

AGENDA

Tuesday, November 19, 2013

4:00 PM

Prior Lake – Spring Lake Watershed
District Office
www.plslwd.org

SPECIAL BOARD WORKSHOP

BOARD OF MANAGERS:

**Marianne Breitbach, President; Curt Hennes, Vice President; Woody Spitzmueller, Secretary
Bruce Thorsen, Treasurer; Fred Corrigan, Manager**

Note: Indicated times are estimates; actual times may vary considerably. Individuals with items on the agenda or who wish to speak to the Board are encouraged to be in attendance when the meeting is called to order.

4:00 – 4:05 PM **BOARD MEETING CALL TO ORDER, PLEDGE OF ALLEGIANCE**

4:05 – 4:08 PM **PUBLIC COMMENT**

If anyone wishes to address the Board of Managers on an item not on the agenda or on the consent agenda please come forward at this time, turn on the microphone and state your name and address. (The Chair may limit your time for commenting.)

4:08 – 4:10 PM **APPROVAL OF AGENDA** (Additions/Corrections/Deletions)

4:10 – 5:30 PM **OTHER OLD/NEW BUSINESS**

1. Salary Survey Study (Action)
2. Ferric Chloride Redesign Update (Discussion)
3. Letters of Interest (Discussion)
4. Budget Discussion (Discussion)
5. 2014 MS4 Education Plan (Discussion)

PLSLWD
Education &
Outreach Plan

2014

“Our mission is to manage and preserve the water resources of the Prior Lake-Spring Lake Watershed District to the best of our ability using input from our communities, sound engineering practices, and our ability to efficiently fund beneficial projects which transcend political jurisdictions.”

**Prepared By:
Meghan Litsey,
Outreach Specialist**

Executive Summary

The purpose of the District’s education and outreach program is to meet the requirements of the MS4 permit and improve understanding of local water resources and practices among all stakeholders in the District.

In 2014, 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, with special emphasis on phosphorus reduction and illicit discharge.

Background and Overview

In order to coordinate educational messages in 2014, District staff designed a curriculum with one core theme for education and outreach efforts: “Lake Friendly”. The Lake Friendly program was originally created in 2002 by District staff. The primary goal of the program was to promote, enable, and demonstrate the efficacy of storm water runoff management on existing residential and business property through direct contact and education. Lake Friendly targeted homeowners and business runoff primarily through an audit checklist and encouraged implementation of “Lake Friendly” practices by exclusive coupons to local businesses in Prior Lake (ex: rental toward a lawn aerator or one consultation from a professional landscape ecologist, etc.). In 2014, District staff will incorporate elements from the Lake Friendly program into the 2014 education and outreach program. District staff will evaluate the effectiveness of the audit checklist that was created in 2002, and revise a few of the coupons to meet the current needs of residents in the Watershed District.

New to the Watershed District in 2014, is the Habitat for Watershed Raingarden Taskforce. In the first year the District will work with the CAC and other interested citizens to set up a “Habitat for Watershed” group of volunteers with some basic training in the creation and installation of raingardens and other lake-friendly practices. This group will be available on weekends and evenings for landowners interested in installing such practices. The District will advertise the services of this group to landowners who wish to do something for water resources, but would prefer for whatever reason not to be involved in the District’s cost-share program. The District will provide the group with organizational support and training, but would not be financially involved in the installation of practices. District staff will develop a protocol for the program in the first year of operation, and look for potential partnership opportunities with other watershed districts.

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 (Appendix A). Some current and potential activities include:

- Participation at community events
- Publication of fact sheets, brochures, articles, newsletters, etc.
- Submittal of news articles and press releases to the Prior Lake American newspaper and other publications
- Hosting educational workshops and outreach events
- Utilizing communication tools, like social media and the District’s website
- Soliciting input from the general public, TAC and CAC members
- Partnerships with other jurisdictions and interest groups that share the District’s goal

Throughout the calendar year, each month will have a designated focus topic for a community engagement event, news article or press release (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 “Lake Friendly”. For example, in April the topic for the month is: Spring Lawn Care. The District plans to host a storm drain stenciling event, and news articles will incorporate messages about fertilizer, household chemicals, and pet waste, which are intended to raise awareness of the impacts that certain actions, like improper disposal or illicit discharge, could have on our local lakes.

The 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 District staff to encourage new ideas and resource sharing. The District will continue partnerships with the following organizations, but are not limited to:

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

Due to budgetary constraints, District staff will end our agreement with the Freshwater Society in 2014, but will hopefully continue to use the Alex Gehrig as a potential resource.

Budget

The 2014 Education and Communication Budget memo allocates \$79,000 for District activities that provide education and public involvement through various programs and projects. Based on budget set forth in the budget memo for education, the table in Appendix C outlines a list of proposed activity and program expenses for planned activities for 2014, with an estimated labor cost calculated at a rate of \$50/hour for staff time. Presently, the 2014 Education & Outreach Plan anticipates 1300 hours of staff time, at an estimated total cost of \$70,000.

Outcomes & Evaluation

The desired outcome for 2014 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 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 press releases articles
- Number of PLSLWD website visits and “Followers” on Facebook or 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.