



2011 ANNUAL WORK PLAN

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Prepared for the SCWEP by
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SCOTT SOIL AND WATER CONSERVATION DISTRICT

Executive Summary:

The goal of the Scott Clean Water Education Program (SCWEP) is to improve surface water quality in Scott County. Member agencies work together through the SCWEP to achieve this goal by coordinating the development and implementation of common education and outreach activities that: 1) educate residents, municipal officials, businesses and elected officials on the importance of water resources, and 2) promote and enable actions and behaviors consistent with the clean water goal. By working collaboratively, each participating agency maximizes program effectiveness and minimizes costs by setting common goals, objectives and actions, pooling resources, and eliminating duplication of similar activities and materials.

The 2011 SCWEP Work Plan (Plan) outlines the efforts that will be pursued throughout the year to meet the goal, consistent with the SCWEP 2010–2012 Comprehensive Plan. The planned activities consist of two distinct but related sets of efforts. The first set involves passive, repetitive and broad-based marketing efforts aimed at the general public. The second involves targeted, hands-on activities aimed at specific audiences. All Plan activities were identified and prioritized by member agencies through a steering committee process.

The broad-based marketing element consists of passive messaging about how lawn care practices impact the water quality of local lakes and rivers. The message will be delivered through city and county monthly newsletters as well as community newspapers. The topics will focus on seasonal stormwater topics such as: spring lawn clean up and reducing fertilizer applications for clean water; summer lawn maintenance activities for clean water (turfgrass height, mulching lawn clippings, etc.); summer water conservation methods; late summer lawn care techniques (benefits of growing a native garden); fall leaf clean up for clean water; winter snow and ice maintenance for clean water. Continuing a consistent message throughout the year about activities homeowners can employ to reduce their impact to local water resources will assist in educating the public about stormwater pollution prevention techniques.

The “targeted” set of activities for 2011 will consist of topic-specific workshops, neighborhood activities, and direct mailings. Separate workshop topics will include: turf maintenance for municipal staff and residents and shoreline restoration workshops for lakeshore homeowners. Basic lawn care maintenance practices can greatly affect the health of surface waters. Grass clippings are regularly discharged from mowers into the street and curb and gutter area. When it rains the grass clippings are washed down the street and into storm drains which carry the clippings directly into surface waters. Grass clippings are a pollutant because they contain phosphorus and nitrogen, the plant nutrients that encourage algae growth. Algal blooms degrade water quality by consuming oxygen needed by fish and aquatic insects. Algae blooms also decrease the ability of light to reach submerged native plants for their growth.

The municipal staff, school district personnel and landscape contractor workshop will provide an optional test for the participant to become certified in turfgrass maintenance best practices. Certified companies and individuals will then be identified on the MPCA website. The residential homeowner workshop is shorter in length and focuses more on what individuals can do on their own lawns to reduce impact to the environment. The topics are similar, but in a more condensed version for the residential property owner.

The SCWEP also plans to deliver a series of shoreline restoration workshops to homeowners living on lakeshore in the county. Restoration of lakeshore property can greatly improve the water quality of surface water by intercepting storm water runoff from the turfgrass before it enters the lake. Lakeshore restoration involves establishing a buffer of native plants in three important zones: in the water, at the land and water interface (transition zone) and the upland portion of the shoreline buffer. The native plants installed in the water absorb excess nutrients in the water which will assist with improving water

quality. Native plants, with their extensive root systems will also stabilize the lakeshore and reduce erosion from incoming waves. The SCWEP along with Scott County WMO and the PLSLWD will deliver educational workshops to initiate restoration of residential shoreline with native plants. The SCWEP coordinator will directly contact homeowners living on the selected lakes and inform them of the workshop opportunities and the financial assistance available. The first workshop will review the benefits of restoring lakeshore and the impact lawn maintenance activities can have on the lake. The second workshop will look more specifically at each homeowner's lakeshore and evaluate opportunities to restore the shoreline to a natural state. Interested lakeshore owner's will then have the opportunity to receive technical and financial assistance available through the Scott SWCD. Participating lakeshore owners will also receive an on-site consultation about proper short and long term maintenance of their lakeshore restoration project.

The primary neighborhood activity will be a storm drain stenciling program. The SCWEP coordinator will work with a local school or civic group to paint or affix a message adjacent to the storm drains in priority neighborhoods of Prior Lake and Savage. Based on responses from the storm water awareness survey that was administered throughout the county in August of 2010, most residents believe storm water is sent to a waste water treatment plant. A storm drain stenciling program can assist with educating the public about where the water goes when it enters the storm drains. The message for the stencil will read, "Don't Dump, Drains to Lake or River." The student group will first deliver a flyer to the homes in the neighborhood about what they are doing and why. Then they will stencil priority neighborhoods in Prior Lake and Savage. This program will likely be replicated every three to four years depending on the ability of the paint or sign to stay legible and the opportunity to educate a new group of students. The SCWEP coordinator will also present a brief presentation to the students about why they are performing the activity and the importance of notifying residents about how the storm drains are connected to area lakes and rivers.

In the fall of 2011 the SCWEP will again be engaging the public in a Community Clean-Up for Water Quality event. This activity engages a school or civic group to lead a leaf raking and bagging day in select neighborhoods. This will likely occur in a neighborhood in Savage in 2011. The bagging of leaves from the curb, gutter and boulevard will equate to phosphorus pollution being prevented from entering local lakes and rivers. According to the Freshwater Society and the MPCA, five bags of leaves equals one pound of phosphorus prevented from entering our water resources. One pound of phosphorus can produce up to 1,000 pounds of algae. This information will be recorded and communicated to local newspapers and city and county newsletters. Potential sponsors will be contacted to assist in collecting and composting the leaves at an appropriate facility. Engaging community groups to implement water quality improvement projects is a primary focus for the SCWEP. Community groups have the ability to teach and encourage others to make changes to their daily activities which impact water quality.

A new item for 2011 will be a bimonthly SCWEP e-newsletter. The e-newsletter will inform partners and associated decision makers about the previous monthly activities of the SCWEP and upcoming events or topics related to storm water pollution prevention activities. The SCWEP e-newsletter will be an internal communication method to keep interested parties abreast of current events and activities in the county.

Program evaluation is an important component to understanding the effectiveness of reaching our goal of improved water quality. Program evaluation will be conducted through tracking the number of informational and educational materials distributed through direct mailings and public outreach event tabling. Participant numbers will be tracked at the public engagement workshops and evaluation forms will be distributed and collected to understand the experience of the participants. Follow up with workshop participants will be initiated one to two years after participation to gauge if they have changed their normative practices.

In addition, as identified in the 2011 Timeline of SCWEP Activities, there are a number of other educational outreach activities planned throughout the year.

Implementation Strategy 1

I. Issue/Area of Concern:

Lakes, creeks and rivers in Scott County are impaired for excess nutrients, turbidity, aquatic life, fecal coliform bacteria and chloride. In order to improve these resources an educational program is needed to engage with citizens of Scott County on ways to improve the quality of area water resources.

II. Related Goal:

Increase the public awareness about their impact on water resources in Scott County. The SCWEP will improve knowledge of the general public about non-point source pollution and methods to reduce storm water runoff pollution from their property. The SCWEP will increase knowledge of the general public about how activities on their property affect the quality of water resources in the County. Every residential property is connected to a water resource whether through a piped system or a ditch system. Effectively communicating this information and encouraging action among the public to improve water quality is imperative to a successful water resource education program.

III. Name of Program Education/Outreach Activity:

Water Resource Communication and Outreach

IV. Existing or New Program/Activity

- Existing Program
- New Program

V. Priority Level

- High Priority (will complete this year)
- Medium Priority (likely to complete this year)
- Low Priority (will complete only after high and medium priorities)

VI. Permit /Regulation Connection (as appropriate)

- Activity will meet one or more of these **MS4 stormwater permit regulations:**
 - Public education and outreach
 - Public participation
 - Illicit discharge detection and elimination
 - Construction site stormwater runoff control
 - Post Construction stormwater management
 - Pollution prevention and housekeeping in municipal operations

- Activity will meet another regulation:
 - List: TMDL Implementation (Spring Lake-Upper Prior Lake TMDL) & (Cedar and McMahon Lake TMDL)

VII. Target Audience:

The target audience for this implementation strategy is homeowners in Scott County. Every property is connected to area lakes, rivers and wetlands. Storm water runoff comes from roofs, lawns, driveways and sidewalks and picks up pollutants along the way to area water resources. The audience will primarily be adult homeowners and students in the county.

VIII. Program Description/Approach:

This program activity will occur in city and county newsletters and newspapers. Flyers, fact sheets and other promotional material will be distributed at city and county fairs and festivals throughout the year explaining non-point source pollution and impacts to water resources and methods to reduce negative impact. Additionally, specific neighborhoods will be targeted to deliver stormwater pollution prevention messages and ideas to improve water quality through adjusting lawn care maintenance practices.

IX. Outcomes and Evaluation

Evaluation of this program activity will be accomplished through developing metrics to track the number of publications developed and the number of fact sheets and informational brochures distributed. Follow up will occur with those who were targeted to receive direct mailing about storm water pollution prevention messages to understand if they employed any of the suggested pollution prevention techniques. The SCWEP coordinator will be responsible for tracking educational materials distributed to targeted neighborhoods and at public outreach events.

Implementation Strategy 2

I. Issue/Area of Concern:

People who live and work in Scott County need the tools and information to assist them with making changes to their daily activities to prevent storm water runoff pollution to our surface waters.

II. Related Goal:

Reduce environmental effects from daily activities performed by residents, municipal employees and private landscape contractors. Public engagement workshops and activities will provide the tools for participants to make changes in their daily activities to improve surface water quality. The SCWEP will provide educational workshops for residents, lakeshore owners, municipal employees and landscape contractors to recognize environmental impacts and develop strategies to reduce their impact on water resources.

III. Name of Program Education/Outreach Activity:

Public Engagement Workshops for Water Quality

IV. Existing or New Program/Activity

- Existing Program
 New Program

V. Priority Level

- High Priority (will complete this year)
 Medium Priority (likely to complete this year)
 Low Priority (will complete only after high and medium priorities)

VI. Permit /Regulation Connection (as appropriate)

- Activity will meet one or more of these MS4 stormwater permit regulations:
- Public education and outreach
 - Public participation
 - Illicit discharge detection and elimination
 - Construction site stormwater runoff control
 - Post Construction stormwater management
 - Pollution prevention and housekeeping in municipal operations
- Activity will meet another regulation:
- List: TMDL Implementation (Spring Lake-Upper Prior Lake TMDL) and (Cedar and McMahan Lake TMDL)

VII. Target Audience:

This program of public engagement workshops and activities will inform residents, landscape contractors and local government employees about how their daily activities impact our lakes and rivers.

VIII. Program Description/Approach:

This program may be implemented through a number of methods. One will be through a workshop on turf maintenance for reduced environmental effects. The workshop will present strategies for municipal, school district and landscape contractor turf maintenance personnel to utilize in order to reduce environmental impacts from their daily activities. Another workshop will address residential turf maintenance methods for reduced environmental effects. The residential workshop will cover similar topics as the municipal and landscape contractor workshop, but in a more condensed and applicable version to residential properties.

Other workshops and activities are outlined in the attached timetable. Some of these activities and events are: Shoreland restoration workshops for lakeshore owners on Cedar, O’Dowd and lakes within the Prior Lake – Spring Lake Watershed District; Blue Thumb workshops for targeted homeowners; Storm drain stenciling with school and/or civic groups; Community Clean Ups for Water Quality with school and/or civic groups.

IX. Outcomes and Evaluation

Evaluation of this program activity will be conducted through tracking the number of participants attending the presentations and educational workshops. The public workshops will have an evaluation form for participants to complete at the end of the workshop. The information gathered from the evaluations will be reviewed and utilized to improve additional workshops and seminars. Additional evaluations will occur one year after the workshops to understand if any of the new techniques learned were implemented by the municipalities or organizations attending. Implementation of successful new strategies will be highlighted in city newsletters, newspaper articles and on the SCWEP and partner web site.

2011 Timeline of SCWEP Activities

January	February	March	April
Produce SCWEP Annual Report: Publish on web site (All)	Produce article about the Water Cycle & Watersheds to city, county and newspaper communications (All)	Host Turf Maintenance Workshop for Municipal Staff, School District Staff & Landscape Contractors (All)	Host Turf Maintenance Workshop for Residents (PL, Savage, Townships, County)
Develop Lake Friendly Lawn Care brochure (calendar of year round activities to perform for a lake friendly lawn) (All)	Develop & deliver SCWEP e-newsletter to partners and other decision makers (bimonthly) (All)	Storm water pollution prevention display at County public libraries (rotate every three weeks) (All)	Produce article about mitigating flooding through various lake friendly landscaping techniques (also article on spring clean up) (All)
Develop SCWEP table banner for tabling public outreach events (fairs, festivals, etc.) (All)	Boudins Neighborhood Reconstruction Project: Education & Outreach (Prior Lake, PLSLWD)	Deliver targeted communication to neighborhoods about proper lawn care, fertilizing and living on the water's edge (Prior Lake)	Assist with SWCD Tree, Native Seed and Rain Barrel Sale (Scott SWCD)
SCWEP Steering Meeting (All)		Develop article on stormwater (rural vs. city) and where the water goes (All)	Present Partner SWPPP Annual Report & Public Meetings (PLSLWD)
			SCWEP Steering Meeting (All)

May	June	July	August
Coordinate Neighborhood Storm Drain Stenciling Event with School/Civic Groups (PL & Savage)	Deliver communication to targeted residents about the importance of storm water pond and wetland buffers; Revise "Buffer Zone" brochure to include storm pond buffers (PL, Savage)	Shoreland Restoration Workshops (Cedar, O'Dowd, PLSLWD lakes): coordination, marketing, planning (Scott WMO, PLSLWD)	Shoreland Restoration Workshops (Cedar, O'Dowd, PLSLWD lakes) (Scott WMO, PLSLWD)
Distribute article on proper spring fertilizer techniques and alternative methods for lake friendly lawn care (All)	Present "Blue Thumb Intro to Raingardens" for targeted neighborhoods based on watershed assessments (Savage, Prior Lake)	Water Consumption Report for residential consumers: residential utility billing comparison (Prior Lake)	Communicate concern and alternatives to PAHs in driveway sealants (Prior Lake)
Solicit other partners to join SCWEP prior to budgeting for 2012 (All)	SCWEP booth at Dan Patch Days (Savage)	SCWEP Steering Meeting (All)	Submit lawn chair lawn care article for clean water (All)
McColl Pond ELC Arbor Day Presentation (Savage)	Submit article about summer lawn care techniques for clean water (All)	Develop raingarden brochure (All)	

September	October	November	December
Shoreland Restoration Workshops (Cedar, O'Dowd, PLSLWD lakes) (Scott WMO, PLSLWD)	Community Clean Ups for Water Quality (Savage)	Develop 2012 SCWEP Annual Work Plan (All)	Submit winter maintenance article for clean water (All)
Outdoor Education Days: water station curriculum and volunteers (All)	Prior Lake/Savage School District Field & Leadership Day: presenter (All)	Host Snow & Ice Control for Clean Water Workshop (All)	Planning and preparation for calendar year 2012 (All)
SCWEP booth at Prior Lake Fall Community Fest (PLSLWD, Prior Lake)	Submit fall clean up article for clean water (All)	Develop Template for CIP Fact Sheets & WMO standards (Scott WMO)	Apply for grant funds to support SCWEP activities and events (All)
Children's Water Festival participant/presenter (All)	SCWEP Steering Meeting(All)	Coordinate production of large laminated map of storm drain system to utilize at public events (All)	

Ongoing activities occurring throughout the year:

- Updating the SCWEP web page on the Scott SWCD website
- Producing the bimonthly SCWEP e-newsletter for partners and other decision makers
- Responding to resident questions on various stormwater pollution prevention methods, techniques and issues
- Submitting monthly stormwater pollution prevention articles to city newspapers and newsletters
- Planning and preparation for the various SCWEP events and/or activities outlined in the SCWEP timetable
- Attend Lake Association, HOA, and other wildlife/environmental club (Sportsmen's Clubs, DU, PF, etc.) meetings
- PLSLWD Citizen Advisory Committee development with MN Waters (See Exhibit A) & citizen engagement through the Comprehensive Wetland Protection and Management Plan
- Boudins Neighborhood Reconstruction Project & Blue Line Watershed Project (City of Prior Lake)

EXHIBIT A.



Increasing Citizen Knowledge and Engagement
Throughout the PLSLWD

One Year Work Plan: Nov. 2010 – Oct. 2011

DRAFT

November

Assess District Needs and Capacity

- Continuing outreach and collecting input from WD staff, education coordinator and citizen leaders
- List of priority topics for workshops (shoreland restoration, lawn care etc.)
- Submit one year work plan to WD Administrator for review and approval

Kick off event planning

- Discuss forum aspect with Mike
 - input/visioning process as part of meet?
 - Presenting PLSLWD goals, Water Resource Mgmt Plan, TMDL
 - Invitation list (CAC, other citizen leaders, regional leaders, officials, etc)
- Talk with groups/individuals about dates/interest
- Find locations suitable for event

CAC

- Contact interested citizens from Mike's list
- Gauge current connections between individuals from Mike's list
- Individual conversations/meet-ups
- Set first meet date as "steering committee" for the CAC
- Get input on concerns/priorities as a group

Workshop Planning

- Find suitable locations
- Contact SCWEP partners to get input
 - on priority topics
 - Existing tools (brochures, Presentations etc suitable for citizens)
 - Available incentives to help change citizen behavior (grants, technical assistance, presentations)
- Confirm inclusion of existing workshop ideas
 - Shoreline restoration
 - Lawn care

Outreach

- Contact SCWEP Partners for input on relevant local groups
- Contact and attend meetings of other local groups
- Create Management Plan summary for distribution at events

Deliverable	Date	By	DM Hours
Complete and submit one-year work plan	11/30/10	AG	
List of priority BMP's for future workshops	11/30/10	AG/DM/MK	3-4

List of 5-10 suitable event locations <ul style="list-style-type: none"> ▪ For 25-50 people ▪ Facilities for power point presentations ▪ Tables and chairs ▪ Available break-out rooms ▪ Ability to serve food ▪ Contact name, price (if any) 	11/29/10	DM	5-7
Contact/relationships established with interested citizens from list	11/29/10	AG	
CAC steering committee meet date established	11/30/10	AG	
Management plan summary for citizens	11/15/10	AG	
Total			8-11

December

Kick off event planning

- Talk with groups/individuals about dates/interest – set date for event
- Continue search for suitable meeting sites if necessary
- Establish presenters/ reps from agencies/cities
- Establish format
 - What is a TMDL/Impaired water body?
 - How did it happen to my lake?
 - What can I do?

CAC

- Individual conversations/meet-ups
- First meet date with CAC steering committee?
 - Focus concerns/priorities into workshops, kick off event and action plan
 - Discuss role of CAC – PLSLWD rep in attendance
 - Meeting schedule with PLSLWD board
 - Recruiting other members

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Workshop Planning

- Find suitable locations
- Continue outreach to SCWEP partners to get input if necessary
 - on priority topics
 - Existing tools (brochures, Presentations etc suitable for citizens)
 - Available incentives to help change citizen behavior (grants, technical assistance, presentations)
- Formulate survey for distribution through established contact lists
 - What are people concerned about?
 - What times of day/year are best for workshops?
 - Info from current stormwater survey?

Outreach

- Continue search for relevant local groups
- Contact and attend meetings
- Gain access to contact info
 - Through leaders
 - Asking for info at meets

Deliverable	Date	By	DM Hours
CAC steering committee meet (if in December) <ul style="list-style-type: none"> ▪ Establish 4-5 priority areas with input from PLSLWD ▪ Establish methods/plan for kick-off outreach 	TBD	AG/MK	
2-3 meetings with different relevant local groups to establish contact, talk about program, gauge interest	12/30/10	AG/DM/MK	6-8
List of topics/incentives from SCWEP partners	12/20/10	AG/DM	4-6
Finalize date and location for kick off event	12/30/10	AG	

Design and Send workshop planning survey to citizen leaders	12/30/10	AG/DM	4-6
Begin building contact database incorporating all additional contacts throughout the year	12/30/10	AG/DM	4-6
Total			18-24

January

Kick off event planning

- Promote kick off event (land mail invites, email, news release, MW communications, etc)
- Finalizing additional logistics and format

CAC

- Second meet date with CAC steering committee
 - Review workshop survey feedback and next steps for workshop planning
 - Discuss role of CAC at kick off event

Workshop Planning

- Compile and review Survey results
- Finalize topic, date and location for workshop # 1

Outreach

- Continue search for relevant local groups
- Contact and attend meetings – recruit for CAC
- Add contact info to spreadsheet

Deliverable	Date	By	DM Hours
Meet with additional citizen groups	Ongoing	AG/DM	5-7
CAC meeting to plan for kick off event	TBD	AG/DM	

Kick off event promotion	1/30/11	AG/DM	6-8
Compile Survey results	1/10/10	DM	4-6
Finalize date, topic, presenter, location for wkshop #1 – Lawn Care for Healthy Lakes?	1/30/11	DM	6-8
Building contact spreadsheet incorporating all additional contacts throughout the year	Ongoing	AG/DM	3-5
Total			24-34

February

Kick off event planning

- Hold kick off event
- Recruit for CAC

CAC

- Engage CAC in kick off set-up, greeting/networking, speaking, etc.
- Begin water quality project #1 planning working towards PLSLWD water quality goals/TMDL

Workshop Planning

- Finalize logistics and promote workshop # 1
- Planning and scheduling workshop #2

Outreach

- Continue search for relevant local groups
- Contact and attend meetings
- Add contact info to spreadsheet

Deliverable	Date	By	DM Hours
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Hold Kick off event	TBD	AG/MK/DM	5-6
Compile report from citizen input received at Kick off	2/30/11	AG	
Promote workshop #1	2/30/11	DM	5-7
Finalize date, topic, presenter, location for wkshop #2 – Shoreland Restoration?	2/30/11	DM	6-8
Building contact spreadsheet incorporating all additional contacts throughout the year	2/30/11	AG/DM	3-5
Total			19-26

March- April

The work plan will be updated quarterly as the project progresses and additional details/timelines are defined.

Kick off report and debrief

- Meet with WD Administrator and Educ. Coordinator to debrief Kick off event and share citizen input report
- Incorporate feedback into work planning

CAC

- Meet with CAC to debrief kick off event and share citizen input report
- Finalize CAC Action Plan
- Evaluate membership – more participants
- Engage CAC in workshop promotion, greeting/networking, etc

Workshop Planning

- Hold workshop #1
- Finalizing logistics and promoting workshop #2

Outreach

- Continue search for relevant local groups
- Contact and attend meetings
- Add contact info to spreadsheet

Deliverable	Date	By	DM Hours
Debrief Kick off event and citizen input	March	AG/MK/DM	4-6
CAC Meeting to debrief Kick off and finalize Action Plan	March	AG	
Hold workshop #1	March	DM	5-7
Promote wkshop #2	March	DM	6-8
Hold wkshop #2	April	DM	5-7
Building contact spreadsheet incorporating all additional contacts throughout the year	Ongoing	AG/DM	3-5
Total			23-33

May-June

CAC

- Engage CAC in workshop promotion, greeting/networking, etc
- Evaluate CAC Action Plan, make necessary changes

Workshop Planning

- Finalize topic and logistics, promote workshop #3
 - Working with Local Government?
- Hold workshop #3
- Finalizing logistics and promoting workshop #4
 - Outdoor event at Lake, on boat with PLA? Ag. Issues? Road Salt management?

Outreach

- Continue search for relevant local groups where appropriate
- Contact and attend meetings

- Add contact info to spreadsheet

Finalize date, topic, presenter, location for wkshop #3	May	DM	6-8
Promote workshop #3	May	DM	5-7
Hold wkshop #3	June	DM	5-7
Incorporate additional contacts	May-June	DM	3-5
Total			19-27

July- August

CAC

- Engage CAC in workshop promotion, greeting/networking, etc

Workshop Planning

- Hold workshop #4

Outreach

- Continue search for relevant local groups where appropriate
- Contact and attend meetings
- Add contact info to spreadsheet

Finalize date, topic, presenter, location for wkshop #4	July	DM	6-8
Promote workshop #4	July	DM	5-7
Hold wkshop #4	August	DM	5-7
Incorporate additional contacts	July-Aug	DM	3-5

Total			19-27
Total (year)			129-182

September-October

CAC

- Evaluate progress and Action Plan
- Discuss outlook for the next year

Workshop Planning

- Meet with District Administrator and Education coordinator to evaluate workshop outcomes and future initiatives

Outreach

- Continue search for relevant local groups where appropriate