

**Long-Term Strategic Plan
for the
Statewide Public Advisory Council
For Michigan's Areas of Concern Program**

*Approved at the
April 18, 1996 Quarterly Meeting
of the
Statewide Public Advisory Council*

VISION

Our vision is a vibrant Great Lakes Ecosystem in which we are stewards striving to enhance, restore and protect the health of the Great Lakes for the future of all inhabitants.

MISSION

The Statewide Public Advisory Council, comprised of citizens representing each of Michigan's fourteen Areas of Concern (AOC) identified in the Great Lakes Water Quality Agreement, advances AOC clean-up efforts by generating broad-based support for Remedial Action Plan development and implementation by forming partnerships with and advising governments at the state, federal, and local levels on the AOC Program; informing and educating citizens on pollution problems and opportunities; and supporting and advancing efforts in individual AOCs.

RAP PROCESS

GOAL

The public and RAP participants advance the RAP process to ensure the restoration and protection of Michigan's AOCs.

Objective 1

Enhance opportunities for the public to comment on and provide input to the development of AOC program policies, priorities and direction.

Action Steps

- Conduct quarterly meetings of the Statewide Public Advisory Council.
- Conduct an annual workshop for the public and RAP participants to provide input on the RAP process and share and exchange ideas on effective remedial actions.
- Provide direction and support for the local PACs during the transition of leadership of the RAP program from MDEQ to the local PACs.

RAP FUNDING

GOAL

The AOC Program is adequately funded to ensure the timely and effective cleanup of Michigan's AOCs.

Objective 1

Effectively communicate funding needs to state and federal agencies and public and private sources.

Action Steps

- Request meetings with the governor's environmental advisor.
- Review and provide input to MDEQ 1996 AOC Program funding recommendations.
- Prepare an annual report that highlights SPAC activities and recommendations on priority RAP-related issues.

PUBLIC INVOLVEMENT

GOAL

The public is knowledgeable of the AOC Program and actively participates in the cleanup of Michigan's AOCs.

Objective 1

Provide information and opportunities for citizen involvement in implementing remedial actions.

Action Steps

- Prepare biannual editions of the SPAC newsletter, *Michigan Areas of Concern NEWS*, that highlights activities ongoing in Michigan's 14 AOCs.
- Conduct an annual workshop for the public and RAP participants to provide input on the RAP process and share and exchange ideas on effective remedial actions.
- Develop and maintain an SPAC page on the Great Lakes Information Network, a link to the Internet.

Objective 2

Develop and maintain strong communication linkages with MDEQ and other stakeholders to ensure the timely transfer of information between citizens, local PACs and stakeholders.

Action Steps

- Request other relevant state agencies to appoint observers to the SPAC.
- Update the SPAC mailing list to ensure that all appropriate stakeholders are kept apprised of SPAC activities and events.

Objective 3

Network with similar groups and organizations in other states and provinces to exchange information.

Action Steps

- Update the SPAC mailing list to ensure that all relevant groups and organizations are kept apprised of SPAC activities and events.

Objective 2

Obtain Great Lakes congressional and legislative support (program and financial) for the AOC Program.

Action Steps

- Organize briefings for state legislators on the AOC Program.
- Organize briefings for Michigan's U.S. congressional delegation on the AOC Program.
- Work with local PACs to educate local elected officials.

Objective 3

Network with similar groups and organizations in Michigan and other states and provinces to exchange information and generate support for the AOC Program.

Action Steps

- Update the SPAC mailing list to ensure that relevant groups and organizations are kept apprised of SPAC activities and events.

Objective 4

Seek long-term funding for the AOC Program and RAP implementation from a diverse number of funding sources.

Action Steps

- Establish an ad-hoc committee to look at various funding opportunities for implementing remedial actions.

Objective 2

Work with the media more effectively to promote the AOC Program.

Action Steps

- Develop 30-second public service announcements.
- Ensure media contacts are included on the SPAC and AOC mailing lists.

Objective 3

Implement public awareness activities targeted at various audiences, such as citizens, government and other stakeholders.

Action Steps

- Develop a statewide awareness campaign that targets the many stakeholders in the RAP process.