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NPDES Phase II Education and Public Outreach Minimum Measure Program  
2006 Annual Report

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The Shingle Creek and West Mississippi Watershed Management Commissions conducted education and public outreach activities in 2006 in fulfillment of their joint NPDES Phase II Education and Public Outreach Plan.

The Commissions created an Education and Public Outreach Committee (EPOC) that met monthly to implement the Plan. The Committee has no specific membership and is open to all interested parties. Regular attendees and the member city represented included:

Joyce Gulseth, Public Works Administrative Aide, Brooklyn Center  
Margie Vigoren, Environmental Education Coordinator, Plymouth  
Sally Strand, resident, Plymouth  
Dan Newbauer, Three Rivers Park District  
Judie Anderson (staff): JASS  
Diane Spector (staff): Wenck Associates

Other attendees included:

Karen Jaeger, Commissioner and Council Member, Maple Grove  
Pauline Langsdorf, Crystal, Bassett Creek WMO  
Doug Baines, Dayton, Elm Creek WMO  
Janet Moore, resident, Crystal  
David Fritzke, Engineering Technician, Crystal  
Neal Bauer, Public Works, Minneapolis  
Dan Stauner, Alternate Commissioner, New Hope

The Shingle Creek and West Mississippi Watershed Management Organizations (WMOs) are members of the WaterShed Partners, a coalition of agencies, educational institutions, WMOs, Watershed Districts, and Soil and Water Conservation Districts that coordinate water resources education and public outreach planning in the Metro area.

Activities for 2006 are detailed below; the BMP narratives are attached to this report.

BMP ID Number	BMP Title	2006 Activity
1a-1	Distribute Educational Materials	<ul style="list-style-type: none"> <li>• Published and distributed a brochure “A Low-Salt Diet for Shingle Creek” as part of the chloride TMDL implementation plan.</li> <li>• Crystal Commissioner Greg Gappa and Plymouth staff Margie Vigoren were guests on half-hour cable show <i>Evening with Juanita</i> to discuss water quality and Commission activities.</li> </ul>
1b-1	Implement an Education Program	<ul style="list-style-type: none"> <li>• EPOC met regularly to develop and implement education and outreach programming.</li> <li>• Maintained and updated the Web site.</li> <li>• Initiated use of new logos for Shingle Creek and West Mississippi.</li> </ul>
1c-1	Education Program: Public Education and Outreach	<ul style="list-style-type: none"> <li>• Participated in events including the Plymouth Environmental Quality Fair.</li> <li>• Made presentations to six City Councils or advisory bodies on shallow lakes.</li> <li>• Met with representatives from the Schmidt Lake Association and the Lake Success Lake Association to discuss water quality issues.</li> <li>• Met with residents on various drainage, water quality, or development issues.</li> <li>• Met with developers to explain Commission requirements and to help identify alternatives for meeting water quality.</li> <li>• Awarded four Water Quality Education grants to:               <ul style="list-style-type: none"> <li>◦ Earle Brown Elementary School (science programming with Three Rivers)</li> <li>◦ Monroe Elementary School (science programming with Three Rivers)</li> <li>◦ Minneapolis Blooms (rain garden workshops)</li> <li>◦ Patrick Henry High School (rain garden at Ryan Lake)</li> <li>◦ Crystal Environmental Quality Commission (Adopt a Catch Basin program)</li> </ul> </li> <li>• Crystal Commissioner Greg Gappa and Plymouth staff Margie Vigoren were guests on half-hour cable show <i>Evening with Juanita</i> to discuss water quality and Commission activities</li> <li>• Continued participation in WaterShed Partners, including partnering in Minnesota Water-Let’s Keep it Clean ad campaign and State Fair booth.</li> <li>• Distributed native seed packets at community events to promote buffers and native plants.</li> <li>• Began planning for the 2007 joint opinion survey and other joint activities.</li> </ul>
1c-2	Education Program: Public Participation	<ul style="list-style-type: none"> <li>• Implemented the Fifth Annual Great Shingle Creek Watershed Cleanup.</li> <li>• Used volunteers to monitor water quality of four lakes</li> </ul>

		<p>in Shingle Creek; macroinvertebrates at four locations on Shingle Creek and Mattson Brook in West Mississippi; and one wetland each in Shingle Creek and West Mississippi.</p> <ul style="list-style-type: none"> <li>Utilized volunteers to maintain volunteer-planted shoreline restoration project on Ryan Lake.</li> <li>Started implementation of storm drain marking projects.</li> </ul>
1c-3	Education Program: Illicit Discharge Detection and Elimination	<ul style="list-style-type: none"> <li>Implemented the Fifth Annual Great Shingle Creek Watershed Cleanup.</li> </ul>
1c-4	Education Program: Construction Site Run-off Control	<ul style="list-style-type: none"> <li>Adopted the MPCA manual <u>Protecting Water Quality in Urban Areas</u> (2000); the state stormwater manual <u>The Minnesota Stormwater Manual</u> (2005); and <u>Stormwater Compliance Assistance Toolkit for Small Construction Operators</u>.</li> <li>Adopted MPCA model stormwater ordinance and NEMO ordinance as templates for city ordinances.</li> </ul>
1c-5	Education Program: Post-Construction Stormwater Management in New Development and Redevelopment	<ul style="list-style-type: none"> <li>Adopted the MPCA manual <u>Protecting Water Quality in Urban Areas</u> (2000); the state stormwater manual <u>The Minnesota Stormwater Manual</u> (2005); and <u>Stormwater Compliance Assistance Toolkit for Small Construction Operators</u>.</li> <li>Adopted MPCA model stormwater ordinance and NEMO ordinance as templates for city ordinances.</li> </ul>
1c-6	Education Program: Pollution Prevention/Good Housekeeping for Municipal Operations	<ul style="list-style-type: none"> <li>Published and distributed a brochure “A Low-Salt Diet for Shingle Creek” as part of the chloride TMDL implementation plan.</li> <li>Held first workshop for public and private salt applicators as part of the chloride TMDL implementation plan.</li> </ul>
1d-1	Coordination of Education Program	<ul style="list-style-type: none"> <li>Met twice with the Bassett Creek WMO Education and Outreach Committee, and twice with a representative from the Elm Creek WMO. Also have a representative from Three Rivers Park district at EPOC meetings.</li> <li>Began planning for joint opinion survey and other joint activities.</li> </ul>
1e-1	Annual Public Meeting	<ul style="list-style-type: none"> <li>Member city activity.</li> </ul>

**Minimum Control Measure 1: PUBLIC EDUCATION AND OUTREACH**

<b>Key to Unique BMP ID Numbers</b>	<b>Required BMP Title</b>	<b>Permit Reference</b>
1a-1	Distribute Educational Materials	<b>V.G.1.a</b>
1b-1	Implement an Education Program	<b>V.G.1.b</b>
1c-1	Education Program: Public Education and Outreach	<b>V.G.1.c</b>
1c-2	Education Program: Public Participation	<b>V.G.1.c</b>
1c-3	Education Program: Illicit Discharge Detection and Elimination	<b>V.G.1.c</b>
1c-4	Education Program: Construction Site Run-off Control	<b>V.G.1.c</b>
1c-5	Education Program: Post-Construction Stormwater Management in New Development and Redevelopment	<b>V.G.1.c</b>
1c-6	Education Program: Pollution Prevention/Good Housekeeping for Municipal Operations	<b>V.G.1.c</b>
1d-1	Coordination of Education Program	<b>V.G.1.d</b>
1e-1	Annual Public Meeting	<b>V.G.1.e</b>

The Shingle Creek and West Mississippi Watershed Commissions have an extensive public education and outreach program that includes, among other things, information on storm water impacts and pollution prevention opportunities. Education efforts range from distributing brochures and newsletters, to meeting with interested community groups, to outreach efforts such as the volunteer monitoring programs. The messages and materials provided by SCWM WMC focus on the sources and impacts of storm water discharges on local water bodies, and what the public can do to reduce storm water runoff.

The specific components for each BMP are included on the following summary sheets 1a-1 through 1e-1.

# BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** 1-PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1a-1

<b>*BMP Title:</b>	Distribute Educational Materials
<b>*BMP Description:</b>	<p>The Commissions distribute educational materials in three primary ways:</p> <ul style="list-style-type: none"><li>• Commission electronic newsletter</li><li>• Brochures or other publications distributed by the Commissions and member cities</li><li>• Written information on topics of interest for member city use in newsletters</li></ul> <p>Location(s) in SWPPP of detailed information relating to this BMP: This summary sheet details all SWPPP information for this BMP.</p>
<b>*Measurable Goals:</b>	<ul style="list-style-type: none"><li>• At least one brochure/publication prepared and distributed each year</li><li>• Electronic newsletter prepared and distributed at least twice per year</li></ul>
<b>*Timeline/Implementation Schedule:</b>	<p>Years 1 through 5: Develop at least one informational brochure or publication each year. Years 1 through 5: Distribute existing educational materials and new brochures to member cities and at community events and meetings, through the Commission's web site, and on-line. Years 1 through 5: Develop and distribute at least two electronic newsletters each year</p>
<b>Specific Components and Notes:</b>	
<b>*Responsible Party for this BMP:</b>	<p>Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz</p>

*\*Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.*

# BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1b-1

<p><b>*BMP Title:</b> Implement an Education Program</p>
<p><b>*BMP Description:</b></p> <p>The Commissions have an extensive public education and outreach program that includes activities such as:</p> <ul style="list-style-type: none"><li>• A standing Education and Public Outreach Committee (EPOC) of staff and residents</li><li>• Annual newsletter</li><li>• The Great Shingle Creek Watershed Cleanup</li><li>• Written educational materials targeted to a variety of audiences</li><li>• Coordinated education and outreach activities with abutting watershed organizations</li><li>• Meetings with interested community groups</li><li>• A grant program for educators and associations</li><li>• Municipal officials education</li><li>• Participation in community events such as available</li><li>• Press releases and newspaper articles</li><li>• A Commission web site</li><li>• Participation in WaterShed Partners</li><li>• Volunteer water quality monitoring</li></ul> <p>Location(s) in SWPPP of detailed information relating to this BMP:</p>
<p><b>*Measurable Goals:</b></p> <p>EPOC meets regularly, develops and recommends annual program, and implements program At least five education grants per year At least two press releases and articles per year Representation at two or more community events per year</p>
<p><b>*Timeline/Implementation Schedule:</b></p> <p>Years 1 through 5: Implement the education and public outreach program</p>
<p><b>Specific Components and Notes:</b></p>
<p><b>*Responsible Party for this BMP:</b></p> <p>Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz</p>

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# BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-1

**\*BMP Title:** Education Program: Public Education and Outreach

**\*Audience(s) Involved:**

General public within the watersheds, including residents, property owners, students, developers, and contractors

**\*Educational Goals for Each Audience:**

- Residential property owners: lawn management practices, rain gardens, composting, pet waste management, general water quality information, maintenance of BMPs
- Commercial property owners: operating a green worksite, commercial property turf care, parking lot sweeping, proper use of road salt for ice control
- Lakeshore property owners: know your water quality, managing your shore for water quality, lakescaping and shoreline erosion control
- Students: hydrologic cycle, what is runoff and where does it go, impact of poor water quality on aquatic life
- Developers: low impact design methods, integrated property management practices, maintenance of BMPs
- Contractors: operating a green worksite, proper erosion control methods

**\*Activities Used to Reach Educational Goals:**

- Residential property owners: articles in city newsletters, demonstration projects, brochures and publications, information at community events, website
- Commercial property owners: brochures and publications, training opportunities, website
- Lakeshore property owners: meetings, presentations, brochures and publications, website
- Students: education grants, information at community events, website
- Developers: brochures and publications, website
- Contractors: brochures and publications, training opportunities

**\*Activity Implementation Plan:**

Years 1 to 5:

1. Annual Newsletter: Publish and distribute the newsletter annually each spring.
2. Enewsletter: publish and distribute at least twice per year.
3. Written educational materials: Distribute existing materials and research and develop new materials to address stormwater management needs and opportunities.
4. Actively seek opportunities to make presentations or have educational displays at public events.
5. Provide information to lake associations as requested and seek their input on lake management plans.
6. Outreach efforts:
  - a. Notify public about availability of technical assistance through web site, newsletters, community publications.
  - b. Develop or adapt technical assistance materials (handbooks, guidelines, etc.)
7. Municipal Officials Education: Contact member city staff to discuss informational needs. Follow up by scheduling informational presentations or providing materials to assist in educating municipal officials.
8. Press releases/newspaper articles: provide information on water quality and watershed management issues to cities at least twice per year for inclusion in city newsletters.
9. Web Site: Continue to improve content and organization of web site.
10. EPOC meets monthly to develop and implement education and outreach program.
11. Each year, distribute CAMP materials and train volunteers to monitor lakes in watershed in accordance with the lake monitoring schedule.
12. Support at least four stream monitoring locations and assist Hennepin County Environmental Services with identifying volunteers as needed.

13. Continue implementation of Education Grants program.
14. Develop and distribute written technical assistance on topics of interest to developers, contractors, and others who construct or maintain BMPs.

**\*Performance Measures:**

1. Number of written pieces (fact sheets, brochures, etc.) distributed.
2. Number of technical assistance meetings/contacts; number of designs provided.
3. Number of presentations provided to municipal governing bodies and/or advisory bodies. Requests for additional information.
4. Number of citizen contacts at community events.
5. Increased web hits. Increased requests for more information generated from web site.
6. Continued volunteer lake and stream monitoring.
7. At least 5 educational projects funded each year; number of students or public participating; environmental results of projects (monitoring, site restoration, etc.)

**\*Responsible Party for this BMP:**

Name: Shingle Creek/West Mississippi Watershed Management Commission  
Department: Education and Public Outreach Committee  
Phone: 763-553-1144  
E-mail: judie@jass.biz

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## BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-2

<b>*BMP Title:</b> Education Program: Public Participation
<b>*Audience(s) Involved:</b> Residents and property owners within the watershed
<b>*Educational Goals for Each Audience:</b> 1. Increase awareness of city SWPPPs 2. Increase awareness of the opportunity to comment on the SWPPPs 3. Increase awareness of opportunities to participate in water quality improvement projects and programs, such as volunteer monitoring, education grants, and technical assistance opportunities.
<b>*Activities Used to Reach Educational Goals:</b> 1. Explain SWPPPs in the Commission e-newsletter 2. Post information regarding public participation opportunities on web site. 3. Include list of participation opportunities (including cities' SWPPP annual meeting) in annual news letter.
<b>*Activity Implementation Plan:</b> Years 1-5: Add SWPPP discussion to the e-newsletter and the Annual Report Year 2: Add "what you can do" section to the Commission web site and keep "participation opportunities" list current
<b>*Performance Measures:</b> 1. Number of public comments cities receive on SWPPP. 2. Participation in volunteer activities associated with stormwater management.
<b>*Responsible Party for this BMP:</b> Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz

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## BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-3

<b>*BMP Title:</b> Education Program: Illicit Discharge Detection and Elimination
<b>*Audience(s) Involved:</b> Businesses and property owners in watershed district.
<b>*Educational Goals for Each Audience:</b> 1. Increase awareness of the dangers of illicit discharge and improper disposal. 2. Provide information about the procedures for proper disposal.
<b>*Activities Used to Reach Educational Goals:</b> 1. Provide information to the cities to public in city newsletters. 2. Post information on Commission web site.
<b>*Activity Implementation Plan:</b> Years 1 to 5: Update information on web site annually. Years 1 to 5: Provide information on at least one message per year.
<b>*Performance Measures:</b> Number of messages per year.
<b>*Responsible Party for this BMP:</b> Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz

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## BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-4

<b>*BMP Title:</b> Education Program: Construction Site Run-off Control
<b>*Audience(s) Involved:</b> Developers Developer's representatives Contractors
<b>*Educational Goals for Each Audience:</b> Developers: increase incorporation of BMPs into development to meet Commission and city goals and requirements Developer's representatives: increase understanding of Commission and city goals and requirements, increase awareness of latest technology and techniques Contractors: increase understanding of Commission and city goals and requirements, increase awareness of latest technology and techniques
<b>*Activities Used to Reach Educational Goals:</b> 1. All stakeholders work collaboratively with Commission consulting and city staff in all stages of development and construction process 2. Provide written information, standard details, information on web site illustrating proper application of BMPs
<b>*Activity Implementation Plan:</b> Years 1 to 5: Produce and distribute at least one informational piece per audience type per year
<b>*Performance Measures:</b> Track number of informational pieces Track number of meetings
<b>*Responsible Party for this BMP:</b> Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz

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# BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-5

<b>*BMP Title:</b> Education Program: Post-Construction Stormwater Management in New Development and Redevelopment
<b>*Audience(s) Involved:</b> Developers Developer's representatives Contractors Property owners
<b>*Educational Goals for Each Audience:</b> Developers: increase incorporation of BMPs into development to meet Commission and city goals and requirements Developer's representatives: increase understanding of Commission and city goals and requirements, increase awareness of latest technology and techniques Contractors: increase understanding of Commission and city goals and requirements, increase awareness of latest technology and techniques Property owners: increase awareness of ongoing operation and maintenance requirements
<b>*Activities Used to Reach Educational Goals:</b> 1. All stakeholders work collaboratively with Commission consulting and city staff in all stages of development and construction process 2. Provide written information, standard details, information on web site illustrating proper application of BMPs
<b>*Activity Implementation Plan:</b> Years 1 to 5: Produce and distribute at least one informational piece per audience type per year
<b>*Performance Measures:</b> Track number of informational pieces Track number of meetings
<b>*Responsible Party for this BMP:</b> Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz

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## BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-6

<b>*BMP Title:</b> Education Program: Pollution Prevention/Good Housekeeping for Municipal Operations
<b>*Audience(s) Involved:</b> Watershed commissioners, Technical Advisory Committee members, and city staff
<b>*Educational Goals for Each Audience:</b> Stay current on technology and techniques used to prevent pollution
<b>*Activities Used to Reach Educational Goals:</b> 1. Presentations by Consulting staff at Commission and TAC meetings 2. Host workshops and other information-sharing opportunities
<b>*Activity Implementation Plan:</b> Years 1 to 5: Consulting staff will provide updates and briefings to the Commissioners and TAC as opportunities arise Years 2 to 5: Commissions will coordinate an annual workshop for city road salt applicators to encourage information sharing
<b>*Performance Measures:</b> At least one update/briefing session per year
<b>*Responsible Party for this BMP:</b> Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz

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# BMP Summary Sheet

**MS4 Name:**

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1d-1

<p><b>*BMP Title:</b> Coordination of Education Program</p>
<p><b>*BMP Description:</b></p> <p>The Shingle Creek and West Mississippi Watershed Management Commissions develop and implement an annual education and outreach program that addresses the six minimum measures. Member cities may provide additional or supplementary activities as desired. The Commissions' education and outreach program is developed and implemented by an Education and Public Outreach Committee (EPOC) composed of city staff, residents, and Commission contractual staff.</p> <p>The SCWM WMC also coordinates education programs with the Bassett Creek WMO and Elm Creek WMO through periodic joint meetings.</p> <p>Location(s) in SWPPP of detailed information relating to this BMP:</p>
<p><b>*Measurable Goals:</b></p> <p>Regular meetings of the EPOC to develop and implement an education and outreach program</p>
<p><b>*Timeline/Implementation Schedule:</b></p> <p>Years 1 to 5: The EPOC will meet regularly to develop and implement an education and outreach program that addresses all six minimum measures within the constraints of the Commissions' annual budgets.</p>
<p><b>Specific Components and Notes:</b></p>
<p><b>*Responsible Party for this BMP:</b></p> <p>Name: Shingle Creek/West Mississippi Watershed Management Commission Department: Education and Public Outreach Committee Phone: 763-553-1144 E-mail: judie@jass.biz</p>

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# BMP Summary Sheet

**MS4 Name:** Member cities

**Minimum Control Measure:** PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1e-1

<b>*BMP Title:</b> Annual Public Meeting
<b>*BMP Description:</b> The City will conduct an annual meeting regarding the City's SWPPP, solicit public input on plan and consider written and oral input to the plan in compliance with the general Permit requirements..  Location(s) in SWPPP of detailed information relating to this BMP: This summary sheet details all SWPPP information for this BMP.
<b>*Measurable Goals:</b> 1. Compliance with annual meeting requirement 2. Number of attendees at meeting
<b>*Timeline/Implementation Schedule:</b> Years 1 to 5: hold annual public meeting as required by the General Permit
<b>Specific Components and Notes:</b>
<b>*Responsible Party for this BMP:</b> Name: Department: Phone: E-mail:

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