

Appendix E

Education and Outreach Plan

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**Pioneer-Sarah Creek Watershed Management Commission
Third Generation Watershed Management Plan
Education and Outreach Plan**

The goal of the Pioneer-Sarah Creek Watershed Management Commission's Education & Outreach Program is to engage people in the community in the protection and improvement of lakes, rivers, streams and wetlands through education, increased water awareness and community participation.

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. All property owners
 - a. Understand that they live in a watershed and know where their stormwater runoff goes
 - b. Understand nutrient sources and the impacts of excess nutrients on lakes and streams
 - c. Understand how runoff rates and volumes affect lakes and streams
 - d. Understand and undertake Best Management Practices (BMPs) to reduce nutrient loads and runoff volume
 - e. Participate in volunteer activities or events
2. Lakeshore property owners
 - a. Know the water quality status of their lake, and the types and magnitude of improvements needed
 - b. Know both the major beneficial aquatic plants in their lake as well as the major invasives
 - c. Have a general understanding of limnology (lake science)
 - f. Understand and undertake Best Management Practices such as lakeshore buffers and proper application of fertilizer, herbicides, and pesticides
3. Government: elected and appointed officials, staff, board and commission members
 - a. Have a general understanding of watersheds, water resources and where stormwater to and from the city goes
 - b. Understand the water resources implications of land use change
 - c. Are aware of water management policies and actions of other local, watershed, regional, and state organizations
 - g. Understand how to incorporate water resources management actions into development and redevelopment as well as city operations
4. Educators and students
 - a. Incorporate water resources education and activities into curricula
 - b. Participate in family education and outreach events centered around water
 - c. Have opportunities for volunteer monitoring, service projects, and other hands-on learning
 - h. Educators are aware of and have access to continuing education centered around water
5. Agriculture and animal operators
 - a. Understand and use Best Management Practices such as proper manure management and targeted fertilizer application
 - b. Undertake conservation and nutrient management actions

IMPLEMENTATION STRATEGIES

- Convene Citizen Advisory Committees as necessary to advise the Commission and to assist in program development and implementation
- Participate with collaborative groups to pool resources to undertake activities in a cost-effective manner, promote interagency cooperation and collaboration, and promote consistency of messages
- Use the Commission's, member cities', and educational partners' websites and newsletters, social media, co-ops, local newspapers and cable TV to share useful information to stakeholders on ways to improve water quality
- Prominently display the Commission's logo 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 education opportunities for elected and appointed officials and other decision makers
- Enhance education opportunities for youth
- Provide opportunities for bridge-building between stakeholders with sometimes competing ideas and interests, such as lakeshore owners and agricultural operators.

2015-2017 PRIORITY AREAS FOR EDUCATION AND OUTREACH

In setting its annual work plan, the Commission will review education and outreach priorities and develop specific education and outreach actions for the coming year. These actions may be ongoing or programs or activities; participation in programs or activities sponsored by other organizations; suggestions or information for member city implementation; or other actions depending on the education and outreach priorities. The following are the priority areas for the first few years of the Third Generation Plan:

1. Sponsor watershed and water resources training opportunities such as NEMO (Nonpoint Education for Municipal Officials) for the Commissioners, all city councils, and planning commissions in the member cities.
2. Convene Citizens Advisory Committees as needed as needed to make recommendations on education and outreach actions and assist the Commission with implementation.
3. Disseminate education materials to all stakeholders about actions they can take to protect and improve water quality. Targeted messages:
 - a. Redirect your runoff onto pervious areas
 - b. Clean up after your pets
 - c. Keep organic matter (leaves, grass clippings, seeds, etc.) out of streets, ditches, lakefronts, and storm sewers
 - d. Reduce chemical and salt use
4. Participate with collaborative groups such as the west Metro Water Alliance (WMWA)
5. Develop and host an education and outreach multi-generational event for families to promote watershed and water quality education

Table 1. Pioneer-Sarah Creek Third Generation Watershed Management Plan Education and Public Outreach Activities. D R A F T

Activity	Educational Outcomes	Example Actions	Estimated Cost	Schedule/ Frequency
Convene Citizen Advisory Committees (CAC) as necessary	<ul style="list-style-type: none"> ▪ Coordination and implementation of education and outreach program ▪ Increased public outreach 	<ul style="list-style-type: none"> ▪ Meet as necessary to coordinate and implement education and outreach ▪ Use email and social media to coordinate efforts and enhance community participation and communication ▪ Make recommendations to Commission ▪ Represent the Commission at education and outreach events 	Variable	As necessary
Coordinate programming with collaborative groups	<ul style="list-style-type: none"> ▪ Consistency of message across wider area ▪ Youth education ▪ Adult education ▪ Increased visibility for Commission 	<ul style="list-style-type: none"> ▪ Participate in developing education campaigns 	Variable	As necessary
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"> ▪ Sponsor Northland NEMO or other workshops for all Commissioners, City Councils, and Planning Commissions ▪ Provide tailored education and outreach activities such as workshops, presentations, written materials, and on-line resources 	\$300 Annually	At least once per year
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 	\$2,200 Annually	Ongoing
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 Commission 	<ul style="list-style-type: none"> ▪ Sponsor volunteer lake, stream, and wetland monitoring ▪ Encourage and facilitate volunteer events ▪ Hold an annual family water quality event 	\$500 Annually + volunteer monitoring budget	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 Commission and County website ▪ Distribute printed materials to member cities, and make available at events 	\$300 Annually Cities fund repro cost	Printed– 1 per year Electronic – at least 3 new items per year

Activity	Educational Outcomes	Example Actions	Estimated Cost	Schedule/ Frequency
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 Commission 	<ul style="list-style-type: none"> ▪ Submit press releases on programs and projects in the watersheds ▪ Submit press releases with useful, timely information 	\$330 Annually	At least 3 times/year
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
Provide education, outreach, and financial 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 Commission 	<ul style="list-style-type: none"> ▪ Sponsor annual lake association summit ▪ Provide small grants as incentives to implement volunteer events and demonstration projects ▪ Provide small grants to educators to enhance environmental and water resources education in the schools 	\$3,000 - 5,000 Annually	Ongoing
			\$15,980 to \$17,980	