

Scott Clean Water Education Program

Comprehensive Plan, 2010 - 2012



Prepared by:
Partners of the Scott Clean Water Education Program
June 15, 2010



The development and implementation of this Comprehensive Plan is supported and funded by a cooperative partnership between the following local units of government:

Credit River Township

Jackson Township

City of Prior Lake

Prior Lake – Spring Lake Watershed District

Scott County

Scott Soil and Water Conservation District

Scott Watershed Management Organization

Spring Lake Township

Vermillion River Watershed Joint Powers Organization

Table of Contents

- I. Introduction**
- II. Purpose**
- III. Objectives**
- IV. Implementation**
 - 1. Table 1 – Implementation Actions for Minimum Control Measures 1-6**
 - 2. Table 2 – Additional Activities to Implement and/or Coordinate for MS4 & Non-MS4 Partners**
- V. Evaluation**
- VI. Appendices**
 - A. Technical Resource Listing**
 - B. Summary of Agencies**

I. Introduction

As of March 10, 2003 several municipalities, townships, and Scott County were required to develop and implement Municipal Separate Storm Sewer System (MS4) programs under the National Pollutant Discharge Elimination System (NPDES) Phase II. During the first year of the MS4 program the education component was not required, but beginning March 10, 2004 MS4 permit holders were mandated to provide an educational component for each of the six Minimum Control Measures (MCMs) that are required as part of the MS4 permit. Because this is an unfunded mandate, it is up to each entity to carry out the requirements of the MS4 permit to the extent practicable for that specific entity. The entities within Scott County, including the County, have decided that they will partner to provide the educational components of the MS4 permit, thereby minimizing the funds required to accomplish this task and relying on existing information or a team approach to provide education under their respective MS4 permit programs. The original Storm Water Joint Education Plan created March 10, 2004 and amended April 9, 2008 & December 9, 2008 is adopted as Appendix E of the Scott Watershed Management Organization Comprehensive Water Resource Management Plan and Appendix J of the Prior Lake-Spring Lake Watershed District Water Resources Management Plan. In 2010, the following entities have contributed resources to fund an education coordinator to implement the following comprehensive plan of the newly formed group and new program to implement the MCMs education requirements. This new group is now the Scott Clean Water Education Program (SCWEP). The entities partnering for this endeavor include:

- Scott County (County),
- Scott Soil and Water Conservation District (SWCD),
- Scott Watershed Management Organization (WMO),
- Prior Lake – Spring Lake Watershed District (PLSLWD),
- City of Prior Lake (City),
- Credit River Township (CRT),
- Jackson Township (JT),
- Spring Lake Township (SLT), and
- Vermillion River Watershed Joint Powers Organization.

The headwaters of the Vermillion River watershed are located in Scott County in New Market township. Because the Vermillion River Watershed Joint Powers Organization (VRWJPO) has a vested interest in that area located within Scott County, the VRWJPO contributes education dollars to the Scott SWCD for general education to be implemented for that area of the watershed. Therefore, the VRWJPO is a partner in this program. The WMO, SWCD and VRWJPO are not MS4 communities and are not required to meet the MCMs required as part of the MS4 permit.

II. Purpose

The purpose of the SCWEP is to assist local communities in meeting their MS4 permit requirements with respect to information and education, and will thereby educate residents, municipal employees, businesses and elected officials on the importance of water resources and methods to reduce storm water runoff. This program was developed in order to maximize cost effectiveness of delivering such materials and activities throughout the county by reducing duplication of topics and activities presented.

The SCWEP will develop a clear, consistent and focused water resource education message in order to improve water quality in the county. It will utilize and share existing resources being used in the Twin Cities metropolitan area to continue the consistent message throughout the county. The SCWEP will be a collaboration of partner ideas and objectives to be accomplished in the next three calendar years (2010 – 2012). The partners providing funding through 2012 for the water resource education program are: Credit River Township, Jackson Township, City of Prior Lake, Prior – Lake Spring Lake Watershed District, Scott Soil & Water Conservation District, Scott Watershed Management Organization, Scott County, Spring Lake Township, and the Vermillion River Watershed Joint Powers Organization. Each MS4s existing Storm Water Pollution Prevention Plan (SWPPP) will be the primary plan used to meet the requirements of the MCMs of the partners.

Four other water resource management plans provide support for this comprehensive plan: City of Prior Lake Local Surface Water Management Plan, 2005; Water Resources Management Plan of the Prior Lake – Spring Lake Watershed District, 2010 – 2019; Scott WMO Comprehensive Water Resource Management Plan, 2009 – 2018; Vermillion River Watershed Joint Powers Organization Watershed Plan, Amended 2008.

Storm water management is critical to sustaining the surrounding habitat of natural resource features and receiving waters. It is very important to involve the general public and understand their behavior patterns in managing the surrounding storm water conveyance systems. Although changing behavior of the general public for improved water quality may be difficult, the affect it can have on the quality of water resources can be immense. The SCWEP will give residents knowledge and skills to reduce their impact on local water resources. This will occur through a consistent message and process developed through the SCWEP. The comprehensive plan will incorporate concepts from, “Fostering Sustainable Behavior: An Introduction to Community – Based Social Marketing.”¹ Using social marketing techniques from McKenzie –Mohr, the SCWEP will encourage behavior change to improve water quality in Scott County. Removing barriers to long lasting behavior change will be a critical component for the water resource education program. This will be accomplished by providing the necessary tools, developing appropriate events and activities to engage with the public and evaluating the education program to understand the successes and challenges.

The Education Coordinator will be housed at the Scott Soil & Water Conservation District. This position will interface with all participating communities, and provide guidance and direction as appropriate.

This Comprehensive Plan will be implemented in varying degrees within each community as well as partnering with non-MS4 entities. Its availability and effectiveness will continue over the course of the Plan 2010-2012.

This Plan identifies priority actions needed for completing the many topics related to storm water runoff. This will guide the Coordinator and participating authorities in making day-to-day decisions about work planning, and dealing with unanticipated requests for storm water outreach assistance.

¹ McKenzie – Mohr, Doug, & Smith, William. (1999). *Fostering Sustainable Behavior: An Introduction to Community Based Social Marketing*. Gabriola Island, BC, Canada: New Society Publishers.

IV. Objectives

One of the objectives for this program is satisfying the MCMs outlined by the Minnesota Pollution Control Agency (MPCA) MS4 permit. However, in addition to satisfying permit requirements, the following are a summary of additional objectives to guide the storm water education program:

1. Provide basic information about storm water and how day-to-day behaviors impact water resources,
2. Increase resident awareness and knowledge about their impact on water resources through various publications and events,
3. Provide follow-up education and assistance with residents, municipal staff, elected officials and businesses. Educational workshops for residents, public employees, elected officials and businesses will be conducted to increase their knowledge about water resources and provide methods for participants to reduce impacts to water resources.

The general permit recognizes the key role that education plays in achieving storm water pollution prevention and therefore requires that individual educational strategies be developed for each of the six minimum control measures. The most important component of this Comprehensive Plan is that it recognizes the integration of existing programs and what applicable programs other agencies currently hold. Collectively, this group has also identified mutual needs, and identified a way to jointly satisfy these needs for water resource education.

V. Target Audiences

Target audiences are individuals or groups to whom education is being directed. Audiences can often be divided into those who need to take action and those who can support action. For this education plan, we have identified the following target audiences. Each is listed with a primary educational strategy connected to each target audience. Often more than one target audience may benefit from an educational activity. This program is intended to affect multiple audiences with varying degrees of intensity.

Target Audience	Educational Strategy
Developers	Increase awareness for stormwater runoff related issues and water quality.
Consultants	Connect design and construction strategies to water quality issues.
Engineers	Connect design, construction, and maintenance strategies to water quality issues.

Target Audience	Educational Strategy
Landscape Architects	Provide education regarding integration of vegetation and water quality issues.
Home Builders	Present education on construction activity and runoff related issues to water quality.
Land Contractors	Offer alternative methods for construction activity and post construction land management to increase overall water quality.
Septic System Contractors	Provide education for construction activities that minimize impacts to surrounding water resources.
Utility Contractors	Provide education for construction activities that decrease runoff into adjacent critical resources.
Homeowners	Give the general public ideas and concepts that connect their property to the adjacent valuable water resources.
Property Owners	Give the general public ideas and concepts that connect their property to the adjacent valuable water resources.
Pet owners	Train pet owners to implement appropriate management techniques into daily routines and therefore increase overall water quality in urban settings.
Landlords, Home Owners Associations	Provide training for runoff related issues for multiple dwelling units, and their contributions to water quality.
Business Owners	Broaden the community understanding of water quality and land management techniques while providing low cost options for business owners.
Small Business Owners	Broaden the community understanding of water quality and land management techniques while providing low cost options for business owners.
Facility Managers	Provide connections through education for facilities to consider all components of water runoff correlated to adjacent community water resources.
Municipal (Public) staff	Provide connections through education for public facilities to consider all components of water runoff correlated to adjacent community water resources.
Municipal Inspectors	Make available educational items for inspectors to understand the connectivity of the building industry to the quality of water runoff, and these affects on water quality.

Target Audience	Educational Strategy
Building Officials/Inspectors	Make available educational items for inspectors to understand the connectivity of the building industry to the effects on water quality.
Elected Officials	Provide public officials the information to understand water quality related issues and therefore they will be empowered to allocate appropriate community resources.
Citizen interest groups	Give the general public an opportunity to become involved and integrated with changing the quality of their adjacent water resources through coordination and education of these groups.
Recreational Groups (ATV, boaters, etc)	Integrate recreational activities and surrounding critical resources. Providing education on managing the value of natural resources while still providing for recreation.
Tourists	Showing the beauty of the area's water resources through the integration of visiting groups.
Golf Course staff	Provide connections through education for golf courses to consider all components of water runoff correlated to adjacent community water resources.
School Administration	Encourage administrative authorities to educate our future generations of land managers to think wholly about the regeneration of water resources within this community.
Municipal Administration	Allow municipal administration to understand water quality related issues. With this understanding, they will be empowered to allocate appropriate community resources.
Faith Organizations	Provide connections through education about their impact on water resources and create opportunities to improve their knowledge and skill set to reduce their impact.
Non-English speaking citizen groups	Provide diverse educational tools for all types of general public to embrace the surrounding natural resources and the importance of our water resources.

VI. Implementation

The MS4 General Permit recognizes the key role that education plays in achieving storm water pollution prevention and therefore requires that individual educational actions be developed for each of the minimum control measures. Educational actions for each of these minimum control measures need to include educational target audiences, measurable outcomes, and activities used to reach each of these outcomes. The key for implementing these activities will be to identify within this plan who will be the coordinating authority, who is going to participate and who is the target audience. The most advantageous component of this Plan will be to highlight the partnership of other entities within the Scott County jurisdictional areas. The key to this partnership effort will be to utilize existing programs whenever possible, and try to minimize creation of new or duplicate efforts. In addition to saving dollars during the creation of the Plan, it is imperative that this process will also save dollars in the actual implementation of these separate but non-duplicated educational activities. The SCWEP annual work plan will provide more detail about specific activities that will be implemented and when they will occur within the calendar year.

Table 1 is a representation of activities and programs to be implemented based on the minimum control measures. Table 2 is a representation of additional activities and programs to be implemented based on the needs of MS4 and non-MS4 partners.

Table 1. Implementation Actions for Minimum Control Measures 1-6.

Minimum Control Measure #1 – Public Education and Outreach				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
City Newsletters Develop and submit seasonal storm water topics to city newsletters	SCWEP	All	# of newsletters topics submitted and responses from public	General Public
City Newspaper Articles Develop and submit seasonal storm water topics to city newspapers	SCWEP	All	Number of newspaper articles published and responses from public	General Public
Attendance at city and county fairs and festivals Present storm water education and information with fact sheets and displays	SCWEP	All	Number of fairs and festivals attended and number of visitors	General Public
Distribute storm water education materials to County Libraries Display storm water education materials and information	SCWEP	All	Days displayed at Library and number of fact sheets taken and responses from public	General Public
Develop storm water education website on SWCD site Provide seasonal topics and general storm water pollution prevention tips on website	SCWEP	SCWEP, SWCD	Number of hits on website and responses to topics on website	General Public
Survey the General Public Administer a storm water survey to the general public at events	SCWEP	All	Responses to survey questions on storm water	General Public

Minimum Control Measure #2 – Public Involvement and Participation				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Brochures (specific) Develop and distribute brochures targeted to specific concerns and audiences.	SCWEP	All	# of brochures developed for distr. Annually and hits on websites with brochure linkage	All
Model Developer Agreements Pool existing Developers Agreements and agree on examples that permitting authorities could use as a guide/ resource.	Credit River Township	County, Cities, Townships, Watershed District	Number of participating entities endorsing agreements	Developers and construction personnel
Information on how wetland/water permits work Develop & present “how & why” permitting basics to existing & potential permittees	SCWEP with SWCD staff	All	Number of WCA permits issued	General Public
Information on how Erosion Control and NPDES permits work Develop & present “how & why” permitting basics to existing & potential permittees	SCWEP with SWCD staff	All	Number of presentations held annually, Number of Brochures distributed	Developers, construction personnel, homebuilders, septic installers, utility contractors

Minimum Control Measure #2 – Public Involvement and Participation				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Feedlot workshops Develop pollution prevention & runoff management presentation & present to feedlot operators.	SCWEP with SWCD staff	County	Number of presentations held every two years	Agricultural community
Workshop on low impact lawn care and low impact landscaping Develop & present information to lake associations, homeowner groups and civic orgs.	SCWEP	All	Number of presentations held annually	Homeowners
Water quality presentations (Prior Lake) Develop & present information to lake associations, homeowners groups, civic organizations.	SCWEP	County, Cities, PLSL Watershed District	Number of presentations held annually	Lake homeowners
Links to participating partners (ed. plan), educational plan, cleantwatermn.org and MPCA websites Coordinate and post informational and agency/authority links on web sites.	SCWEP	County, Cities, Townships, PLSL Watershed District	Total links provided to participating authorities	General public and elected officials

Minimum Control Measure #2 – Public Involvement and Participation				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Storm Drain Stenciling Work with community groups to either stencil or affix a “Do Not Dump” marker at storm drains.	SCWEP	City of Prior Lake, Townships	Number of groups participating annually	General Public
Volunteer citizen and stream monitoring Coordinate volunteer monitoring of lakes/ponds, streams or wetlands.	SCWEP	County, PLSL Watershed District	Number of active volunteer groups annually	All
Environmental Covenants Develop & distribute suggested covenants to include in homeowners associations; coordinate w/ developers.	Scott WMO	County, Cities, PLSL Watershed District	Number of participating land use authorities	Developers, contractors
Annual Clean Up Programs Coordinate and/or support community clean-up days	SCWEP	All	Tonnage of waste and/or organic debris collected annually	General public
Adopt a water body Support & promote existing program, recognize volunteers.	SCWEP	Cities, Townships	Number of adopted water bodies	General public
Celebrate resource days	Each Entity	Cities, PLSL Watershed District	Number of participating communities	General public

Minimum Control Measure #2 – Public Involvement and Participation				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Adopt a park Support & promote existing program, recognize volunteers.	City of Prior Lake	County, Cities	Number of adopted parks annually	General public
School presentations Present pollution prevention & storm water or watershed mgmt. information to schools.	SCWEP	County, PLSLWD	Number of presentations held annually	K-12 students
Envirothon and Junior Envirothon Coordinate or support ongoing program.	County	County (SWCD)	Number of kids attending annually	Jr. and Sr. High Students
Outdoor education days Coordinate (SWCD) or support ongoing program	SWCD	All	Number of participating schools annually	5 th & 6 th graders
Youth essays/poster/mural contests Coordinate or support ongoing annual poster/essay contest.	County	All	Number of participating kids annually	5 th & 6 th graders
Eagle Scout Projects Provide project ideas and support as opportunities arise and projects are initiated by scouts.	SCWEP	County, Cities, Townships, Watershed District	Number of projects done annually	10-12 students

Minimum Control Measure #3 – Illicit Discharge Detection and Elimination				
Action	Coordinating Authority	Who	Outcome	Target Audience
Incorporate rules into developers agreements Pool existing Developers Agreements & agree on examples that permitting authorities could use as a guide/ resource.	Credit River Township	County, Cities, Townships, Watershed District	Consensus of the minimum measures for developers agreements	<ul style="list-style-type: none"> • Developers • Builders • Public bodies
Newspaper articles Write, submit to paper/newsletter	SCWEP	All	Overall increase in public exposure to storm water issues	General public
“How to” handouts for homeowners on hazardous material, sump pumps, recycling information, handouts for homeowners with septic systems including associated health risks, “Green Up” lawns not lakes and rivers, "How to" shock your well handout Brochure on proper pool discharging systems Distribute existing handouts, customize as needed.	SCWEP	All	Increase in visits to transfer station	General public
<i>Presentations</i>				
Presentations to interested community groups Develop & present information to community groups.	SCWEP	County, Cities, Watershed District	Attendance throughout year	General Public Lake Associations
Chapter 7020 Compliance Presentations Develop & present information to community groups.	County	County	Number of participants	Feedlot managers / general public

Minimum Control Measure #3 – Illicit Discharge Detection and Elimination				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Displays				
Your Street Connects to Lakes and Rivers interactive display Use/present display at schools and community events.	SCWEP	All	# of times used	Youth and adult general public
Special Programs				
Storm drain markers Work with community groups to stencil or affix a “Do Not Dump” marker at storm drains.	SCWEP	City of Prior Lake	# of markers used # of participants	General Public
County Household Hazardous Waste Facility Inform citizens of facility	SCWEP & County	All	# of visits to facility	General Public
Promote a HHW pick-up day Coordinate and publicize event.	Each Entity	Townships	# of events held	General public
Spring/fall clean up days Coordinate and publicize event.	SCWEP	County, Cities, Townships, Watershed District	# of participants & pounds of trash and/or organic debris collected	General public
School/youth				
Outdoor Education Day	County	County	# of attendees	5 th and 6 th Graders
Storm Drain Markers Work with community groups to stencil or affix a “Do Not Dump” marker at storm drains.	SCWEP	City of Prior Lake	# of markers used # of participants	Youth groups

Minimum Control Measure #3 – Illicit Discharge Detection and Elimination				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
<i>Special Programs</i>				
On-going training for elected officials Develop and provide training about illicit discharge.	SCWEP	County, Cities, Townships, Watershed District	# of times event is held # of participants	Elected Officials
Complaint hotline Provide phone number, log complaints and refer to appropriate entity.	Each Entity	All	# of complaints logged	General public

Minimum Control Measure #4 – Construction Site Runoff				
Action	Coordinating Authority	Who	Outcome	Target Audience
Builders Guide to ESC Develop guide (or refine/ reproduce existing), copy and distribute.	County	All	Number of brochures distributed annually	Builders
Model Developers Agreements Pool existing Agreements & agree on examples that permitting authorities could use as a guide/ resource.	Credit River Township	County, Cities, Townships, PLSLWD	Number of participating entities endorsing agreements	Developers and construction personnel
Informational Brochures (SWCD) Provide access to fact sheets on SWCD web site; link to site	SCWEP	All	Number of hits generated from website access	All
Fact Sheets Provide access to fact sheets on SWCD web site; link to site	SCWEP	All	Number of hits generated from website access	All
Spring contractor / builder meetings Hold workshop/meeting to discuss ESC requirements and techniques.	SCWEP & County	All	Number of spring meetings held annually	Developers, contractors, homebuilders, septic installers, utility contractors
Ag producer meetings Hold workshop/meeting to discuss ESC requirements and techniques.	County / SWCD	County/SWCD	Number of meetings held annually	Agricultural producers
Fall winterizations letters and articles Distribute annual letter to discuss ESC requirements and techniques.	SCWEP & County	County, Townships	Number of winterization meetings held annually	Developers, contractors, homebuilders, septic installers, utility contractors
Special Programs				
DRT / DRC (Development Review Team and/or Committee) Review WD requirement for standard in surface compaction after development is complete	Each Entity	City of Prior Lake, PLSLWD, Townships, County	Number of plans reviewed annually	Developers, contractors, general public

Minimum Control Measure #4 – Construction Site Runoff				
Action	Coordinating Authority	Who	Outcome	Target Audience
Citizen monitoring Coordinate volunteer monitoring of lakes/ponds, streams or wetlands.	SCWEP & PLSLWD	County, PLSLWD	Number of citizen groups participating	General public
Staff training on Construction Site Management Develop and conduct training, or attend existing training.	Each Entity	County, Cities, Townships, Watershed District	Number of staff trained annually	Public works / engineering staff
Contractor and builder training on construction site management, NPDES Workshops Develop and conduct training, or attend existing training.	SCWEP, County & PLSLWD	County, Cities, Townships, Watershed District	Number of contractors who participate annually	Contractors/builders/septic installers
Contractor meetings Meet to address ESC issues, questions & needs.	Each Entity	All, not watershed district, not City of Prior Lake	Number of meetings annually	Contractors/builders/septic installers
Pre-con meetings Meet to address ESC issues, questions & needs.	Each Entity	County, Townships, City of Prior Lake, Watershed District	Number of meetings annually	Contractors/builders/septic installers
Site plan review processes, DRT Meetings Review to ensure proper ESC practices	Each Entity	All	Number of site plan review meetings annually	Contractors/builders/engineers / septic installers

Minimum Control Measure #5 – Post Construction				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Typical drawings of non-structural BMP's Research, approve and provide standard design sheets for BMPs that contractors, etc. can use.	County	All	Number of drawings distributed annually	Developers, consultants, engineers
Articles for new homeowner stabilization issues Write articles and publish/ submit to newspapers	SCWEP	County, Cities, Townships, Watershed District	Number of articles published annually	New Homeowners
Links to website BMP's and manuals Establish links to existing on-line information.	SCWEP	All	Number of links established annually on existing website	General public
Wetland markers	Each Entity	All	Number of wetlands in area with markers	General Public
Lakefront Park kiosk	SCWEP & City of Prior Lake	Cities, Watershed District	Number of flyers posted & removed	General Public
Storm Drain Stenciling Work with community groups to stencil or affix a "Do Not Dump" marker at storm drains.	SCWEP	City of Prior Lake	# of markers used # of participants	General Public
Volunteer Citizen monitoring / stream monitoring programs Coordinate volunteer monitoring of lakes/ponds, streams or wetlands.	SCWEP & PLSLWD	County, Watershed District	Number of citizen groups participating	General public
Homeowners association workshops Sponsor/support existing workshops, or develop and present workshop.	SCWEP	County, PLSLWD Townships	Number of workshops annually	Homeowners associations

Minimum Control Measure #5 – Post Construction				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Workshop for developers and builders, how to develop SWPPP's Sponsor/support existing workshops, or develop and present workshop.	SCWEP & County	County, Cities, Townships, Watershed District	Number of workshops annually	Developers
Site plan review processes Review and comment on plans.	Each Entity	County, Cities, Townships, Watershed District	Number of site plan review meetings annually	Contractors/builders/ engineers / septic installers

Minimum Control Measure #6 – Municipal Housekeeping				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Formal documented procedures/processes	Each Entity	Cities, county	Number of documented procedures annually related to storm water runoff management	Public staff
Specific requirements into contractor agreements	Credit River / Spring Lake Townships	Townships	Number of requirements outlined for subcontractors commitments	
Collaboration of Public Works staff	Each Entity	Cities, county	Number of documented procedures annually related to storm water runoff management	Public staff
Set up a educational group contact list	SCWEP	County, Cities, Townships, Watershed District	Number of questions discussed annually related to storm water issues	
Comprehensive planning for better maintenance of facilities, ditches, conveyances	Each Entity	Cities, county, Spring Lake Township	Number of documented procedures annually related to storm water runoff management	Public staff
Sentence to serve cooperative efforts for clean-up	SCWEP	County, Cities, Townships	Number of times STS efforts are coordinated	General Public
Hydrant flushing program	Each Entity	Cities	Total number of flushings performed annually	Public staff
Regular and Comprehensive training for municipal housekeeping issues	SCWEP	Cities, county	Number of documented procedures annually related to storm water runoff management	Public staff
Annual review with contractors (expectations)	Credit River / Spring Lake Township	Townships	Number of requirements outlined for subcontractors commitments	Public staff and contractors

Minimum Control Measure #6 – Municipal Housekeeping				
Action	Coordinating Authority	Who is Participating	Outcome	Target Audience
Develop a salt management policy	Each Entity	Cities, county, townships	Tons of salt applied annually	Public staff and subcontractors
Develop lawn and landscape plan strategies / public lands management	Each Entity	County, Jackson Township, Watershed District	Number of requirements outlined for subcontractors commitments	Public staff and landscape contractors
Lakescape / Landscape technician availability	County	County, Cities, Townships, Watershed Districts	Number of times the lakescape technician is utilized annually for projects	Public staff and landscape contractors
Define street sweeping program and procedures	Each Entity	Cities, county, Townships	Number of sweepings performed annually	Contractors and public staff
Recognition/award/ incentive program	SCWEP	County, Cities	Number of awards given annually	Contractors and general public
Add to employee performance review	Each Entity	Cities, County	Number of awards given annually	Public staff

Table 2. Additional Activities to Implement and/or Coordinate for MS4 & Non-MS4 Partners

Action	Coordinating Authority	Who is Participating?	Outcome	Target Audience
TMDL Public Participation	SCWEP	PLSLWD, Scott WMO	Number of participants	Local Government Orgs., Civic Orgs., Landowners, Citizens
Water Resource Tour Coordinate a tour of the unique water resources in the county and how they are connected to the stormwater conveyance system	SCWEP	All	Number of participants	Elected/Appointed Officials
Woodlot & Riparian Forest Management Workshops	SCWEP	Scott WMO, Scott SWCD	Number of Participants	Private Woodlot & Riparian Forest Owners

VII. Evaluation

In order to understand the successes and challenges of the Scott Clean Water Education Program, evaluation will occur on an annual basis in an Annual Report developed for the MS4s by the water resource education coordinator. Additional evaluation tools that could be used are:

1. Public surveys. Surveys of the public will be used as a form of evaluation of the Scott Clean Water Education Program. The public surveys can portray the level of knowledge about stormwater runoff and the impacts of non-point source pollution. The information retained from the surveys can help guide future programming to fill in identified gaps in reaching the public. A survey will be conducted in 2010 and again in 2012 to understand the change in knowledge among the public about stormwater runoff.
2. Metrics to measure progress. Examples of metrics that would be reported in the annual report include: number of volunteers recruited, number and types of events, number of participants at events, number of articles, press releases and pamphlets distributed.

Evaluation of program activities will be performed by the water resource education coordinator and event partners. Direct feedback of activities from program partners can help improve the Scott Clean Water Education Program and lead to a more successful water resource education program.

Appendices

Appendix A

Technical Resource Listing

Appendix B

Summary of Agencies

Appendix A

Technical Resource Listing

Local

Many local units of government and local organizations are currently conducting storm water education activities. These activities generally include:

- Providing information in newsletters and newspapers
- Providing information on web sites
- Providing information at monthly and annual meetings
- Advising local government on issues of concern, and assisting in the transfer of information to citizens
- Implementing programs and projects aimed at educating specific audiences
- Conducting workshops

Local storm water education resources include the participants in this Education Plan, as well as the following groups:

Scott County Watershed Management Organization (WMO): Will conduct educational activities focused on its goals of protecting, preserving and managing surface and groundwater systems within the boundaries of the WMO.

Contact: Paul Nelson, Scott County, 952-496-8054 or pnelson@co.scott.mn.us

Prior Lake Association: Provides information to the residents of Prior Lake; Hosts annual events, supports storm water education efforts by providing volunteers, sharing information, and supporting local management efforts.

Contact: Donna Mankowski, 952-440-5503 or donna@priorlakeassociation.org

Spring Lake Association: Provides information to the residents of Spring Lake. Assists in the coordination of curlyleaf pondweed treatment and harvesting, supports storm water education efforts by providing volunteers, sharing information, and supporting local management efforts.

Contact: Lisa Rizzo – Houston, 612-282-1571 or mhous89824@aol.com

Prior Lake Lakes Advisory Committee: Oversees the City SWPPP, coordinates with lake associations and holds monthly televised meetings dealing with water quality issues; Advises the Prior Lake City Council on water quality and recreation issues regarding Prior Lake.

Contact: Ross Bintner, City of Prior Lake, 952-447-9831 or rbintner@cityofpriorlake.com

Prior Lake-Savage Area Schools: Educates elementary students on scientific environmental topics including water chemistry, watershed protection, storm water management, and the importance of wetlands.

Contact: Cara Rieckenberg, 952-226-0694 or crieckenberg@priorlake-savage.k12.mn.us

Note that a host of materials and resources is also available from local municipalities and organizations outside of Scott County, but within the Twin Cities Metro Area. Groups to consult include watershed districts, WMOs, counties and municipalities.

Regional

A number of regional agencies and non-profit groups provide information and services to assist in storm water education efforts. These groups, and the resources they provide, are listed below.

Blue Thumb

www.bluethumb.org

The Blue Thumb program aims to encourage homeowners to use native plant gardening, raingardens, and shoreline stabilization to reduce runoff from their home landscape in an effort improve water quality. Blue Thumb helps partners, currently more than 60 in the metro, present a unified public education message. The Blue Thumb program has an easy-to-use website for homeowners seeking native plant gardening information. It also has a raingarden installation manual for homeowners co-developed by Minnesota landscape ecologists Dan Shaw and Rusty Schmidt.

Metropolitan Council

www.metrocouncil.org

Provides grants to metro-area local units of government for non-point source pollution prevention and remediation, including storm water education efforts. Also provides on-line storm water education information, including the Urban Small Sites BMP Manual, an individual sewage treatment system (ISTS) management database, and metro area lake monitoring reports.

Watershed Partners

<http://cgee.hamline.edu/watershed/Partners/>; (651) 523-2591

A coalition of over 50 public, private and non-profit organizations in the Minneapolis/St. Paul, Minnesota metropolitan area that, through collaborative educational outreach, teaches residents how to care for area waters. The purpose of the WaterShed Partners is to promote a public understanding that inspires people to act to protect water quality in their watershed. WaterShed Partners directs the metro "Clean Water Campaign" media campaign and maintains the website, www.cleanwatermn.org.

State

The following agencies and organizations provide storm water education materials on a statewide basis:

Board of Water and Soil Resources

<http://www.bwsr.state.mn.us>; 651-296-3767

The BWSR mission is to improve and protect Minnesota's water and soil resources by working in partnership with local organizations and private landowners. BWSR administers programs that prevent sediment and nutrients from entering our lakes, rivers, and streams; enhance fish and wildlife habitat; and protect wetlands.

Minnesota Department of Natural Resources
<http://www.dnr.state.mn.us/index.html>; 651-296-6157

Provides water quality and natural resources education materials for students and adults. Conducts teacher workshops, also workshops/seminars for interested citizens. Web site also includes lake level and fisheries data, and links to other water quality data.

Minnesota Erosion Control Association
www.mnerosion.org; 763-478-3267

Strives to communicate erosion and sediment control techniques and practices, and encourage the use of those practices. Promotes effective erosion control and storm water management through an annual erosion conference, regional workshops and seminars, a semi-annual newsletter, web-based resources, and field demonstrations.

Minnesota Pollution Control Agency
<http://www.pca.state.mn.us/stormwater>; 651-296-6300

Operates the state's storm water program, including the MS4 permitting program. Storm water web site includes information about the MS4 program as well as storm water education resources in general. Overall website also includes information on other environmental concerns, including water quality and hazardous waste.

Minnesota Sustainable Communities Network & SEEK
NextStep water page: <http://www.nextstep.state.mn.us/section.cfm?topic=Water>
Sharing Environmental Education Knowledge (SEEK) database: <http://www.seek.state.mn.us/>
651-296-6300

Both programs are managed by staff of the Minnesota Pollution Control Agency. They provide information and grants to local communities and groups providing environmental education. Topics vary, including waste reduction and management, sustainable practices, and pollution prevention. On-line resources include water-related topics.

Northland NEMO: Nonpoint Education for Municipal Officials
Minnesota: <http://www.northlandnemo.org/>; 651-480-7708

Northland NEMO is a collaborative of organizations in Minnesota and Wisconsin with groups currently working in the Twin Cities Metro Area and the Western Lake Superior Basin. Northland NEMO partners work together to offer educational programming, provide resources, and create effective tools to assist and enable communities to make informed decisions regarding land use and natural resources. Their mission is to help Minnesota and Wisconsin communities better protect natural resources while accommodating growth and redevelopment.

University of Minnesota Water Resources Center
<http://www.wrc.umn.edu/>; 612-624-9282

The University of Minnesota's Water Resources Center provides leadership in freshwater management through cutting-edge research, educational opportunities for students and professionals, and community outreach. For citizens and professionals, WRC provides oversight of community-based programs and training and assistance with issues related to impaired waters, storm water management, agricultural practices and global water issues.

University of Minnesota Extension Service Environment Program

<http://www.extension.umn.edu/Environment/>; 612-624-1222

Offers a broad array of water quality programming and materials dealing with issues of water quality, such as shoreland management, safe drinking water, individual onsite sewage treatment systems, and storm water education.

National

Environmental Protection Agency

<http://cfpub.epa.gov/npdes/>

Operates the National Pollutant Discharge Elimination System (NPDES) Permitting Program on the federal level, including the federal MS4 Storm Water program. Web site includes informational resources about the federal storm water program in general, the MS4 Program, BMPs, and outreach materials.

Storm Water Manager's Resource Center

<http://www.stormwatercenter.net/>

Designed specifically for storm water practitioners, local government officials and others that need technical assistance on storm water management issues. Includes slide shows, fact sheets, BMPs and other resources for implementing a storm water program and providing storm water education. Created and maintained by the Center for Watershed Protection (<http://www.cwp.org/>).

Appendix B

Summary of Agencies/Participants

County

Scott County Natural Resources

Scott County is responsible for the protection of its lakes, streams, wetlands, and groundwater through implementation of the [Scott County Water Resources Plan](#) adopted May 2006.

The Natural Resources Program works closely with other County staff and program partners, including the [Scott Soil and Water Conservation District](#) to manage soil and water resources within the County including open space, wetlands, erosion control, and natural areas. Natural Resources Program staff review development plans for compliance with erosion, storm water management and flooding ordinances of the County.

Contact: Paul Nelson, 952-496-8054, pnelson@co.scott.mn.us

Cities

City of Prior Lake

The City of Prior Lake promotes storm water education through several programs and events in the community, including Lakefront Days, a spring Clean-Up Day and the Adopt-a-Park program. The City also oversees storm water management in newly developed areas through plan review and pre-construction meetings. A kiosk at Lakefront Park and wetland markers at various locations throughout the City also help promote storm water education.

Contact: Ross Bintner, P.E., 952-447-9831, rbintner@cityofpriorlake.com

Townships

Credit River Township

Credit River Township is a small community located in the Northeast corner of Scott County. While living close to the major metropolitan shopping and entertainment offered by the Twin Cities of Minneapolis and St. Paul, our residents enjoy the benefits of a rural lifestyle. Credit River Township is committed to appropriately managing its storm water and participating in educational programs to support this process.

Contact: Al Aspengren, 952-486-9102, aaspengren@creditrivernm.gov

Jackson Township

Jackson Township is a small township located within Scott County. It is committed to appropriately managing storm water concerns, and informing its residents of issues related to appropriate storm water management. Through this educational plan, Jackson Township plans to participate, as appropriate, to educate and inform its residents with a consistent message of storm water management.

Contact: Rose Menke, 952-445-6495, mrmenke1@comcast.net

Spring Lake Township

Spring Lake Township works closely with local citizens, builders, developers, and Scott County to make sure we work together to follow the NPDES permit process. We are a small unit of government that strives to provide its local citizens as much information possible on storm water education. We continually update our website and provide feedback where necessary.

Contact: Kathy Nielson, 952-492-7030, kathynielson@springlaketownship.com

Watershed Districts

Prior Lake-Spring Lake Watershed District

The Prior Lake-Spring Lake Watershed District works closely with local citizens, municipalities, and state agencies on a variety of water resource management efforts, including storm water education. The District provides storm water BMP information to citizens, students, businesses and permittees through a variety of avenues, including factsheets, workshops, presentations and a rain garden and shoreline restoration cost share program.

Contact: Mike Kinney, 952-447-4166, mkinney@plslwd.org

Scott Watershed Management Organization

The Scott Watershed Management Organization provides the vision, management goals, policies and strategies that the WMO will use to protect, improve, preserve and manage water resources in the WMO. The WMO implements the policies and strategies adopted June 2009 in its Comprehensive Water Resource Management Plan 2009-2018.

Vermillion River Watershed Joint Powers Organization

The Vermillion River Watershed is administered through a Joint Powers Agreement. Dakota and Scott Counties formed a Joint Powers Organization to exercise leadership in the development of policies, programs, and projects that protect and preserve water resources in the Vermillion River Watershed.

Contact: Paula Liepold, 952-891-7117, paula.liepold@co.dakota.mn.us

Conservation District

Scott Soil & Water Conservation District

It is the objective of the Scott SWCD to carry out a well-rounded program of conservation by working in partnership with local, regional, state and federal conservation agencies and organizations, to obtain available technical, financial and education resources, and focus or coordinate them to help Scott County residents conserve, improve and sustain our natural resources.

Contact: Troy Kuphal, 952-492-5425, tkuphal@co.scott.mn.us