

**Shingle Creek/West Mississippi 2nd Generation Plan
Education and Public Outreach Program**

The goals of the Education and Public Outreach Program are:

- Increase visibility of the Commissions
- Provide useful information to stakeholders on ways to improve water quality
- Provide opportunities for the public to participate in water quality activities
- Educate decision makers
- Improve education opportunities for youth
- Provide volunteer opportunities

The matrix below shows in a general way the various stakeholder groups and types of activities that may be promoted to accomplish the general goals of the education and public outreach program. It is the intent of the Second Generation Plan that the Shingle Creek and West Mississippi Watershed Management Commissions (SCWM WMC) annually review and update their education and outreach program. The Commissions have established a standing Education and Public Outreach Committee, composed of city representatives and other interested parties, to advise the Commissions and to implement the annual program.

Following the general education and outreach program matrix is the 2003 Education and Outreach Program.

Target Audience	Examples of Education and Public Outreach Activity
General Public	<ul style="list-style-type: none"> ◆ Annual Open House ◆ Annual Report ◆ Articles to local papers, cable TV, city newsletters 3-4 times per year on water quality and related topics ◆ Information/presentations at community events ◆ Useful information and links posted on Commission’s website
Property Owners/ Residents in Watershed	<ul style="list-style-type: none"> ◆ Annual Open House ◆ Annual Report ◆ Articles to local papers, cable TV, city newsletters 3-4 times per year on water quality and related topics ◆ Information/presentations at community events ◆ Handouts and how-to’s on water quality and related topics ◆ Useful information and links posted on Commission’s website ◆ Attitude survey every 3 years ◆ Encourage and support property owners to become demonstration sites for BMPs ◆ Work with Hennepin County and local recycling coordinators to promote and provide compost bins and rain barrels at a reduced cost ◆ Continue and expand sponsorship of volunteer monitoring programs such as macroinvertebrate monitoring, wetland monitoring, and CAMP

Target Audience	Examples of Education and Public Outreach Activity
Elected Officials, Commission Members, City Staff	<ul style="list-style-type: none"> ◆ Annual Open House ◆ Annual Report ◆ Articles to local papers, cable TV, city newsletters 3-4 times per year on water quality, NPDES Phase II and related topics ◆ Useful information and links posted on Commission’s website ◆ Workshops such as Project NEMO (Non-point Education for Municipal Officials) ◆ Continue the Education and Public Outreach Committee to coordinate information and education program with city efforts ◆ Provide watershed education opportunities at city events ◆ Provide NPDES Phase II education and outreach and public participation minimum measures and facilitate pollution prevention and good housekeeping minimum measures as requested
Developers	<ul style="list-style-type: none"> ◆ Design standards and application forms posted on Commission’s website ◆ Work with developers before, during, and after plan review process to provide education on the proper design, construction, and maintenance of BMPs
Lakeshore Property Owners	<ul style="list-style-type: none"> ◆ Annual Open House ◆ Annual Report ◆ Articles to local papers, cable TV, city newsletters 3-4 times per year on water quality and related topics ◆ Useful information and links posted on Commission’s website ◆ Workshops on lakeshore management BMPs ◆ Encourage and support lakeshore property owners to become demonstration sites for BMPs
Students	<ul style="list-style-type: none"> ◆ Annual Open House ◆ Articles to local papers, cable TV, city newsletters 3-4 times per year on water quality and related topics ◆ Useful information and links posted on Commission’s website ◆ Continue and expand sponsorship of volunteer monitoring programs such as macroinvertebrate monitoring, wetland monitoring, and CAMP ◆ Sponsor Water Quality Education Grants to K-12 educators to promote increased and improved water quality education and participation ◆ Sponsor Water Quality awards to recognize outstanding projects accomplished by students ◆ Provide watershed education opportunities at school events

2003 EDUCATION AND PUBLIC OUTREACH PROGRAM

Each year the Commission will select 3-4 topics and target messages and direct the Education and Public Outreach Committee to develop activities to implement. There are also ongoing activities such as volunteer monitoring and development of general educational materials.

Education Activities

Phosphorus Management:

- Reprint “Green Up Your Lawn” brochures
- Provide free soil testing to 100 property owners in watersheds
- Prepare and distribute “Enviro-friendly lawn care” stickers
- Early spring article to newsletters/newspapers

Composting:

- Work with Hennepin County to provide an additional \$10 discount on compost bins
- Prepare and distribute How To information
- Summer article to newsletters/newspapers

Pet Waste Cleanup:

- Survey cities on ordinances/policies
- Prepare and distribute survey results and info to cities
- Provide signs/bag dispensers to 20 locations
- Fall article to newsletters/newspapers

Shoreline/Streambank Erosion Management:

- Partner with other groups on workshops
- Make available “Restore Your Shore” CD at discount
- If attend workshop & sign maintenance agreement, provide on-site consultation and access to reduced cost plants
- Fund 2-3 demonstration projects

Ongoing Education Activities:

- Water Quality Education Grants - \$500 grants to educators
- Research and post useful information on various topics on the Commissions’ Web site
- Prepare and implement NPDES Phase II education and outreach and public participation program

Outreach Activities

Great Shingle Creek Watershed Cleanup:

- Continue and expand to more sites
- Participants can attend Plymouth’s Lawn and Garden Expo at no charge
- At Expo participants eligible for drawings for free compost bins and soil testing

Watershed Stewardship Award:

- Establish program and develop brochure & application
- Residential, commercial, public property owners eligible
- Late summer/fall article to newsletters/newspapers
- Award in spring 2004

Ongoing Volunteer Activities:

- Citizen Assisted Lake Monitoring Program (CAMP)
- RiverWatch macroinvertebrate monitoring