

Appendix E
Education and Outreach Plan

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Shingle Creek and West Mississippi Watershed Management Commissions
Third Generation Watershed Management Plan
Education and Outreach Plan

WATERSHED EDUCATION AND PUBLIC OUTREACH PROGRAM GOALS

1. All members of the community become knowledgeable about the water resources in the watersheds and take positive action to protect and improve them.
2. All members of the community have a general understanding of watersheds and water resources and the organizations that manage them.
3. All members of the community have a general understanding of the Impaired Waters in the watersheds and take positive actions to implement TMDL requirements.

STAKEHOLDER EDUCATIONAL GOALS

Stakeholders and target audiences are individuals or groups to whom education is being directed. The Plan has identified the following target audiences and general educational goals for each. Often more than one target audience will benefit from an educational activity.

1. Single family homeowners and renters
 - a. Have a general understanding of watersheds, water resources and the organizations that manage them
 - b. Understand the connection between actions and water quality and water quantity
 - c. Maintain their properties and best management practices (BMPs) to protect water resources
 - d. Adopt practices that protect water resources
 - e. Support and engage in protection and restoration efforts
 - f. Participate in volunteer activities
2. Commercial, industrial, and multifamily property owners and managers
 - a. Have a general understanding of watersheds and water resources and the organizations that manage them
 - b. Understand the connection between actions and water quality and water quantity
 - c. Maintain their properties and best management practices (BMPs) to protect water resources
3. Developers, consultants and contractors
 - a. Be aware of laws, regulations and permits and the steps needed to meet them
 - b. Understand the purpose of regulations
 - c. Be informed of and adopt the latest techniques to protect water resources
 - d. Be aware of techniques to go beyond the regulatory minimum

4. Government: elected and appointed officials, staff, board and commission members
 - a. Have a general understanding of watersheds, water resources and the organizations that manage them
 - b. Establish and maintain up-to-date ordinances, rules, and practices
 - c. Understand public opinions and needs regarding water resources
 - d. Have the knowledge to perform administrative, regulatory, inspection, maintenance, and education activities and be prepared to address public concerns regarding activities aimed at protecting water resources
5. Educators and students
 - a. Have a general understanding of watersheds, water resources and the organizations that manage them
 - b. Incorporate water resources education and activities into curricula
6. Agriculture and animal operators
 - a. Have a general understanding of watersheds, water resources and the organizations that manage them
 - b. Understand the connection between actions and water quality
 - c. Undertake conservation and nutrient management actions

IMPLEMENTATION STRATEGIES

- Maintain an active Education and Outreach Committee with representatives from all member cities to advise the Commissions and to assist in program development and implementation
- Participate in the West Metro Water Alliance to promote interagency cooperation and collaboration, pool resources to undertake activities in a cost-effective manner, and promote consistency of messages
- Use the Commissions', member cities', and educational partners' websites and newsletters, and local newspapers and cable TV to share useful information to stakeholders on ways to improve water quality
- Prominently display the Commissions' logos on information and outreach items, project and interpretive signs, and other locations to increase visibility
- Provide opportunities for the public to learn about and participate in water quality activities
- Provide cost-share funding to assist in the installation of small BMPs and demonstration projects
- Educate elected and appointed officials and other decision makers
- Enhance education opportunities for youth

2013-2014 PRIORITY AREAS FOR EDUCATION AND OUTREACH

Each year the EPOC will review the education and outreach priorities for the upcoming two years, and recommend education and outreach actions to the Commissions. These actions may be ongoing programs or activities being implemented by the EPOC and/or staff; the development of new programs or activities by the EPOC and/or staff; suggestions or information for member city implementation; or other actions depending on the education and outreach priorities.

1. Educate all stakeholders about actions they can take to protect and improve water quality using the Commissions', member cities', and educational partners' websites and newsletters; meetings or events; and local newspapers and cable TV.
2. Develop a program to provide incentives to implement retrofit small Best Management Practices across the two watersheds. Example BMPs are: pond retrofits; rain gardens, bioinfiltration and biofiltration; pavers and porous pavement; bioinfiltration and tree trenches; replace turf with native vegetation; shoreline and streambank stabilization; native buffers; and manure management.
3. Develop and distribute information to encourage soil management planning, including topsoil preservation, decompaction, and compost amendment.
4. Share research results and information on technological and other advances in Best Management Practices with cities, property owners, and developers.

Table E.1. Third Generation Watershed Management Plan Education and Public Outreach Activities.

Activity	Educational Outcomes	Example Actions	Estimated Cost	Schedule/ Frequency
Maintain standing Education and Public Outreach Committee (EPOC)	<ul style="list-style-type: none"> ▪ Coordination and implementation of education and outreach program ▪ Increased visibility for Commissions 	<ul style="list-style-type: none"> ▪ Meet monthly or as necessary to coordinate and implement education and outreach ▪ Make recommendations to Commissions ▪ Represent the Commissions at education and outreach events 	\$12,000 Annually	Ongoing
Coordinate programming with West Metro Water Alliance (WMWA)	<ul style="list-style-type: none"> ▪ Consistency of message across wider area ▪ Increased visibility for Commissions 	<ul style="list-style-type: none"> ▪ Develop publications ▪ Contribute content to county-wide website ▪ Offer targeted workshops 	\$6,000 Annually	Quarterly or as scheduled
Coordinate programming with other Metro organizations	<ul style="list-style-type: none"> ▪ Consistency of message across wider area ▪ Access to additional education and outreach materials 	<ul style="list-style-type: none"> ▪ Continue membership in Blue Thumb and Watershed Partners ▪ Coordinate with NEMO 	\$1,000 Annually	Annual and ongoing
Maintain website	<ul style="list-style-type: none"> ▪ Ability to provide a wide range of information to users for self-directed education 	<ul style="list-style-type: none"> ▪ Maintain and update website 	\$7,500 Annually	Ongoing
Distribute electronic and printed educational materials	<ul style="list-style-type: none"> ▪ Distribution of useful information to assist in implementing BMPs 	<ul style="list-style-type: none"> ▪ Post electronic information on Commissions and WMWA website ▪ Distribute printed materials to member cities, and make available at events 	\$3,000 Annually	Printed– 1 per year Electronic – at least 3 new items per year
Contribute press releases and information material to local media	<ul style="list-style-type: none"> ▪ Distribution of useful information to assist in implementing BMPs ▪ Increased visibility for and knowledge about Commissions 	<ul style="list-style-type: none"> ▪ Submit press releases on programs and projects in the watersheds ▪ Submit press releases with useful, timely information 	\$5,000 Annually	At least 3 times/year
Sponsor volunteer water quality monitoring, watershed clean-up activities, and volunteer planting and maintenance opportunities	<ul style="list-style-type: none"> ▪ Engage and educate residents, students, and other interested parties through hands-on activities ▪ Support positive actions to protect and improve water resources ▪ Increased visibility for and knowledge of Commissions 	<ul style="list-style-type: none"> ▪ Sponsor volunteer lake, stream, and wetland monitoring ▪ Sponsor annual watershed clean-up event ▪ Encourage and facilitate volunteer events ▪ Provide small grants as incentives to implement volunteer events and demonstration projects 	\$4,000 Annually + volunteer monitoring budget	Ongoing

Activity	Educational Outcomes	Example Actions	Estimated Cost	Schedule/ Frequency
Coordinate with other organizations to provide continuing education opportunities to elected and appointed officials	<ul style="list-style-type: none"> ▪ Enhance understanding of watersheds and water resources ▪ Increase awareness of trends in regulations, maintenance, public opinions, etc. 	<ul style="list-style-type: none"> ▪ Provide tailored education and outreach activities such as workshops, presentations, written materials, and on-line resources 	\$4,000 Annually	At least once per year
Provide education and outreach assistance to lake associations, schools, faith based-groups, community organizations, and other groups	<ul style="list-style-type: none"> ▪ Improve general understanding of watersheds and water resources ▪ Encourage the adoption of practices that protect water resources ▪ Increase visibility for and knowledge of Commissions 	<ul style="list-style-type: none"> ▪ Sponsor annual lake association summit ▪ Provide small grants as incentives to implement volunteer events and demonstration projects ▪ Continue and expand educational program with area high schools ▪ Provide small grants to educators to enhance environmental and water resources education in the schools 	\$18,000 Annually	Ongoing
Share results of research on the latest BMPs and techniques completed by the Commissions and other parties	<ul style="list-style-type: none"> ▪ Increase awareness by elected and appointed officials, city staff, and board and commission members 	<ul style="list-style-type: none"> ▪ Provide activities such as workshops, presentations, written materials, and on-line resources 	\$4,000 Annually	At least once per year
Measure knowledge of water resources and BMPs and attitudes toward making positive change	<ul style="list-style-type: none"> ▪ Focus and refine education and outreach offerings based on level of knowledge and behavioral changes 	<ul style="list-style-type: none"> ▪ Conduct a professional opinion survey (jointly with WMWA) ▪ Seek ongoing input through web-based surveys 	\$12,000 To \$15,000	Opinion survey-once every 5 years
Provide financial and technical assistance to property owners in adopting BMPs	<ul style="list-style-type: none"> ▪ Support positive actions to protect and improve water resources ▪ Increased visibility for and knowledge of Commissions 	<ul style="list-style-type: none"> ▪ Identify priority BMPs and target areas ▪ Design and administer a small grant program to implement desired BMPs 	\$5,000 Annually	Ongoing