subwatershed management plan that is acceptable to stakeholders and feasible for those who will be affected by, and those who will be implementing, the final subwatershed management plan.

## Objectives:

- 1) Develop an inclusive stakeholder list for each community and for the subwatershed as a whole: All stakeholders will be informed of applicable meetings and activities pertaining to the planning process. Major stakeholders are predicted to include, but are not limited to:
  - the media (including local newspapers, radio stations, cable TV stations),
  - local city councils and township boards,
  - local planning commissions,
  - the general public,
  - public agency representatives, RRAC members,
  - homeowners associations,
  - elected officials,
  - schools and educational leaders,
  - churches and religious organizations,
  - environmental groups,
  - interested citizen groups,
  - the agricultural community,
  - business representatives, development councils, and chambers of commerce,
  - builders and developers,
  - riparian landowners,
  - libraries,
  - and community volunteers.
- 2) Establish mechanisms that will create a dialogue with those stakeholders who wish to participate in the planning process. The basic components of this plan are as follows:
  - An ongoing update of a subwatershed website, announcing any meetings or activities, ect.
  - The utilization of scheduled meetings with city councils, township boards, planning commissions, homeowners associations and other organized interest groups
  - Periodic communication with the local press (press releases, cable TV announcements, etc.)
  - The utilization of existing forms of communication such as inserts, articles, announcements in newsletters or other forms of regular community public communication, most likely in the form of direct mail
  - Three (3) subwatershed-wide or community public meetings
  - Two to four meetings/focus groups with key stakeholder groups as they are identified
  - The utilization of any appropriate public education activities (River Day, workshops, etc.)

## Tentative Schedule:

With an understanding that the subwatershed management planning will be ongoing for about 18 months and will result in a final Subwatershed Management Plan by May of 2001, the Subwatershed Advisory Group members set forth the following tentative schedule which will be altered for reasons of improving the participation process and planning progresses.

<b>When?</b>	<b>How?</b>	<b>Who?</b>	<b>Why?</b>
<b>Anticipated timeline</b>	<b>Communication mechanism</b>	<b>Stakeholders targeted</b>	<b>Our purpose for communicating</b>
Throughout planning process	Subwatershed web page attached to <a href="http://www.rougeriver.com">www.rougeriver.com</a>	General public	To post general subwatershed information (location, problems, goals, planning process, how to get involved, who to call, etc.) that can be accessed at any time. To advertise any meetings of interest. Can advertise web page on Twp. newsletters, etc.
Update quarterly.	Develop evolving stakeholder list for each community	All groups and individuals who have a stake and/or interest in the subwatershed planning process	To facilitate communication with actors in the communities that affect decisions and success of the management plan (see above anticipated stakeholder list)
At least twice during planning process.	Inform the media about subwatershed process (general press release or article)	Local press, cable stations, local public radio stations	To inform and engage the media in the process and the importance of using these forums for major sources of public communication and education.
At least twice during the planning process.	Community or agency board meetings;	Council, Board, Planning Commissions as deemed appropriate by communities	Inform local officials about subwatershed activities, the state of the subwatershed, and invite them into the participation process.
Quarterly.	Small article or insert in Twp. or City newsletter or other established communiqué (Some communities may distribute an interest survey)	Established community mailing list, including key stakeholders, businesses, officials, etc.	Get word out about state of the subwatershed, advertise planning process, advertise first meeting, provide contact information, etc.
Three times during planning process.	Subwatershed (or community) meetings (either in form of a formal meeting, or an interactive "science fair" learning workshop)	General public of Twp. or City, targeted stakeholder list, elected officials	Inform public about water quality problems and SWAG goals, generate interest, introduce issues and importance of involvement, provide for accessible and interactive learning

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As public education events or materials are planned.	Utilize already planned Public Education/Involvement efforts in communities to inform of the planning process - River Day, HHW days, flyers, advertisements, etc.	General public, workshop/event attendees	To use planned or existing opportunities to inform those members of the public who may already have an interest in watershed issues; and get the word out to those who may be new to the idea.
Possibly 2-4 times during planning process.	<ul style="list-style-type: none"> <li>Focus groups (2-4 individual meetings throughout the subwatershed with key interest groups as identified by SWAG members)</li> </ul>	Key stakeholder groups (i.e., farmers, developers, businesses, residents, environmental groups, etc.) that are predicted to have a great impact on the acceptance and implementation of the ultimate plan	<ul style="list-style-type: none"> <li>Involve and interest.</li> <li>Identify real concerns, barriers, motivations and issues of these special interest groups.</li> <li>Incorporate needs, views, priorities into alternatives for planning; develop awareness and partnerships so that plan is acceptable and implementable.</li> </ul>