

**Lansing School District
Stormwater Management Program Plan**

**Municipal Separate Storm Sewer System (MS4)
National Pollutant Discharge Elimination System
(NPDES)
Stormwater Discharge Permit**

PERMIT NO. MI0059433

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Stormwater Management Program Plan

1.0 Introduction

Lansing School District is a public school district based in Lansing, Michigan that owns or operates a regulated Municipal Separate Storm Sewer System (MS4). This Stormwater Management Plan (SWMP) has been developed to retain authorization to discharge stormwater to surface waters and reduce the discharge of pollutants from the MS4 to the Maximum Extent Practicable and protect water quality. The Lansing School District will implement and enforce this SWMP to the Maximum Extent Practicable.

This Stormwater Management Plan commits to actions throughout the permit cycle. This SWMP includes measurable goals for Best Management Practices (BMP), focusing on the six minimum measures. Measurable goals describe the actions Lansing School District will take to implement each BMP and allow Lansing School District to evaluate progress toward meeting key objectives outlined in the following sections.

Lansing School District owns and operates twenty-eight (28) public properties within the boundaries of the “Lansing Urbanized Area”. All Lansing School District properties are within the urbanized area based off of the 2010 Census data, and the facilities include:

1. **Attwood New Tech Magnet School** [Formerly Attwood Elementary School] - 915 Attwood Drive, Lansing MI 48911
2. **Averill New Tech Elementary School** - 3201 Averill Drive, Lansing MI 48911
3. **Beekman Center** – 2901 Wabash Rd., Lansing MI 48910
4. **Capital Area District Library (CADL) – Downtown Lansing Location [Formerly Clarence H. Rosa Public Library]** – 401 South Capitol Avenue, Lansing MI 48933
5. **Cavanaugh STEAM Elementary [Formerly Cavanaugh Elementary School]** – 300 W. Cavanaugh Road, Lansing MI 48910
6. **Cumberland Elementary School** – 2801 Cumberland Road, Lansing MI 48906
7. **Don Johnson Fieldhouse/ Eastern Athletic Fields** - 400 N. Pennsylvania Avenue, Lansing MI 48912
8. **Dwight Rich School of the Arts [Formerly Lansing STEM]** - 2600 Hampden Drive, Lansing MI 48911
9. **Eastern High School [Formerly Pattengill Middle School]** - 626 Marshall Street, Lansing MI 48912
10. **Eva Evans Welcome Center** - 2400 Pattengill Avenue, Lansing MI 48912
11. **Everett High School** - 3900 Stabler Street, Lansing MI 48910
12. **Forest View Elementary School** – 3119 Stoneleigh, Lansing MI 48910
13. **Gardner International Magnet School [Formerly Gardner Middle School]** – 333 Dahlia Drive, Lansing MI 48911/ **Newcomers Center** – 301 W Jolly Road, Lansing MI 48911 **COMPLEX**
14. **Gier Park Elementary School** – 401 East Gier Street, Lansing MI 48906
15. **Harley Franks Head Start [Formerly Harley Franks Elementary School]** - 2924 Newark Ave Lansing, MI 48911 / **Hill Center** - 5825 Wise Rd, Lansing MI, 48911 **COMPLEX**
16. **Kendon Head Start** – 827 Kendon Drive, Lansing MI 48910
17. **Lewton School** – 2000 Lewton Place, Lansing MI 48911
18. **Lyons Elementary School** – 2901 Lyons Avenue, Lansing MI 48910
19. **Mt. Hope STEAM Magnet School [Formerly Mt. Hope Elementary School]** – 1215 East Mt. Hope Avenue, Lansing MI 48910

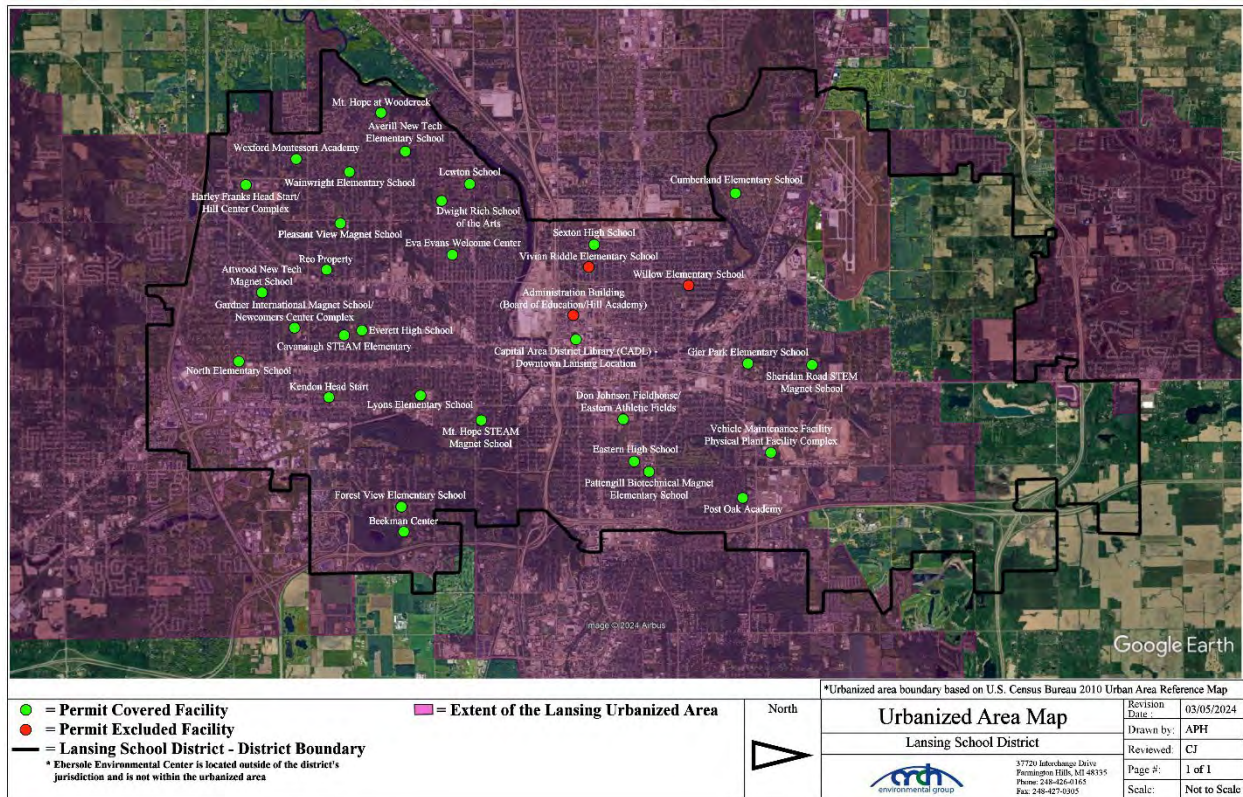
20. **Mt. Hope at Woodcreek [Formerly Woodcreek Elementary School]** – 4000 Woodcreek Lane, Lansing MI 48911
21. **North Elementary School** – 333 East Miller Road, Lansing MI 48911
22. **Pattengill Biotechnical Magnet Elementary School [Formerly Fairview Elementary School/Fairview STEM Magnet School]** - 815 North Fairview Avenue, Lansing MI, 48912
23. **Pleasant View Magnet School [Formerly Pleasant View Elementary School]** – 4505 Pleasant Grove Road, Lansing MI 48910
24. **Post Oak Academy [Formerly Post Oaks Elementary School]** – 2320 Post Oak Lane, Lansing MI 48912
25. **Reo Property** – 1221 Reo Court, Lansing MI 48910
26. **Sexton High School** – 102 South McPherson Avenue, Lansing MI 48915
27. **Sheridan Road STEM Magnet School [Formerly Sheridan Elementary School]** – 16900 N. Cedar Street, Lansing MI 48906 [Former lot address 3701 N Cedar Street]
28. **Vehicle Maintenance Facility** – 1617 Sam’s Way, Lansing MI 48912 /**Physical Plant Facility** - 1717 Sam’s Way, Lansing, MI 48912 **COMPLEX**
29. **Wainwright Elementary School** – 4200 Wainwright Avenue, Lansing MI 48911
30. **Wexford Montessori Academy [Formerly Wexford Elementary School]** - 5217 Wexford Road, Lansing MI, 48911

Currently, the Administration Building, Vivian Riddle Elementary School, and Willow Elementary School owned by Lansing School District are on a combined sewer system and are not included in this permit application. Ebersole Environmental Center located in Wayland, Michigan is also owned by the district but does not fall within an urbanized area.

1.1 Regulated Area

A map identifying the urbanized area within the Lansing School District urbanized area as defined by the 2010 Census is provided below in Map 1.

Map 1 – District Jurisdictional Boundary Map – Urbanized Area¹



¹ Urbanized area boundary based on U.S. Census Bureau 2010 Urban Area Reference Maps.

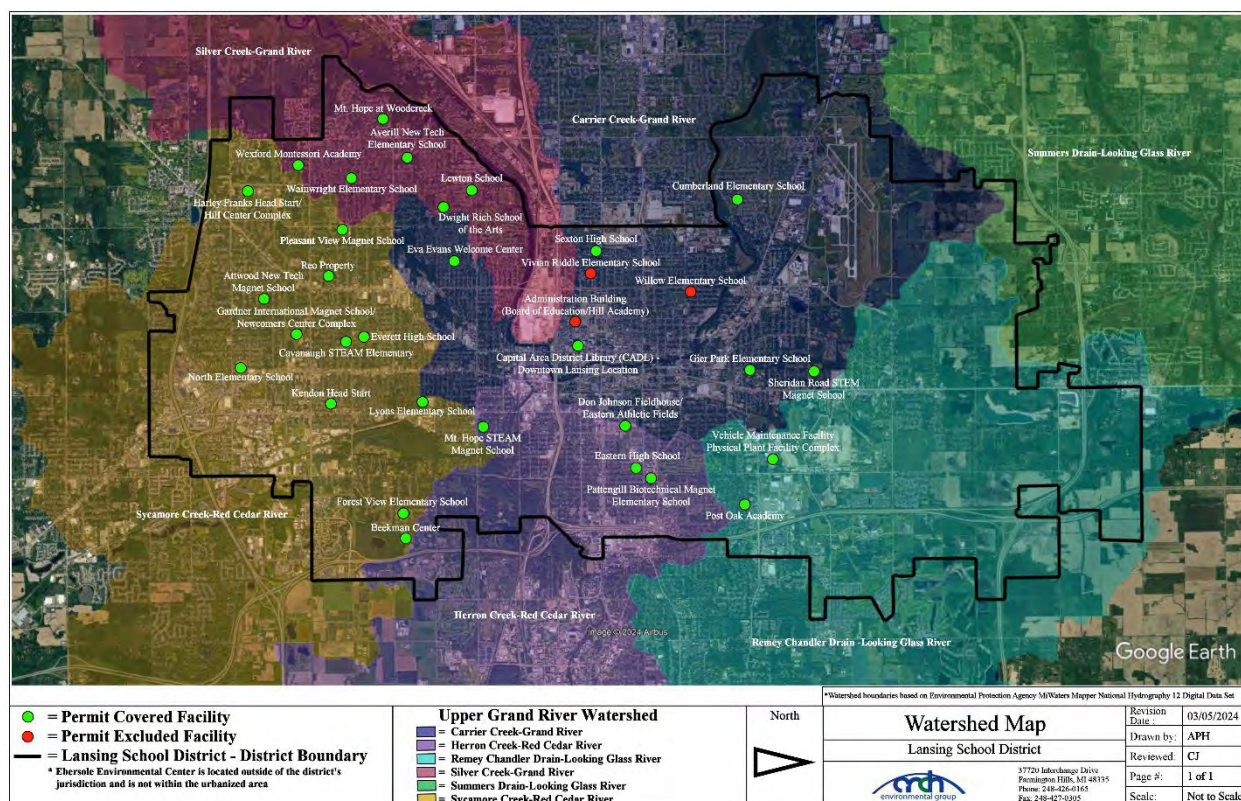
1.2 Outfalls & Discharge Points/ Receiving Waters

The permit authorizes the discharge of stormwater from municipal separate stormwater drainage systems to waters of the state from all existing outfalls or points of discharge.

Lansing School District has identified outfalls that discharge directly into surface waters of the state and discharge points that discharge into other MS4 drainage systems. The Lansing School District drainage system discharges directly or indirectly into the Grand River Watershed as detailed in Map 2 below.

Lansing School District has completed site specific storm sewer system maps which identify outfall and discharge point locations, discharge point source identification numbers, and receiving waters. A receiving water table and site-specific storm sewer system maps are provided in Appendix A. Any changes to the Lansing School District storm sewer system will be reflected on the storm sewer system maps and reports provided to the EGLE during progress reporting. The district watershed boundary map is provided below in the map listed as “Map 2”.

Map 2 – District Watershed Map²



1.3 Enforcement Response Procedures

The Lansing School District properties are regulated as an MS4 under the NPDES Permit program. Environmental compliance staff members from Lansing School District have the authority to inspect and monitor stormwater-related activities on campus and require full compliance with all stormwater permit requirements. Enforcement of

² Watershed boundaries based on Environmental Protection Agency MiWaters Mapper National Hydrography Dataset Mapper 12-Digit Watersheds.

Lansing School District policies, procedures, and best management practices (BMPs) outlined in this SWMP is the responsibility of the Stormwater Program Manager or their designee. Any questions regarding this policy and procedure will be directed to the Stormwater Program Manager.

The primary role of the Superintendent or their designee is to ensure that the ERP is followed in a timely and consistent manner and track compliance issues and schedules. To achieve compliance, the following steps may be taken:

1. Reviews reported violation.
2. Contact business or non-district individual responsible for the violation.
3. Ensures that compliance actions taken are consistent and timely.
4. Tracks instances of noncompliance.
5. Review compliance reports and schedules to ensure that appropriate enforcement actions are taken, and compliance goals are met.
6. Conduct follow-up inspection(s) to verify the violation has been corrected.
7. Legal action may be pursued for the most serious violations including where the response to previous enforcement actions is inadequate.

The tracking of instances of noncompliance includes the following information:

- Name
- Date
- Location of Violation (address, cross streets, etc.,)
- Business/Agency/Organization (as appropriate)
- Description of Violation
- Description of Enforcement Response
- Date Violation was resolved

Information shall be placed into the Districts Noncompliance Enforcement Tracking Sheet.

This procedure will be reviewed on an annual basis by the Stormwater Manager for any updates. A copy of the SW Illicit Discharge Regulatory Policy is included with and an example of the Municipal Separate Storm Sewer System Noncompliance Enforcement Tracking Sheet in Appendix B.

2.0 Stormwater Management Program Plan (SWMP) Minimum Control Measures

This SWMP has been developed to describe the Best Management Practices (BMPs) Lansing School District will implement to meet the six minimum control measures and water quality requirements. The six minimum control measures include:

- **Public Participation/Involvement Program (PPP)**
To share components of the SWMP and encourage participation in its review and implementation.
- **Public Education Program (PEP)**
To promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants to stormwater to the maximum extent practicable.
- **Illicit Discharge Elimination Program (IDEP)**

To detect and eliminate illicit connections and discharges to the MS4.

- **Construction Stormwater Runoff Control Program**

To augment Part 91 rules dealing with soil erosion, offsite sedimentation, and other construction-related wastes.

- **Post-Construction Stormwater Runoff Program**

To address post-construction stormwater runoff from projects that disturb one acre or more, including projects less than one acre that are part of a larger common plan of development that would disturb one acre or more.

- **Pollution Prevention/Good Housekeeping Program**

To minimize pollutant runoff to the maximum extent practicable from municipal operations that discharge stormwater to the surface waters of the state.

Each BMP includes a measurable goal, implementation schedule, and measure of assessment.

2.1 Public Involvement/Participation Program (PPP)

Engaging and empowering the public in the effort to reduce the impacts of stormwater runoff is a key element of the public involvement/participation program. The Lansing School District has entered into a collaborative agreement with the Great Lansing Regional Committee for Stormwater Management (GLRC) for their Public Participation Plan (PPP). The PPP was prepared for communities within the Great Lansing region of Clinton, Eaton, and Ingham counties to work collaboratively on regional education and outreach efforts for stormwater management and pollution prevention. Documentation of the GLRC's Public Participation Plan is included in Appendix H.

2.1.1 Public Involvement/Participation Program Objectives

1. Process to make the Stormwater Management Plan available for public inspection and comment.
2. Process for inviting public involvement and participation in the implementation of SWMP best management practices and periodic review of the SWMP.

2.1.2 Public Involvement & Participation Procedure

1. As required, the approved Stormwater Management Program (SWMP) will be made available to the public via the district website throughout the permit cycle.
2. The stormwater webpages will include contact information for public comments.
3. The public will be notified through announcements or newsletters that a copy of the SWMP is available on the district stormwater webpage.
4. Cooperation with local watershed protection groups.

2.1.3 Public Involvement & Participation Assessment

1. The Lansing School District will review the public involvement & participation BMPs as part of annual SWMP review to determine level of district involvement and identify areas of improvement.

2.1.4 Public Involvement & Participation Program (PPP) BMP Table

BMP	Implementation of BMP	Timeframe	Measurable Goal	Measure of Assessment	Responsible Party
BMP #2.1.4.1 Public Notice of SWMP	Make SWMP available for public review through stormwater webpage.	Annually Throughout Permit Cycle	Public notice published in the annual district wide newsletter announcing the availability of the SWMP for review, including contact information for comments.	Verify SWMP is available on stormwater webpage, and track changes webpage posting of SWMP.	Lansing School District
	Contact information will be available on the stormwater webpages to forward comments regarding the SWMP.			Compile and track comments from the public.	
BMP #2.1.4.5 Public Involvement & Participation Program Assessment	Evaluate the effectiveness of the public involvement program.	Annually Throughout Permit Cycle	Complete as part of annual SWMP review to determine level of district involvement and identify areas of improvement. Program activities may be adjusted based on the results of the assessment.	Copies of the annual SWMP review noting any areas of needed improvement.	Lansing School District

2.2 Public Education Program (PEP)

Lansing School District’s “Public Education Program (PEP)” is designed to promote, publicize, and facilitate education for the purpose of encouraging the public to reduce the discharge of pollutants into the Lansing School District separate storm sewer system.

The Lansing School District has entered into a collaborative agreement with the Greater Lansing Regional Committee for Stormwater Management (GLRC) and is included in the GLRC Collaborative Public Education Plan. The plan will be implemented collaboratively through the permit cycle. Copies of the GLRC documents are included in Appendix H.

2.2.1 Public Education Program Objectives

- A. Promote public responsibility and stewardship in their watershed.
- B. Inform and educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have on surface waters of the state.
- C. Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4.
- D. Promote preferred cleaning materials and procedures for cars, pavement, and power washing.
- E. Inform and educate the public on the proper application and disposal of pesticides, herbicides, and fertilizers.
- F. Promote proper disposal practices for grass clippings, leaf litter, and animal waste that may enter the MS4.
- G. Identify and promote the availability, location, and requirements of facilities for collection or disposal of hazardous wastes, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids.
- H. Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure.
- I. Educate the public on, and promote the benefits of, green infrastructure and Low Impact Development.
- J. Identify and educate commercial, industrial, and institutional entities likely to contribute pollutants to stormwater runoff.

2.2.2 Public Education Program Procedure

The Lansing School District shall implement the PEP topics and objectives that are directed and outlined in the GLRC Public Education Plan. Actions are outlined below in the public education program table.

2.2.3 Public Education Program BMP Table

BMP	Description of Activity	Priority	Timeframe	Measurable Goal & Key Message	Measure of Assessment	Target Audience	Responsible Party
BMP #2.2.3.1 Promote public responsibility and stewardship in the applicant's watershed(s)	Continue to maintain watershed signage at road and river crossings, add visual representations of education message in a public area(s) as opportunities allow.	High	Ongoing Throughout Permit Cycle	Signs promote local water resources that connect the public to their surrounding environment as well as improve public knowledge of human impacts on the environment through stormwater runoff from non-point source sources.	Signs are documented to be present during Progress Reporting. Website and social media analytics on new educational messages.	Public (Including Students and Faculty of the District)	GLRC Coordinator Local Road Commission
	The Do you know your watershed?" brochure is used as educational material for the public about what a watershed is, local watersheds, urban watersheds, and how to protect our watersand update as appropriate	Medium	Ongoing Throughout Permit Cycle	Post the "Do you know your watershed?" on the District's webpage.	Update webpages as necessary. Confirm posting & track webpage reviews.	Students, Faculty, and Community	Lansing School District
				Provide the "Do you know your watershed?" brochure at all public events (such as the Quiet Water Symposium, MSU Science Festival, Adopt-A-River, Green Fairs, etc.)	Number of brochures provided through the year and website link traffic to digital versions.	Public	GLRC Coordinator PEP Committee
	Publicize area efforts to engage the public in volunteer stream monitoring, river clean-ups, water trail maintenance, watershed protection and education efforts, and other external regional events that complement the GLRC's mission	Medium	Ongoing Throughout Permit Cycle As Events Occur	Promote volunteer opportunities to foster stewardship within the watershed and to educate on peronsal actions that the public can take to protect water resources.	Maintain copies of emailed seasonal watershed announcements promoting volunteer opportunities for environmental stewardship provided to district staff.	Students, Faculty, and Community	Lansing School District
					GLRC Website traffic and engagement on social media.	Public	GLRC Coordinator
	The GLRC branded display is for general watershed education that works to promote personal actions to reduce pollution.	Medium	Annually Throughout Permit Cycle	Host the GLRC Educational Display for multiple weeks within the district annually	Photo confirmation of display.	Students, Faculty, and Community	Lansing School District
				Display the GLRC Educational Display at events such as the Quiet Water Symposium, Adopt-A-River events, and other various regional events.	Number of events displayed used Number of Municipal lobbies displayed Number of people who attended events where the display was used	Public and Businesses	GLRC Coordinator PEP Committee
	Share GLRC core-topic articles and/or fact sheets and information segments on article themes and related topics to reach diverse audiences across media outlets.	Medium	Ongoing Throughout Permit Cycle	A Link to the GLRC articles and fact sheets/information is posted to the District's webpage. Applicable Articles and fact sheets/information may be shared in seasonal watershed announcements.	Update webpages as necessary. Confirm posting & track webpage reviews. Maintain copies of emailed seasonal watershed announcements that include GLRC articles and fact sheets/information	Students, Faculty, and Community	Lansing School District
				Articles and fact sheets/information segments are posted on the GLRC Website, in the quarterly newsletter, community websites, community newsletters, and socia media platforms.	Number of articles, fact sheets, and information segments posted The GLRC Coordinator tracks the GLRC website, newsletters, and social media analytics.	Public Elected Officials	GLRC Coordinator PEP Committee

2.2.3 Public Education Program BMP Table

BMP	Description of Activity	Priority	Timeframe	Measurable Goal & Key Message	Measure of Assessment	Target Audience	Responsible Party
BMP #2.2.3.3 Inform and educate the public about the connection of the MS4 to area waterbodies and the potential impacts discharges could have on surface waters of the state	GLRC webpage titled "What is Stormwater" and "What's a Watershed?" promote watershed health information, describe what citizens do, how our water is impacted, etc.	High	Ongoing Throughout Permit Cycle	A link to the "What is Stormwater" and "What's a Watershed" webpages will be linked on the District's webpage.	Update webpages as necessary. Confirm posting & track webpage reviews.	Students, Faculty, and Community	Lansing School District
				These pages will be maintained on the GLRC's website and advertised on social media platforms	Documentation of website link traffic and social media analytics	Public Elected Officials	GLRC Coordinator
	GLRC quarterly newsletters and annual report provide information on specific GLRC activities/events related to the six minimum measures of the permit. These documents also provide information related to relevant partner events and activities.	High	Ongoing Throughout Permit Cycle	A Link to the GLRC website will be maintained on the District's website Applicable Articles and fact sheets/information may be shared in seasonal watershed announcements.	Maintain copies of emailed seasonal watershed announcements promoting volunteer opportunities for environmental stewardship provided to district staff.	Students, Faculty, and Community	Lansing School District
				Newsletters will be completed quarterly and available in electronic format on the GLRC's website. The annual report will be completed by the second quarter of the fiscal year.	Website Link Traffic Number of Annual Reports distributed at events Newsletter Analytics	Public Elected Officials	GLRC Coordinator
BMP #2.2.3.4 Educate the public on illicit discharges and promote public reporting of illicit discharges and improper disposal of materials into the MS4	Maintain the GLRC and Lansing School District websites to include information on illicit discharge contacts for reporting illicit discharges and acts of pollution	High	Ongoing Throughout Permit Cycle	Maintain information regarding illicit discharges and how to report them on the Lansing School District's website.	Update webpages as necessary. Confirm posting & track webpage reviews.	Students, Faculty, and Community	Lansing School District
				Post "How to Spot Illicit Discharge/How to Report-Hotline Numbers" poster in Receiving Areas at each district facility. The goal is to have one poster at each facility.	Annual review of postings. Number of posters placed throughout the district.	Students, Faculty, and Community	Lansing School District
				Continuous posting on the GLRC website and social media. As needed, the PEP Committee will explore different delivery methods (language, etc.) to make this more relatable to the public.	Website Link Traffic Social media analytics	Public	GLRC Coordinator PEP Committee
BMP #2.2.3.5 Promote preferred cleaning materials and procedures for car, pavement, and power washing	Promote series of posters and brochures covering car washing, pet waste, motor oil, and fertilizer reduction. These educational materials describe the impact that bad practices realted to these topics can have on water quality. They also provide alternatives or best management practices for each of the noted topics.	Medium	Ongoing Throughout Permit Cycle	SEMCOG posters are placed strategically throughout the district. The goal is to maintain three (3) various SEMCOG posters at each facility. Strategic locations include the Main Office, Lounge, and Receiving Areas (if available)	Annual review of postings. Number of posters placed throughout the district.	Students, Faculty, and Community	Lansing School District
				Continuous use at public events like the annual Quiet Water Symposium and Adopt-A-River events, various regional events, and on the website and social media platforms. These materials will be updated as appropriate.	Number of brochures distributed by the GLRC Coordinator at area events and meetings, website link traffic, and social media analytics.	Public	GLRC Coordinator PEP Committee
BMP #2.2.3.6 Inform and educate the public on proper application and disposal of pesticides, herbicides, and fertilizers	Please see BMP #2.2.3.8						

2.2.3 Public Education Program BMP Table

BMP	Description of Activity	Priority	Timeframe	Measurable Goal & Key Message	Measure of Assessment	Target Audience	Responsible Party
BMP #2.2.3.7 Promote proper disposal practices for grass clippings, leaf litter, and animal wastes that may enter into the MS4.	Promote existitng materials related to grass clippings and leaf litter while providing additional advice to the public on how to select a watershed-friendly vendor for lawncare management	High	Ongoing Throughout Permit Cycle	SEMCOG posters are placed strategically throughout the district. The goal is to maintain three (3) various SEMCOG posters at each facility. Strategic locations include the Main Office, Lounge, and Receiving Areas (if available)	Annual review of postings. Number of posters placed throughout the district.	Students, Faculty, and Community	Lansing School District
				Promote the use of best management practices of grass clippings and leaf litter through the GLRC educational display as well post them to the GLRC social media platforms and the website	Number of flyers/brochures handed out, website link traffic, and social media analytics	Public Small Businesses	GLRC Coordinator
	Continue to maintain pet waste reduction watershed signage at parks or designated dog areas, expanding locations as needed, while posting pet waste reduction information on social media platforms and the webist	Medium	Ongoing Throughout Permit Cycle	SEMCOG posters are placed strategically throughout the district. The goal is to maintain three (3) various SEMCOG posters at each facility. Strategic locations include the Main Office, Lounge, and Receiving Areas (if available)	Annual review of postings. Number of posters placed throughout the district.	Students, Faculty, and Community	Lansing School District
				Signs will be indefinitely maintained to promote pet waste reduction for watershed protection and to connect the public to their surrounding environment. Additionally, pet waste information will be present on mywatershed.org indefinitely and highlighted in at least two GLRC social media posts per year.	Signs posted and maintenance activities conducted Website traffic and social media analytics	Public	GLRC Coordinator
BMP #2.2.3.8 Identify and promote the availability, location, and requirements of facilities for collection or disposal of householdhazardous waste, travel trailer sanitary wastes, chemicals, yard wastes, and motor vehicle fluids	Promote local household hazardous waste collection and recycling events.	Medium	Ongoing Throughout Permit Cycle	Maintain a district "Household Hazardous Waste" informational page on the stormwater management webpages to promote pollution prevention by using available resources for proper disposal of these wastes.	Update webpages as necessary. Confirm posting & track webpage reviews.	Students, Faculty, and Community	Lansing School District
				The GLRC website and social media will maintain information about how to properly dispose of these wastes and promote local events when scheduled	Website link traffic, social media analytics, and number of flyers distributed.	Public Small Businesses	GLRC Coordinator
BMP #2.2.3.9 Inform and educate the public on proper septic system care and maintenance, and how to recognize system failure.	Promote information on proper septic system care. Post Ingham County's local Point of Sale/Time of Sale septic/well inspection ordinances on GLRC Website and on the District's website	Low	Ongoing Throughout Permit Cycle	Maintain a district “Sewer Overflows and Septic Systems” informational page on the district's stormwater management webpages to educate on why sewer overflows and septic systems are pollution issues. Additionally, educate on the proper and consistent maintenance of septic systems as well as provide local resource requirements/information.	Update webpages as necessary. Confirm posting & track webpage reviews.	Students, Faculty, and Community	Lansing School District
				Educate on maintenance of your septic system and how it could be contaminating local water bodies through stormwater runoff.	Website link traffic, social media analytics, and number of flyers distributed.	Public	GLRC Coordinator

2.2.3 Public Education Program BMP Table

BMP	Description of Activity	Priority	Timeframe	Measurable Goal & Key Message	Measure of Assessment	Target Audience	Responsible Party
BMP #2.2.3.10 Educate the public on, and promote the benefits of, green infrastructure and Low Impact Development	Promote Green Infrastructure and Low Impact Development Brochure. The brochure will promote the use of Low Impact Development (LID) and Green Infrastructure (GI) as tools for reducing polluted runoff from developments and homes.	High	Ongoing Throughout Permit Cycle	Brochures will be used at events like the annual Quiet Water Symposium and Adopt-A-River events, as well as other various regional events.	Number of brochures distributed by the GLRC Coordinator at area events and meetings, website link traffic, and social media analytics.	Public Elected Officials Small Businesses	GLRC Coordinator
	GLRC Local Green Infrastructure Projects Webpage highlights various LID and GI projects in the region to help encourage others to pursue projects in their own neighborhood or community	High		The webpage will be maintained and updated as needed.	Website Link Traffic	Public Small Businesses	CLRG Coordinator
	Green Infrastructure educational programming to educate the public, members, and elected officials on several different best managmeent practices for GI. The educational programming will occur through the GLRC Website, social media platforms, newsletter distribution, and presentations	High		Continued inclusion of GI information on website and social media platforms. The GLRC will host two educational stormwater seminars on PEP Topics A-F per permit cycle.	Number of people reached by email Website traffic Social Media analytics Attendance at programs	GLRC Members Elected Officials The Public	GLRC Coordinator PEP Committee
	Paid promotion of educational videos for visual education on how to reduce pollution for all PEP topics	High		Continued posting of videos across the GLRC website, GLRC social media platforms, YouTube, and video distribution.	Number of video views Website traffic Social Media Analytics	Public	GLRC Coordinator
BMP #2.2.3.11 Identify and educate commercial, industrial, and institutional entities likely to contribute pollutants to stromwater runoff	Educate the business community on MS4 and pollution prevention, including proper road salt application and storage. The GLRC will conduct outreach to business associations and networks, and industrial and institutional entities to share information on how their operations can impact the MS4 or to partner with them in educating their customers	Medium	Twice per Permit Cycle	Share educational materials with businesses, networks, presentations to business groups, and/or utilizing business publications to improve stormwater management to reduce pollution.	Number of connections made with local businesses	Businesses Industries Institutions	GLRC Coordinator PEP Committee
	Education municipalities throughout Clinton, Eaton, and Ingham counties in best management practices to reduce road salt use for roads, parking lots, and sidewalks.	High	Once Per Permit Cycle Every January Newsletter	Provide educational materials to lessen chloride content in stormwater through smart application and storage of road salt through training and newsletters (every January).	Number of people reached Number of materials Distributed Newsletter Analytics	Municipalities and their Road Departments	GLRC Coordinator PEP Committee

2.2.5 Public Education Program Effectiveness

The effectiveness of the public education program will be evaluated based on progress made towards meeting the BMP objectives described above.

Additionally, the Lansing School District will conduct an annual review of the public education best management practices to determine if they have been implemented and identify areas of improvement.

The full file version of the Lansing School District Stormwater Management Plan is available upon request by contacting the Operations Department at (517) 755 - 1000.