

Scott Clean Water Education Program 2016 Annual Report



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Background

The Scott Clean Water Education Program (SCWEP) began in 2010. After six years, momentum continues to build, with programs woven into outreach activities among many partnering agencies. The 2016 Work Plan focused on improving upon and growing activities the current partnership believes provide the greatest, most cost-effective impact in Scott County. The program's goal is to make clean water choices second nature for all who live and work in Scott County. SCWEP has incorporated the goal into the marketing materials using the theme of "Clean Water Starts with Me!"

2016 Highlights

Display Booth and Rack Cards



By using the display booth, now in its third year, we continue to have a professional, personally tailored presence at numerous outreach events. There are logo banners for Spring Lake Township, Scott Watershed Management Organization (WMO), Prior Lake-Spring Lake Watershed District (PLSLWD) and Scott Soil and Water Conservation District (SWCD) so the display can be tailored to specific partner events. PLSLWD has also updated many of the current rack cards, making the materials more pertinent to its audiences, adding its logo and contact information. Three new rack cards and corresponding cloth banners are were developed for 2016, and will be printed in 2017. The new topics are Cover Crops, Gullies, and Soil Loss. Currently there are 12 banner topics and accompanying rack

cards, covering the following topics: manure management, native prairie planting, pasture management, shoreline restoration, raingardens, lawn care, illicit discharge, snow/ice removal, hazardous waste, rain barrels, natural landscaping and fall leave disposal. More topics will continue to be added based on need.

With this booth, we can more consistently brand the program with the "Clean Water Starts with Me" logo. The booth made trips to the Jordan Showcase, Garden Fever, Scott SWCD tree pickup, the Scott County Fair, Prior Lake's Community Fall Fest, and all of this year's workshops (Plant Your Native Prairie, Restore Your Shoreline, Stabilize Your Shoreline and Raingarden).

Workshops

In 2016, SCWEP continued to offer native prairie, raingarden and shoreline workshops, which were packaged and branded consistently. Overall, workshop participation was down compared to previous years, so new ways of marketing and reaching target audiences must be considered and reviewed. One new way that SCWEP has been marketed to the target audience is by promoting SCWEP workshops on both the Scott SWCD and Prior Lake Spring Lake Watershed District social media pages.

SCWEP continues its branding of workshop promotional flyers, and has made the on-line registration more user-friendly by using Eventbrite.com, an event registration website. A template for the promotion of all outreach and educational events is now in place. This year's attendance was as follows: 15 participants at one Native Prairie Workshop, 34 participants at two Raingarden Workshops, 32 participants at two Shoreline Workshops, 8



participants at one Soil Health workshop. The ultimate goal is to have a streamlined and seamless county-wide workshop program that is supported by all SCWEP and several non-SCWEP partners.

Conservation Leaders Program



John Hickey (at left) was the 2016 Conservation Leader of the Year. John received “Conservation Leader” signage for his property at the August SWCD Awards Luncheon. He was also nominated for the MASWCD Outstanding Conservationists of the Year award, and was selected as one of the top eight finalists in the state. Recognizing conservation leaders each year helps to illustrate to Scott County residents that some of their neighbors are already changing their behaviors, thus beginning to creating a new normal.

Success Stories

Part of the ongoing marketing efforts is to tell success stories. These stories could be about landowners who have invested in conservation repairs and/or improvements on their land, stories about improvements to water quality in local waterbodies, or community events where residents are working towards improving water quality. These stories are included on partner websites, and are submitted to The SCENE. The SCWEP goal is to run this type of news release six times a year, coinciding with The SCENE publications. In 2016, featured articles included results from the rake-the-lake clean-up event (June issue), water quality improvement in Lake O’Dowd and McMahon Lake (Oct issue), and Mark Klehr landowner success story (Dec issue). Success stories highlight those who are doing their part for clean water. Like the Conservation Leaders Program, Success Stories begin to create a new normal by showing that residents are changing their behaviors.



Success Story landowner, Mark Klehr with his sons Nick and Marcus on their dairy farm near Belle Plaine

31st Outdoor Education Days



First offered in 1985, Outdoor Education Days celebrated its 31st year in 2016. This year 1206 students from 14 schools, along with 20 presenters, were part of the fall outing for Scott County fifth graders from Belle Plaine, New Prague, Jordan, Shakopee, and Savage. The six stations focused on forestry, wildlife, plants and pollinators, soil health, the water cycle, and pond macro-invertebrates. The stations were taught by staff from the Scott SWCD, Scott WMO, Prior Lake Spring Lake Watershed District, Three Rivers Park District, Scott Co. Master Gardeners. There was also a CLIMB Theater production about recycling and composting. 2016 is the first year that the event was held at Cedar Lake Farm Regional Park near New Prague. The site worked well as it offered

handicap accessibility, bathrooms with running water, and the space to accommodate more students in future years if needed. Outdoor Education Day is the main activity that SCWEP utilizes to directly reach Scott County youth.

Scott WMO/SWCD Conservation Tour

This year the focus of the WMO/SWCD Conservation Tour was ravine erosion control, flood repair, and the MN buffer law. Twenty people attended the tour including, members of the Scott Co. Watershed Planning Commission, SWCD Supervisors, Prior Lake Spring Lake Watershed District Managers, and WMO, PLSLWD and SWCD staff. Stops included the Herman Ravine Sediment Basin, Quarry Creek Improvement Project, filter strips, the Jeurissen Grade Control Structure, and the Jordan Brewery Slope Stabilization. This annual event allows county officials to view conservation projects throughout Scott County first-hand and see how dollars are spent. By showcasing conservation projects to county officials, we give them have a better understanding of the importance of conservation, and they can see that over time real changes are being made in the county.



Partners

Members of the SCWEP partnership believe more can be accomplished by working together toward the SCWEP goal. By collaborating, we eliminate overlapping programs, prevent inconsistent and duplicative messaging and achieve similar outcomes at lower costs. In 2016, SCWEP partners included:

- Scott Watershed Management Organization
- Scott Soil and Water Conservation District
- Prior Lake-Spring Lake Watershed District
- Vermillion River Watershed Joint Powers Board
- Lower Minnesota River Watershed District
- Spring Lake Township
- Credit River Township
- Jackson Township
- Louisville Township
- Scott County

Whenever practical, SCWEP collaborated with other agencies, organizations and clubs in implementing outreach programs with similar goals and objectives in Scott County. This collaboration achieves an even greater level of consistency, reach and cost effectiveness. Other entities with whom collaboration occurred in 2016 included the Cities of Prior Lake, Savage, and Shakopee; the Scott County Library System; New Prague and Jordan School Districts; the University of Minnesota Extension Service; Scott-Carver Extension Master Gardeners; New Prague Sportsmen’s Club; Prior Lake Association; Cedar Lake Improvement District; Fish Lake Sportsmen’s Club; O’Dowd Lake Association; Spring Lake Association; Scott County Pheasants Forever Chapter 125; Shakopee Mdewakanton Sioux Community; and the Natural Resources Conservation Service (NRCS).

Audiences

The 2016 SCWEP Work Plan targeted and customized its “Clean Water Starts With Me!” campaign to three general audiences. These audiences and the respective goals and objectives included the following:

<u>Audience</u>	<u>Goal</u>	<u>Objectives</u>
Agriculture/Rural Landowners	Land management decisions are made with conservation in mind and minimizing detrimental impacts to water resources	1) Educate producers and landowners on local water quality impairments and show them how the actions they can take by implementing BMPS can have positive impact (i.e. improve soil productivity) 2) Provide technical assistance and cost-share opportunities for the adoption of priority practices including but not limited to gully erosion control, cover crops, filter strips and riparian buffers, livestock manure management and appropriate fertilizer use 2016 Emphasis: Riparian corridor and shoreland management; soil health; nutrient management; manure management; native prairie; cover crops; buffers
Urban and Lakeshore Residents	Landscape design and maintenance choices protect water quality and reduce runoff	1) Educate residents on how water is managed in urban environment and about ways they can positively impact water quality in their everyday lives 2) Offer how-to workshops and technical assistance on the adoption of suitable BMPs, such as water-wise lawn care, increased natural landscaping, raingardens and porous pavement. 2016 Emphasis: Homeowner responsibility for stormwater runoff; proper disposal of hazardous waste; water-friendly lawn care and conservation; snow/ice removal practices; raingardens; rain barrels; native plantings vs. lawn; pollinator habitat
Community Groups/Institutions	Enhance the quality of and opportunities for conservation leadership, education and outreach	1) Increase awareness among community leaders and employees about water quality issues and solutions 2) Provide speaking engagements and educational opportunities that introduce soil and water conservation topics 3) Encourage volunteerism and foster relationships and networks that will result in improved water quality and personal accountability 2016 Emphasis: Illicit discharge detection and elimination; Scott County HHW facility, natural landscaping and water-friendly snow/ice removal practices in public spaces; fewer impervious surfaces

Programming

SCWEP utilized both passive and active marketing and outreach techniques to connect with the identified audiences in Scott County.

Active techniques generally consisted of activities that were targeted, hands-on and engaged with very specific audiences. They were point-in-time events that were scheduled according to seasonal relevance. They took significant time and budgeted expense to plan and implement, relatively speaking, but were also more likely to have a higher impact in terms of educational outcomes (i.e., changed attitudes and behaviors). Examples included workshops, field demonstrations, tours, and one-on-one landowner meetings. Passive activities, by contrast, were intended to reach large audiences and deliver consistent “base” messaging. They had a relatively low impact compared to active activities, but were also relatively easy and inexpensive to implement. Examples included news articles and event displays that focused on the effects of how our decisions impact water quality – no matter where we live and work – and the positive or negative impacts we are responsible for on Scott County water bodies.

Listed below is the suite of activities and targeted audiences SCWEP focused on in 2016:

Audience & Events	Took Place in 2016	MS4 Activity	Accomplishments
Agriculture/Rural Landowners			
Promote Cover Crop/Soil Health BMPs (news releases, fact sheets, workshops, cover crop books for sale, community events/displays, demonstration plots, success stories, cost-share incentives for cover crops)	X	X	<ul style="list-style-type: none"> • Staff continued to receive training on soil health and cover crops • 8 residents attended a cover crop demonstration on June 17th at the Jim Schwingler Farm. The event included a field demonstration of the interseeder • Revised SWMO and PLSLWD cost share programs to include financial incentives for cover crops • Continued selling “Cover Crops Field Guide” books to ag producers
Promote nutrient and manure management (news releases, fact sheets, community events/displays, success stories)	X	X	<ul style="list-style-type: none"> • Provided individual producers with one-on-one assistance
Promote no-till drill rental program, reduced tillage	X	X	<ul style="list-style-type: none"> • No-till equipment rental article in the SCENE
Develop and distribute three new rack cards and display banners (cover crops, soil loss and gully repair), community events/displays		X	<ul style="list-style-type: none"> • Developed three new rack cards and display banners (cover crops, soil loss and gully repair) • Rack cards and banners have not yet been printed, but will be printed and distributed in 2017.
Promote native grass planting and buffer BMPs (news releases, targeted mailings to Credit River and Spring Lake Township residents, direct mailings, door knocking campaign, one-on-one meetings, May 5 workshop, success stories, community events/displays)	X	X	<ul style="list-style-type: none"> • Sent 715 invitations to targeted landowners for May 5 Native Prairie Workshop • Sent 54 out postcards to targeted residents and followed up with “door knocking”, phone calls, and meetings • 15 residents attended Planting Native Prairie workshop on May 5th • Serviced 43 new requests for prairie restoration assistance • Certified approximately 59 acres of new native prairie • Included workshop publicity in county newspapers, on local websites and in the SCENE • Displayed “Plant Native Prairie” banner and rack card at seasonally appropriate events.
Promote riparian forest/buffer improvement BMPs (news releases, direct mailings, education on buffer legislation, one-on-one meetings, success stories, community events/displays)	X	X	<ul style="list-style-type: none"> • Ran articles on buffer legislation in local media outlets • Serviced 9 new requests for buffer assistance • Certified installation of 36 acres of new filter strips (including CRP and local cost share projects)

events/displays)			<ul style="list-style-type: none"> • Contacted landowners directly for targeted riparian buffer improvement projects • Promoted the Minnesota Ag Water Quality Certification Program in news articles and ads in local papers
Promote tree and native seed program (buffers, windbreaks, soil savings, erosion reduction, screenings, living snow fences, wildlife habitat improvement)	X	X	<ul style="list-style-type: none"> • Sold 39,000+ tree seedlings to over 700 customers • Sold 74 Native Seed Mixes and 132 Native Garden Kits • Submitted news articles on tree/native seed mix/rain barrel annual sale (pre-, midway and post-program coverage), also sent an email blast on tree program to customer/interest list, put insert order form into Feb. SCENE
Promote rural residential/hobby farm conservation practices (news releases, community events, direct mailings, one-on-one meetings, success stories, community events/displays)	X	X	<ul style="list-style-type: none"> • Set up display booth with banners and information rack cards on pastures and manure management • Continued to partner with Extension on promoting workshops with hobby farm emphasis
Hold Scott County/WMO/SWCD Officials Fall Tour	X		<ul style="list-style-type: none"> • Held the annual Fall WMO/SWCD Conservation tour with 20 attendees including members of the, Scott SWCD Board of Supervisors, Scott WMO Watershed Planning Commission, PLSLWD board, staff and landowners on Oct 4th • Focus was on innovative ravine erosion control, flood repair, and MN's new buffer law • Stops included the Herman Ravine Sediment Basin, Quarry Creek Improvement Project, filter strips, the Jeurissen Grade Control Structure, and the Jordan Brewery Slope Stabilization. • This annual event allows county officials to view conservation projects throughout Scott County first-hand and see how dollars are spent.
Showcase display at Scott County Fair (varied topics)	X	X	<ul style="list-style-type: none"> • Set up display booth with banners and information rack cards on raingardens, shoreline protection, environmental lawn care, manure management, pasture management, planting prairie along with tree program
Urban and Lakeshore Residents			
Hold Raingarden workshops, and encourage neighborhood raingarden projects	X	X	<ul style="list-style-type: none"> • Prepared and published workshop news releases • Used Raingarden Workshop flyer consistent with other marketing • Had a total of 34 residents attend Raingarden Workshops on April 19th and 23rd • Assisted landowners with installation of 7 new raingardens • PLSLWD's Citizen Advisory Committee awarded the "Water Quality Improvement Award" to four families who installed water quality BMPs, three of the families planted raingardens
Hold Shoreline Restoration Workshop	X	X	<ul style="list-style-type: none"> • Sent 950 flyers to targeted residents on Cedar, O'Dowd, Cynthia, McMahon, Schneider and St. Catherine Lakes • Had 20 residents attend Stabilize Your Shoreline workshop on Oct 6th at Spring Lake Town Hall • Had 12 residents attend the Restore Your Shoreline (upland buffers) workshop on April 7th at Spring Lake Town Hall • Serviced 9 new requests for shoreline protection assistance • Certified 242 lineal feet of new lakeshore stabilization and protection. • Promoted all workshops in SCENE and local media outlets • Updated packet and funding information
Hold Native Prairie Workshop	X	X	<ul style="list-style-type: none"> • Sent 715 invitations to targeted landowners for May 5 Native Prairie Workshop • 15 residents attended Planting Native Prairie workshop on May 5th • Serviced 43 new requests for prairie restoration assistance • Certified approximately 59 acres of new native prairie • Included workshop publicity in county newspapers, on local websites and in the SCENE
Promote natural landscaping practices (news releases, website, one-on-one	X	X	<ul style="list-style-type: none"> • News releases on Maintaining Native Grasses and Flowers and Planting Native Prairie workshop

meetings, targeted mailings, workshops, event displays, success stories, rain barrels for water conservation, composting)			<ul style="list-style-type: none"> • Displayed “Plant Native Prairie: Put Down Roots” and “Landscape Naturally” rack cards and banners at community events
Promote environmentally-friendly snow/ice management (news releases, event displays, Conservation Leaders, community displays)	X	X	<ul style="list-style-type: none"> • Prepared environmentally friendly snow/ice removal news release for December SCENE and other local news media • Displayed banner and information rack card “Salt Pollutes, Shovel First,” at library kiosks during winter months
Promote environmentally-friendly lawn care (news releases, community displays, farmers’ markets, lawn mower handle stickers)	X	X	<ul style="list-style-type: none"> • Prepared news releases on spring and fall environmentally-friendly lawn care BMPs for The SCENE and local news media • Five information rack cards and display banners focus on this topic
Promote personal stormwater management/responsibility (news releases, success stories, community events/displays)	X	X	<ul style="list-style-type: none"> • Had a total of 34 residents attend Raingarden Workshops on April 19th and 23rd • News releases on Spring Lawn Care, Clean Water Clean Up event, and Rain Garden workshops • Displayed “The Unfiltered Truth” and “Rain Barrel” rack cards and banners at community events • During Scott County Fair, on-site raingarden was featured with interpretative signage as part of a Scott County fair
Rotate seasonal themes to County Library Kiosks	X	X	<ul style="list-style-type: none"> • Launched new conservation topic display/educational kiosks at all county libraries • “Clean Water Starts With Me” booth or smaller banners displayed depending on space available in library • Scott County Library Kiosk Rotation included four branch libraries • Rotated to a different library each month, changing themes to be relevant to the time of year
Promote Community Storm Drain Stenciling Kit to community groups (news releases, direct mailings)	X	X	<ul style="list-style-type: none"> • Kit components ready for marketing • Packaged and available for use
Conservation Packets	X		<ul style="list-style-type: none"> • Gave out 15 conservation packets with information for landowners with small acreages based on request
Hold multi-partner Carp Contest	X		<ul style="list-style-type: none"> • WMO supported the Cedar Lake Improvement District’s carp tournament with 45 carp harvested • PLSLWD Held their Fourth Annual Carp Tournament on Prior Lake and Spring Lake on Saturday, May 21th
Complete interpretive signage	X	X	<ul style="list-style-type: none"> • Scott WMO posted raingarden signage at Cleary Lake Regional Park, near the golf course for players to read. • Aquatic Invasive Species signage has been created for Cedar, Thole, O’Dowd, McMahan, Lower Prior, and Spring Lakes. They will be installed in 2017.
Develop fact sheet on incorporating native prairie into landscapes, update raingarden plant lists and distribute naive prairie plant AND invasive ID information to planning commissions, realtors, golf courses, neighborhood associations and as requested)		X	<ul style="list-style-type: none"> • Did not get accomplished in 2016. Will revisit idea in 2017.
Promote proper disposal of hazardous waste via county HHW facility (news releases, rack cards, community events/displays)	X	X	<ul style="list-style-type: none"> • HHW Facility Update article in the SCENE • “Don’t Throw it Out, Take it to the County” rack cards and banner displayed at community events
Promote “unintentional” pollution prevention (news releases, public utility inserts, community events/displays)	X	X	<ul style="list-style-type: none"> • Displayed “The Unfiltered Truth,” “Salt Pollutes” and “Don’t Throw it Out: Take it to the County” rack cards and banners at community events • News releases on Salt Pollutes
Educate citizens about groundwater nitrate (Nitrate Clinic at Tree pick-up day, hope to collect and test ~100 well	X	X	<ul style="list-style-type: none"> • 157 water samples analyzed at SWCD tree-pickup day on April 29th • Promoted well decommissioning cost-share funds • 7 wells decommissioned

water samples, continue to promote cost-share funding for well decommissions)			
Community Groups, Schools, Government			
Organize and host Outdoor Education Days	X		<ul style="list-style-type: none"> Hosted 31th annual event, attended by 1206 students from 14 schools (Belle Plaine, New Prague, Jordan, Shakopee, and Savage) from September 20-23 Six student stations focused on forestry, wildlife, plants, soil health, the water cycle, and pond macro-invertebrates. There was also a CLIMB Theater production about recycling and composting Updated curriculum at soils station Reintroduced water station and updated curriculum, focusing on the water cycle 2016 was the first year that the event was held at Cedar Lake Farm Regional Park. The site worked well as it offered handicap accessibility, bathrooms with running water, and more space to accommodate the growing number of students attending the event. Received \$600 from MVEC Operation Roundup Grant for snacks and waters for students
Give presentations to schools on conservation topics such as stormwater, raingardens, and native landscaping		X	<ul style="list-style-type: none"> There was one request from Shakopee Mdewakanton Sioux Community for native prairie talk, but not enough people registered for the event, so it was cancelled.
Share and promote information Watershed Stewards Mini-Grants	X		<ul style="list-style-type: none"> Sent grant application to Scott Co. schools, sportsman clubs, and the Cedar Lake Improvement District. Posted the announcement and application to the county website and SWCD website. Story about New Prague's Mini-Grant project in local papers, encouraging others to apply
Connect with HOA, LA, POA through speaking engagements (by request) and relationship building outreach activities (Prior Lake Community Fest, Jordan Showcase, Garden Fever, Scott Co. Fair)	X		<ul style="list-style-type: none"> Shared program and backyard conservation information at all 2016 workshops Invited lake association members to our Shoreline workshops PLSLWD collaborated with Prior Lake Association
Continue to develop Fish Lake, New Prague, Prior Lake Sportsmen's Club and Pheasants Forever Partnerships (food plots, ice-out cleanup, tree program, event sponsorships, cooperative events)	X		<ul style="list-style-type: none"> This relationship development is ongoing with SWMO taking the lead Sold tree seedlings in bulk to local sportsman's clubs Donated native seed mix to Scott County Pheasants Forever for a fundraiser
Continue to educate community leaders and officials about Illicit Discharge Detection and Elimination (videos, vehicle visor clips, general email distribution, fact sheets), continue to share bulletins and updates with cities, county organizations, townships, etc.	X	X	<ul style="list-style-type: none"> Periodically emailed updates, workshop information, and other MS4 correspondence to key personnel (township, city public works and county) Displayed IDDE rack cards and banners at community events Continued to distribute IDDE vehicle visor clips upon request to county and city public works vehicles/employees
Plan Construction Erosion Control Workshop for contractors		X	<ul style="list-style-type: none"> Updated Erosion and Sediment Control Contractor list Informational materials including flyers and door-hangers are available to leave at construction sites Sent letters about workshop to 35 possible participant companies Due timing of the workshop (March 31) there was not enough interest to hold the workshop.
General			
Education presentations to WPC	X		<ul style="list-style-type: none"> Regular updates and reporting is shared with WPC Board on a monthly basis

Submit MASWCD Conservation Cooperator of the Year Award and Scott SWCD's Conservation Leaders Program	X		<ul style="list-style-type: none"> Submitted one award application for John Hickey for MASWCD's Outstanding Conservationists of the Year. Hickey was named Metro/Area 4 finalist for this award, one of top eight in the state John Hickey also was chosen as the SWCD's Conservation Leader of the year. He received Conservation Leaders Program signage for his property.
Set up Earth Week display at Scott County Government Center	X	X	<ul style="list-style-type: none"> "Clean Water Starts With Me" display set up in entryway to Scott County Government Center
Write/edit news articles (educational, events, success stories, testimonials, etc.) in cooperation with other partners via Cooperative Media Plan.	X	X	<ul style="list-style-type: none"> For the third year, developed and followed a comprehensive media plan with County agencies to reduce redundancy and streamline conservation topic focus/impact. 31 relevant articles were drafted and published
Rotate Scott Conservation Center Hallway Displays	X		<ul style="list-style-type: none"> Designed and utilized quarterly/seasonal themes including tree program, no-till equipment rental, Minnesota Ag Water Quality Certification Program, and MN Buffer Law

Media

SCWEP continues to work with partners and county agencies on a timely, cost-effective manner to market programs and activities. This involves the utilization a Cooperative Media Plan in which news releases and other promotions are strategically outlined in advance of deadlines. The Cooperative Media Plan allows for more effective communications through timely news releases and less overlap of stormwater runoff, workshops, lawn care, landowner success stories and other topics. Media outlets include county newspapers, The Scott County SCENE, and the county, PLSLWD and SWCD websites. As an added benefit, the plan also allows for more effective cross-marketing of partner programs.

In 2016, 31 news releases were written and distributed. Topics for news releases follow SCWEP goals and objectives. The overall goal of the news releases was to ensure the Clean Water Starts With Me! message resonated with both broad audiences as well as targeted, topic-specific audiences. Whether residents owned a business or home, lived on a lake, walked their dog, hunted in our woods or wetland areas, took a child fishing, maintained their lawn, landscaped with native plants or raised crops in Scott County, the clean water message was tailored to them.

2016 News Releases

Tree Order Form	Spring Lawn Care
Rain Garden and Shoreline Workshops	Maintaining Native Grasses and Flowers
NRCS Client Gateway	Stabilize Your Shoreline Workshop
Kevin Kirley Rain Barrels	Outdoor Education Day
Schwingers State Finalists	Tree Program Begins
MN Ag Water Quality Certification Program	TMDL Change for Spring Lake
NRCS Employee Spotlight: Craig Novotny	Buckthorn Removal in Winter
Hope for Improved Water Quality	Buffer Open Houses Announced
O'Dowd Lake Water Quality Improves	Mark Klehr Success Story
No-Till Equipment Rental	Salt Pollutes
Food Plot Program	WMO and SWCD Fall Tour
Nitrate Water Testing Clinic	HHW Facility Update
Community Clean Water Clean Up	Indian Ridge Park Project Completion
2017 Tree Sale	Farmer Led Council
Conservation Leaders	Water Quality Improvement Award
Cover Crop Inter-Seeder	

MS4 Activity

The 2016 Work Plan was designed to ensure member compliance with the educational requirements of their respective Stormwater Pollution Prevention Plans. There are six minimum control measures (MCMs) defined in the MS4 Permit, including:

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

Many SCWEP activities helped partners comply with the MS4 MCM1 requirements. Data used for MS4 reporting can be found in the appendix.

Budget

The budget for the 2016 SCWEP program was \$68,000. This included \$64,000 for staff time to plan and implement activities, and \$4,000 for materials, supplies and other related expenses. Of this total, Scott WMO contributed \$57,000, Prior Lake-Spring Lake Watershed District contributed \$10,000, and Spring Lake Township contributed \$1,000.

Outcomes, Evaluation and Reporting

The SCWEP goal – to make clean water choices second nature for all who live and work in Scott County – was reviewed throughout the year. Outcomes were evaluated primarily by number of participants and following-up with program participants. We also tracked follow-up requests for additional information and technical assistance in SWIMS database.

A large part of the Storm Water Pollution Prevention Program (SWPPP) 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 used to measure the impact of marketing strategies include:

- Number of participants at specific SCWEP hosted events or workshops
- Number of direct mailings, brochures and flyers distributed
- Number of submitted press releases articles

Staff recorded and quantified the above metrics to assess the success or benefit of each marketing strategy. Additionally, staff provided evaluations after educational workshops and outreach events (when applicable) to gauge the overall performance and success of the activity, how well presented topics were understood and if adjustments to curriculum were recommended. Once results were received, staff used feedback from the surveys to modify content and presentations as needed.

Evaluation was and continues to be an important component in understanding the effectiveness of reaching our goal of the “Clean Water Starts With Me!” campaign.

Continuing Goals

Every activity in this report is geared toward achieving positive behavior change. It is an ongoing process and measurable change in perceptions and lasting behaviors over time are difficult to gauge. SCWEP will continue to evolve, increasing interactions with all residents, agencies and businesses in Scott County:

- Weave “Building Resiliency into the Landscape” theme and personal success stories into press releases and outreach
- Provide support and programming with partner agencies and others
- Increase workshop numbers, with greater impact and personal behavior change follow-up
- Build and enhance new partnerships between SCWEP and local citizen groups (i.e., lake associations, lake residents, sportsmen’s clubs, existing social networks, community service clubs, etc.)
- Provide extra planning capacity to the District for public engagement activities that address water quality in personal and meaningful ways.