**ATTACHMENT B – SHARED SERVICES EDUCATOR DETAILS & MILESTONES**

Activity 6: Shared Services Education (Basin Water Outreach Program)

**eLINK Activity Category:** Education/Information

**Match Source:** Parties to the LSC JPC

**Lead Agency(ies):** Washington Conservation District

**Staff qualifications:** Angie Hong, Barbara Heitkamp (see staff qualifications section of WBIF work plan)

**Priority areas:** Basin-wide

**CWMP Reference:** Page 65

**Activity Description:** Facilitate a shared education and outreach program across the basin to provide education; engage residents, businesses, and local officials; and promote and market programs and practices. [0.5 FTE to expand EMWREP basin wide; $50,000/yr or $100,000/2 yrs

* WBIF funds will be combined with EMWREP local funds to create a new, full-time education and outreach position.
* The new hire will work with Angie Hong (EMWREP) and Emily Johnson (Anoka WEP) to conduct education and outreach basin-wide. Duties will be distributed so that all three staff are able to work basin-wide.
* In addition to the education objectives listed below, this program will help to build social capacity, which is an over-arching goal of the LSC CWMP.

WBIF funded education and outreach will include:

* 90% = develop and implement outreach programs that result in behavioral changes achieving water quality benefits
* 10% = solicit willing landowners to install BMPs that are goals within this plan. Promoted practices will be in line with BWSR eligibility requirements and will focus on water quality.

High priority and secondary priority actions that will be accomplished include (pg. 41 and 42 of CWMP):

1. Facilitate a shared education and outreach program across the basin to provide education; engage residents, businesses, and local officials; and promote and market programs and practices.
2. Provide outreach, education and ordinance development on Minimal Impact Design Standards with local governments, developers, and others.
3. Work with LGUs to set shoreline "view corridors" to 25% of lot width or maximum 35' width and maximum vegetation clearing standards or adopt innovative shoreland standards to protect buffers, native ecosystems, and habitat corridors. This work will provide water quality benefits through the protection of shoreline and streambank buffers.
4. Actively promote best management practices and green infrastructure on developed or developing lands.
5. Provide outreach and education to lake associations and lake groups or shoreline owners to promote shoreline restoration projects.

Additional detail is provided on the following pages.

**EDUCATION AND OUTREACH FOR LOCAL DECISION MAKERS**

**Audience:** Local government staff and elected/appointed officials

**Activity description:** Provide local decision makers (city councils, planning commissions, watershed boards, county commissioners, etc.) with information and training needed to implement policies, programs, and practices that protect and restore water resources. This includes, but is not limited to, Minimal Impact Development Standards (MIDS), Shoreland/Buffer rules, and wetland buffer rules.

**Education objectives:**

* Local decision makers will understand that stormwater runoff, erosion, and illicit discharge contaminate surface and groundwater resources and, also, that there are best management practices to reduce these causes of water pollution.
* Local decision makers will understand that land use impacts water quality and that there are a variety of policies, programs and practices cities, counties, and watershed management organizations can implement to protect their water resources, including MIDS, shoreland/buffer rules, and wetland buffer rules.
* Local staff and decision makers will understand the impacts of chlorides on water quality and that there are many ways to reduce these impacts.

**Program goals:**

1. MIDS (see Table 5-1, Part B)
   * **2-Year:** Establish relationships, build trust, provide education, and lay groundwork for in-depth ordinance review, revision, and adoption in years 5-8.
   * **10-Year:** Implement Minimal Impact Design Standards or more restrictive in 20 communities; including climate resiliency provisions or standards
2. Shoreline standards / “view corridors” (see Table 5-1, Part C)
   * **2-Year:** Establish relationships, build trust, provide education, and lay groundwork for in-depth ordinance review, revision, and adoption in years 3-6.
   * **10-Year:** Increase the number of LGUs (including counties) by 2 that adopt innovative shoreland standards
3. Wetland protection
   * **2-Year:** Increase by 1 the number of LGUs with adopted wetland protections including buffer requirements and setbacks for permanent structures.
   * **10-Year:** Increase by 5 the number of LGUs with adopted wetland protections including buffer requirements and setbacks for permanent structures.
4. Chlorides (see Table 5-1, Part B)
   * **2-year:** 15% of all cities have staff certified in MPCA’s Level 1 and Level 2 Smart Salting Training
   * **10-year:** 75% of all cities have staff certified in MPCA’s Level 1 and Level 2 Smart Salting Training

**OUTREACH SUPPORT FOR BMP IMPLEMENTATION**

**Audience:** Urban and rural landowners, shoreland property owners

**Activity description:** Promote best management practices and green infrastructure on developed or developing lands. Provide outreach and education to lake associations, lake groups, and shoreline owners to promote shoreline restoration projects. Provide outreach support for existing cost-share programs and new projects funded with WBIF. Train and assist urban and rural residents to complete projects on their land that reduce runoff pollution, conserve groundwater, and increase infiltration.

This activity will build on and expand existing programs and activities offered through EMWREP and the Anoka WEP, including Blue Thumb – Planting for Clean Water.

**Education objectives:**

* Landowners will learn that they can help to reduce runoff pollution, conserve groundwater, and increase infiltration by installing best management practices such as habitat plantings, raingardens, and shoreline plantings; repairing erosion; and managing drainage around homes, farms, and commercial buildings.
* Landowners will develop the knowledge and skills to complete habitat and water quality improvement projects on their land, including: native plantings, raingardens, and native shoreline buffers.
* Landowners will be aware of and utilize BMP, cost-share and other incentive programs to complete projects.

**Program goals:**

1. Outreach support for large projects (Table 5-1, Part B)
   * **2-year:** Provide outreach support to retrofit 4 existing developments with infiltration, recharge and reuse projects
   * **10-year:** Provide outreach support to retrofit 20 existing developments with infiltration, recharge and reuse projects
2. Outreach support for small projects (Table 5-1, Part B)
   * **2-year:** Provide outreach support for approximately 40 BMP projects in priority locations
   * **10-year:** Provide outreach support for approximately 200 BMP projects in priority locations
3. Outreach to shoreland property owners (Table 5-1, Part B)
   * **2-year:** Provide outreach support to install 20 shoreline restoration projects.
   * **10-year:** Provide outreach support to install 100 shoreline restoration projects.
4. Outreach for Landscape Stewardship Planning (Table 5-1, Part C)
   * **2-year:** Provide outreach support to create 4 new Landscape Stewardship Plans and 4 Woodland Stewardship Plans
   * **10-year:** Provide outreach support to create 20 new Landscape Stewardship Plans and 23 Woodland Stewardship Plans

**PUBLIC EDUCATION AND ENGAGEMENT**

**Audience:** General Public, Lake Associations

**Activity description:** Educate the public about nonpoint source water pollution, groundwater conservation, and basic watershed ecology and management. Build partnerships with state and local government, non-profit organizations, lake associations, and other community groups. Motivate the public to practice behaviors that protect water resources.

This activity will build on and expand existing programs and activities offered through EMWREP and the Anoka WEP.

**Education objectives:**

Residents and visitors of the Lower St. Croix watershed will learn:

* That nonpoint source water pollution comes from a variety of land uses - residential, commercial, and agricultural.
* That common pollutants impacting surface and groundwater resources in the Lower St. Croix Watershed include phosphorus, sediment, nitrates, E. coli, chloride, and mercury.
* That a watershed includes all of the land draining to a lake, stream or river, and that Watershed Districts and Watershed Management Organizations are special-purpose local units of government charged with managing the resources of a given watershed to prevent flooding and protect water quality.
* That surface and groundwater resources interact.
* That the public can help to prevent nonpoint source water pollution through a variety of behaviors, including raking leaves and grass clippings out of the street, using less fertilizers and chemicals on lawns and gardens, covering bare soil during landscaping and construction, picking up pet poop, replacing failing septic systems, using less salt for winter maintenance and water softening, disposing of household waste properly, and using less electricity.

**Program goals:**

1. Deliver information to at least 90,000 people per year through articles in local newspapers.
2. Deliver information to at least 30,000 people per year through online news services.
3. Deliver information to at least 120,000 people per year through social media platforms.
4. Provide educational instruction for at least 1000 people per year through webinars and workshops.
5. Recruit 500 new people to adopt storm drains through the Adopt a Drain program (2 year goal).