

**PLSLWD 2013 EDUCATION &  
OUTREACH PLAN**

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**“What can YOU do for the lakes?”**

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**PRIOR LAKE – SPRING LAKE**  
  
**W A T E R S H E D   D I S T R I C T**

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## **Executive Summary**

The objective for the District's 2013 Education and Outreach Plan has been outlined by the goal set forth in the District's Water Resources Management Plan: "To improve understanding of local water resources and practices among all stakeholders in the District." In 2013, the education and outreach program will combine coordinated efforts with the City of Prior Lake and other local government units to implement a community-wide approach which provides the resources necessary to develop an understanding of local water resource issues and outcomes. The District will also maintain communication and coordinate outreach with interest groups that share the District's goal to improve understanding and practices of water resources.

In order to coordinate educational messages presented in 2013, District staff designed a curriculum with one core theme for education and outreach efforts: "What can YOU do for the lakes?" A core theme will allow District staff to tie together various fundamental topics that will establish meaningful connections without overwhelming the general public with many different unconnected educational messages. In addition, the simple core theme can be tailored to any stakeholder group, whether it is a local business, community group, city official or resident. Essentially, the key is to show stakeholders that we all can do something for the lakes, no matter how big or small the effort.

The District's education and outreach program anticipates a variety of passive and active marketing techniques to reach out to various stakeholders throughout the watershed. Please note that the following marketing techniques are intended to meet one or more of the six minimum control measures (MCMs) that have been outlined in federal and state rules. For reference, the six MCMs are:

1. Public Education and Outreach
2. Public Participation and Involvement
3. Illicit Discharge Detection and Elimination
4. Construction Site Storm Water Runoff Control
5. Post Construction Storm Water Management in New and Redevelopment
6. Pollution Prevention/Good Housekeeping for Municipal Operations

## **Active Marketing**

City and District staff plans to coordinate and host and/or participate in the following educational workshops and outreach events in 2013:

1. "Raingarden-in-a-Box" Workshops (MCMs 1, 2)  
Raingarden-in-a-Box is a new opportunity that will allow residents to attend a one day workshop on raingardens, where upon completion they will be able to purchase a "raingarden-in-a-box"; the box will contain a raingarden design, instructions for installation, plants, and a list of local resources to find additional plants, mulch, equipment, etc. to successfully install the raingarden.

In addition, if time and other resources allow, the District and City have also considered hosting other educational workshops about erosion and soil control, deicing and other best management practices.

2. Storm Drain Stenciling (MCM 1, 2, 3)

Storm drain stenciling is a simple way to establish a connection between our streets and waterways by stenciling a “DRAINS TO LAKE” or similar message near storm drains; the goal of this event is to increase public awareness and discourage individuals from illicit discharges into a storm drain.

3. Twilight Farm Tour (MCMs 1, 2)

Paul Krueger, of Krueger Dairy Farm in Jordan, MN has hosted a tour at his dairy farm where interested citizens have the opportunity to see a farm in action and have the chance to talk with Mr. Krueger and elected and citizen leaders from the area about the importance of agriculture in clean water protection. District staff will recruit another local farm to host the farm tour in 2013.

4. Boat Tour (MCMs 1, 2)

This event brings together CAC and LAC members, lake association members, and Board members alike to take a boat tour of one of the lakes and encourage discussion about lake health and other water resource topics.

5. Community Clean-Ups (MCMs 1, 2)

Several outreach events are planned throughout the year to involve the CAC, lake associations, and other interested volunteers to help remove litter from the lakes during the winter before the ice-off occurs on the lake and leaves and debris from the curb gutter in the fall. A few of the following include:

- Ice Off Litter Pickup
- Dive the Lake
- Rake for the Lake

6. K-12 Events (MCMs 1, 2)

In the past, the District has provided grants for school-based watershed education, and used cost-share funds to implement various projects on school grounds in support of the Prior Lake-Savage Area Schools (PLSAS); District staff plan to continue these efforts, as well as volunteer at the Field and Leadership Days, and involve the Prior Lake High School’s EcoTeam to help with the Carp Catch and other District outreach projects. A few of the upcoming PLSAS activities and events in 2013 include:

- Carp Catch with PLHS EcoTeam
- PLSAS Environmental Education Days
- PLSAS Field and Leadership Days
- Provide grants for school-based watershed education

7. Thank You Event for Volunteers (MCMs 1, 2)

In order to properly thank all of our volunteers, the City and District will host or co-host a Thank You Event for volunteers that have assisted throughout the year. The event will honor all volunteers and awards or a small gift may be presented. Additionally, all volunteers will be recognized in the local paper for their efforts in 2013.

## Passive Marketing

1. Attendance at Community Events (MCM 1,2)

Where appropriate, partners will host a booth at various community events that will strive to inform residents about local water resources issues through interactive displays, informational brochures, etc. Some of the community events in 2013 include:

- Arbor Day
- Lakefront Days
- Prior Lake Fall Community Fest
- Scott County Fair
- Dan Patch Days

2. Publication of fact sheets, brochures, newsletters, etc. (MCMs 1-6)

Information and topics for fact sheets, brochures, and newsletters, etc. will be derived from the MS4 required focuses (i.e. illicit discharge), and other local issues that residents may encounter (i.e. aquatic invasive species). In addition to fact sheets and brochures, City and District staff would like to start distributing a quarterly newsletter that will also allow targeted and passive marketing messages, and provide a personalized means to highlight activities and accomplishments throughout the year.

3. Submittal of news articles press releases to the Prior Lake American newspaper and other publications (MCMs 1-6)

Similar to “Publication of fact sheets, brochures, newsletters, etc.”, information and topics for news articles and press releases will be derived from the MS4 required focuses, and other local issues that residents may encounter. News articles and press releases will also provide an avenue for targeted and passive marketing messages.

4. Utilization of communication tools (MCMs 1-6)

Some partners currently utilize various social media communication tools, like Facebook and Twitter to stay connected with members of the local community and beyond; in 2013, staff will continue to use these communication tools, in addition to the use of the Prior Lake Access Channel to broadcast short documentaries and public service announcements.

Throughout the calendar year, each month will have a designated focus topic for a community engagement event, news article or press release, and public access video or public service announcement (Appendix B). The topics for each month were chosen not only for their seasonality, but to also meet requirements that have been outlined in the Municipal Separate Storm Sewer Systems (MS4) permit; these topics will help to instill a variety of supporting ideas, and will continuously be tied back to the core theme “What can YOU do for the lake?” For

example, in April the topic for the month is: Spring Cleaning and Lawn Care. The District plans to host a storm drain stenciling event, and news articles and public service announcements will incorporate messages about fertilizer, household chemicals, and pet waste, which are intended to raise awareness of the impacts that certain actions or inactions could have on the lake.

The City and District will also maintain communication and coordinate outreach efforts with interest groups that share the District's goal. In addition to communication and outreach efforts with local interests, like the Lake Associations and Prior Lake-Savage Area Schools, partnerships with outside organizations dedicated to education and outreach and water resources will be beneficial to staff to encourage new ideas and resource sharing. The City and District will continue partnerships with the following organizations, including but not limited to:

- Prior Lake-Savage Area Schools
- Prior Lake Association
- Spring Lake Neighbors (Association)
- Prior Lake Lakes Advisory Committee (LAC)
- City of Savage
- City of Shakopee
- Scott Watershed Management Organization
- Shakopee Mdewakanton Sioux Community
- Spring Lake Township
- Scott Soil and Water Conservation District
- Scott County
- Blue Thumb Partners
- Metro WaterShed Partners
- Freshwater Society

District staff will continue the working relationship with the Freshwater Society (formerly Minnesota Waters) in 2013. Over the past two years, the Freshwater Society has had an annual renewable contract to assist the District with education and outreach efforts. Mr. Alex Gehrig, the regional organizer from the Freshwater Society, has been an invaluable resource to the District; he has been successful at increasing the visibility of the District in the local community, and the development of the District's Citizen Advisory Committee (CAC). The continuation of the Freshwater Society's contract in 2013 will not only allow Mr. Gehrig to sustain the CAC, he will also focus on the development of partnerships with other local community groups. Finally, Mr. Gehrig has agreed to mentor District staff in civic engagement and transition his leadership roles in these efforts to District staff by the completion of his contract for 2013.

## **Budget**

The District budget for 2013 allocated \$99,000 for District activities that provide education and public involvement through various programs and projects. The table in Appendix C outlines a list of proposed activity and program expenses for planned activities for 2013, with an estimated labor cost calculated at a rate of \$50/hour for staff time.

Based on the proposed program, it is projected that the workload hours will exceed District staff capacity by 195 hours, but the budgeted funds will conserve approximately \$19,550 for additional education and public involvement. Though the budgeted hours exceed potential hours needed, these figures will be mitigated by the support received from Mr. Alex Gehrig and City of Prior Lake staff.

Both Alex Gehrig and City staff are expected to contribute approximately 100 hours each of in-kind time, while the District will contract Mr. Gehrig's services for \$10,000. After combining partner contributions with the budgeted funds for education and outreach in 2013, the education and outreach budget is expected to have a surplus of 5 hours of staff time and \$9,550 remaining for additional education and outreach efforts, if needed.

## **Outcomes and Evaluation**

The desired outcome for 2013 education and outreach is to improve understanding of local water resources and practices among all stakeholders in the District; this strategic goal will be evaluated mostly by compliance with the MS4 permit. A large part of the City and District Storm Water Pollution Prevention Program (SWPPP), a component of the MS4 permit, requires identification and documentation of best management practices that will be undertaken to reduce the discharge of pollutants from the MS4 to the maximum extent practicable. A few of the metrics that will be used to measure the impact of marketing strategies include:

- Number of participants at a specific District hosted event or workshop
- Number of direct mailings, brochures, and newsletters distributed
- Number of submitted articles and press releases
- Number of City and PLSLWD website visits and supporters on social media websites (i.e.: Facebook and Twitter)

In order to maintain compliance with the MS4 permit, District staff will continue to record and quantify the above metrics which will determine the success or benefit of each best management practice. Additionally, District staff will provide surveys after educational workshops and outreach events (where applicable) to gauge the overall performance of the activity, and how well presented topics were understood; once results are received, staff will use feedback from the surveys to modify content and presentation as needed.

## Appendix A: 2013 PLSLWD Education Calendar

### “What can YOU do for the lakes?”

	Community Engagement Event		News Article/Press Release		Public Access Video/PSA	
<b>January:</b> Snow and Ice Removal	--	--	Topic: “Icy Roads and Salty Water”	Highlight Sediment Coring on Upper Prior	"Winter Maintenance for Small Sites"	“Winter Maintenance for Homeowners”
<b>February:</b> What is a WD?	Carp Catch/Removal	--	Topic: What is a Watershed District?	<ul style="list-style-type: none"> <li>• Carp Removal Highlights</li> <li>• Ice Ridges</li> </ul>	“What is a Watershed District” Documentary	--
<b>March:</b> Native Vegetation	Community Clean-up: Ice-off Litter Pick-up	ESC Field Event for LGUs (?)	Topic: “Aquatic plants are not weeds”	Quarterly Newsletter	“AIS- MN Waters at Risk” DNR	“AIS- MN Waters at Risk” DNR
<b>April:</b> Spring Cleaning & Lawn Care	Storm Drain Stenciling Event	Arbor Day Event	Topic: Spring Cleaning & Lawn Care	Advertise workshop and CAMP season kick-off	“Minnesota’s Lakes at Risk”	<ul style="list-style-type: none"> <li>• Pet Waste PSA</li> <li>• Household Chemicals PSA</li> </ul>
<b>May:</b> Rain Gardens	Workshop: Raingarden in a Box	PLSAS Environmental Days (K-12)	Topic: Raingardens	Raingarden in a Box Workshop & Stenciling Highlights	“A Neighborhood of Raingardens”	--
<b>June:</b> Rain Barrels	Raingarden in a Box pick-up	Dan Patch Days, Savage	Topic: Rain Barrels & Impervious Disconnection	Quarterly Newsletter	“How to Build a Rain Barrel”	“Corrie Zoll Installs a Rain Barrel”

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<b>July:</b> Water Conservation	Dive the Lake	Dan Patch Days, Savage	Topic: Water Conservation	--	“Managing Water. Harvesting Results” <a href="#">YouTube</a>	--
<b>August:</b> Shoreline Restoration	<ul style="list-style-type: none"> <li>• Lakefront Days</li> <li>• Annual Boat Tour</li> </ul>	<ul style="list-style-type: none"> <li>• Scott County Fair</li> <li>• Twilight Farm Tour</li> </ul>	Topic: Shoreline Restoration - Helping Fish & Wildlife	Topic: Water Quality (Why is the lake green?)	“Love Your Lakeshore: Go Native”	--
<b>September:</b> Fall Lawn Care	Prior Lake Fall Community Fest	--	Topic: Residential BMPs/Fall Lawn Care	Quarterly Newsletter	“Lawn Care Tips”	Pet Waste PSA
<b>October:</b> Illicit Discharge	Community Cleanup: Rake for the Lake	--	Topic: Keeping Gutters Clean/Leaf Clean Up	Topic: Illicit Discharge	“Illicit Discharge”	Illicit Discharge PSA
<b>November:</b> Winter Care	Workshop: Deicing – Citizens (?)	--	Topic: Municipal BMPs	Topic: Winter Construction Site Stabilization	“Parks Staff Keep Water Clean”	--
<b>December:</b> Volunteering for Water Quality	Workshop: Deicing - Municipal (SMSC)	Thank You Event for Volunteers	Topic: Volunteering for Clean Water & Volunteer Recognition	Quarterly Newsletter	“Who’s Watching Our Waters?” Find video	--