



2012 ANNUAL WORK PLAN

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Prepared for the SCWEP by
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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 2012 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 2012 will consist of topic-specific workshops, neighborhood activities, and resident testimonials about activity participation. Separate workshop topics will include: Blue Thumb workshops about raingardens and stabilizing shorelines with native plants; home composting and residential organic lawn care techniques. Basic lawn care maintenance practices can greatly affect the health of surface waters.

The Blue Thumb workshops will provide residents information about our water resources and how they can help keep our waters clean. Residents interested in receiving a grant for creating a raingarden or restoring their lakeshore with native plants will need to attend the Blue Thumb workshops prior to applying for the grant from the respective watershed organization. The residential homeowner lawn care workshop will focus more on what individuals can do on their own lawns to reduce impact to the environment focusing on organic methods and best practices.

The SCWEP, with in partnership with Scott-Carver Master Gardeners will deliver a home composting workshop explaining the benefits of composting yard waste and home food waste. Emphasis will be placed on the benefit of reusing yard waste such as grass clippings and leaves and keeping the organic debris out of the curb and gutter. Home composting also provides an excellent source of soil for use in gardens and landscaping.

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 and residents. 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 2012 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 Prior Lake in 2012. 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. The collected leaves and organic debris will be transported to the Prior Lake Composting facility where the participating group can further learn about how the material can be reused. The Community Clean-Up for Water Quality project results will be submitted to local newspapers and city and county newsletters. 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 can impact water quality while also stimulate behavior change.

A new item for 2012 will be to create video testimonials from residents who participate in SCWEP activities and events. For example, residents who created a raingarden from participating in the 2011 Blue Thumb workshops will be asked to provide an explanation on video at their home explaining why they participated and why others should attend the workshop and create their own raingarden. This effort will be on-going through calendar year 2012 and the purpose will be to place the video testimonials on the SCWEP web page and partner websites. As residents become interested in SCWEP programs they can be directed to the web site to view a video of a past participant explaining their experience. Seeing and hearing an explanation from an actual participant can be more impactful than traditional methods of marketing and outreach.

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 2012 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:

Some 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 involvement and participation
 - Illicit discharge, detection and elimination
 - Construction site stormwater runoff control
 - Post construction stormwater management
 - Pollution prevention and good housekeeping in municipal operations

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

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 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 fairs, festivals and educational programs 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 businesses. Workshops and public engagement 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 businesses 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 involvement and participation
 - Illicit discharge, detection and elimination
 - Construction site stormwater runoff control
 - Post construction stormwater management
 - Pollution prevention and good housekeeping in municipal operations

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

VII. Target Audience:

This program of public engagement workshops and activities will inform residents, businesses 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 Blue Thumb workshops where residents can learn about how raingardens and native shorelines can protect our lakes, streams and wetlands. Another workshop will address residential lawn care methods for reduced environmental impact. The lawn care workshop will cover organic, alternative lawn care methods to prevent pollution of area water resources.

Other workshops and activities are outlined in the attached timetable. Some of these activities and events are: Home Composting Workshop for residents; Lake Friendly Program in the City of Prior Lake and Prior Lake – Spring Lake Watershed District; 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 persons attending. Implementation of successful new strategies will be highlighted in city newsletters, newspaper articles and on the SCWEP and partner web site.

2012 Timeline of SCWEP Activities

No.	Activity/Event Description	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Baseline Activity/Event													
1	SCWEP Steering Meetings												
1.1	Meeting												
2	Stormwater P2 Library Kiosks ¹												
2.1	Prior Lake Library												
2.2	Savage Library												
2.3	Shakopee Library												
2.4	Jordan Library												
2.5	Belle Plaine Library												
2.6	Elko New Market Library												
3	SCWEP Web page Updates ¹												
3.1	Website maintenance												
4	SCWEP eNewsletter ¹												
4.1	Develop and Publish												
5	Responding to Resident Questions ¹												
5.1	Comm. with resident interest												
6	Stormwater P2 Articles ¹												
6.1	Develop and Submit Articles												
No.	Activity/Event Description	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
One-Time Project Activity/Event													
7	Upper Prior Retrofit Project ^{1 2 5}												
7.1	Raingarden Presentation												

No.	Activity/Event Description	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
7.2	Education, Outreach, Implementation												
8	Boudin's Phase I Lake Friendly Program ^{1 2 5}												
8.1	Raingarden Planting												
8.2	Lawn Improvement Inspections												
9	Boudin's Phase II Lake Friendly Program ^{1 2 5}												
9.1	Marketing and Outreach												
9.2	Activity Implementation												
10	Prior Lake Association Project ^{1 2}												
10.1	Comm. or Public Participation												
11	Blue Thumb Workshops ^{1 2}												
11.1	Marketing and Outreach												
11.2	Workshop Presentations												
11.3	Site Visits and Raingarden Layouts												
12	Video Testimonials for Web & Cable ^{1 2}												
12.1	Planning and Preparation												
12.2	Production and Revisions												
13	Lakeshore Restoration Projects ^{1 2}												
13.1	Project Implementation												
14	Raingarden Maintenance Reminders ^{1 2 5}												
14.1	Develop brochure or postcard												
14.2	Send reminder to participants												
15	Produce SCWEP Annual Report												
15.1	Resource Development												
16	PAH Communication Resource ¹												
16.1	Develop brochure/utility insert												
16.2	Deliver education/outreach												

No.	Activity/Event Description	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
17	Sidewalk Salt Brochure ¹												
17.1	Develop brochure/utility insert	Yellow											
17.2	Deliver education/outreach	Yellow											
18	Cedar Lake Ice Off Litter Clean Up ^{1 2}												
18.1	Planning and Promotion	Blue											
18.2	Event Implementation		Blue										
19	Low Impact Lawn Care Workshop ¹												
19.1	Marketing and Outreach			Orange									
19.2	Workshop Presentation				Orange								
20	Conservation Days at the Fairgrounds ¹												
20.1	Planning and Preparation			Green									
20.2	Event Implementation				Green								
21	SWPPP Reports & Public Meetings												
21.1	Public Information Meetings				Pink								
22	Storm Drain Stenciling ^{1 2 3}												
22.1	Activity Implementation					Yellow							
23	MN State Envirothon ¹												
23.1	Planning and Preparation				Red								
23.2	Event Implementation					Red							
24	PLSAS Env. Education Days ¹												
24.1	Activity Implementation					Purple							
25	McColl Pond ELC Arbor Day ¹												
25.1	Event Implementation					Green							
26	Composting 101 Workshop ^{1 2}												
26.1	Planning and Preparation						Red						
26.2	Activity Implementation						Red						
27	Dan Patch Days ¹												

No.	Activity/Event Description	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
27.1	Event Implementation												
28	Resource Posters with Schools ^{1 2}												
28.1	Planning and Preparation												
28.2	Activity Implementation												
29	Raingarden Tour ^{1 2}												
29.1	Planning and Preparation												
29.2	Event Implementation												
30	HOA, LA, POA Outreach ^{1 2}												
30.1	Develop contact & resource list												
30.2	Create connections with LAs, HOAs												
31	Outdoor Education Days ^{1 2}												
31.1	Planning and Preparation												
31.2	Event Implementation												
32	PL Fall Community Fest ¹												
32.1	Event Implementation												
33	Children's Water Festival ^{1 2}												
33.1	Event Implementation												
34	Community Clean Ups ^{1 2 3}												
34.1	Planning and Preparation												
34.2	Activity Implementation												
35	PLSAS Field & Leadership Days ^{1 2}												
35.1	Planning and Preparation												
35.2	Event Implementation												
36	Sidewalk Salt Workshop ¹												
36.1	Planning, Preparation & Promotion												
36.2	Workshop Presentation												
37	River Summit ^{1 2}												
37.1	Event Participation												

Key to Footnotes

- ¹ Meets the requirements of Minimum Control Measure 1: Public Education and Outreach
- ² Meets the requirements of Minimum Control Measure 2: Public Involvement and Participation
- ³ Meets the requirements of Minimum Control Measure 3: Illicit Discharge, Detection and Elimination
- ⁴ Meets the requirements of Minimum Control Measure 4: Construction Site Stormwater Runoff Control
- ⁵ Meets the requirements of Minimum Control Measure 5: Post-Construction Stormwater Management
- ⁶ Meets the requirements of Minimum Control Measure 6: Pollution Prevention/Good Housekeeping for Municipal Operations

Additional non – formalized activities during 2012

- Lake and Water Festival (PLSLWD)
- Cedar Lake Farm Park public participation thank you event and shoreline restoration with Great River Greening
- O’Dowd public lakeshore planting and public participation: Highland Park
- Scott WMO Landowner/Cooperator Appreciation Day
- Conservation Marketing Re-evaluation Efforts
- Scott WMO Woodlot Riparian Management Education and Outreach – U of MN study; Mae Davenport