



TO: Mayor and City Council

FROM: Howard S. Lazarus, City Administrator
Jennifer Lawson, Water Quality Manager

DATE: September 14, 2017

SUBJECT: 2018 Huron River Watershed Community Calendar

This is an informational update regarding the 2018 Huron River Watershed Community Calendar in advance of a large mailing of calendars that will be sent to Ann Arbor single-family residents within the next week or so.

The City of Ann Arbor and several other communities and organizations within the Huron River watershed are required by Phase I and II Federal National Pollution Discharge Elimination System (NPDES) Stormwater Permits to conduct on-going public education to reduce or prevent nonpoint source pollution.

This calendar meets that requirement with a full year of monthly informational pollution prevention tips targeted to homeowners in a single direct mail piece. The tips include: illegal dumping, fertilizer and yard care, rain barrels, pet waste, car care, rain gardens and native plants, home toxics, storm drain awareness and general watershed education.

The communities involved in this year's Watershed Community Calendar project have worked collaboratively to provide a unique opportunity to pool their resources and deliver this educational calendar for residents. By ordering these calendars in bulk, the unit cost for each calendar comes out to just over 1 dollar a piece, making them very cost-effective. This year, 18 participating communities and organizations pitched in to produce almost 38,000 calendars for distribution to watershed residents.

The City of Ann Arbor's allocation is 21,638 pieces, approximately 21,278 of which are mailed to single-family homes. This year the balance of calendars was distributed by City staff and Natural Areas Preservation (NAP) volunteers, along with NAP's quarterly newsletter, to local public, retail and business venues.

2018 Huron River Watershed Community Calendar
September 14, 2017

The calendar will be made available on the City's website, and we will use our social media outlets to inform the public. If you have further questions, please contact Jennifer Lawson, Water Quality Manager at jlawson@a2gov.org.