



# LOWER MINNESOTA RIVER WATERSHED DISTRICT

## Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting

Wednesday April 17, 2019

### Agenda Item

#### Item 4. F. - Authorize Agreement between the Lower Minnesota River Watershed District and the Scott Soil and Water Conservation District for Monitoring, Technical, Education and Other Conservation Services

### Prepared By

Linda Loomis, Administrator

### Summary

The Scott County SWCD provides monitoring services for the LMRWD of resources within Scott County. In 2018, the District asked the SWCD to begin monitoring Eagle Creek for Chloride and to conduct additional thermal monitoring of Eagle Creek. The SWCD also administers the Cost Share Program for the LMRWD and provides technical assistance to residents of Scott County within the LMRWD. Services are provided on a time and materials basis.

Well monitoring in Savage fen	\$1,966.50
Eagle Creek WOMP Station monitoring	\$13,376.12
Dean Lake monitoring	\$6,641
Technical Assistance	\$2,021.51
Education and Outreach	\$4,075.5
Cost Share	\$250
Reporting & Administration	\$2,565.50
<b>TOTAL:</b>	<b>\$30,896.13</b>

The LMRWD receives reimbursement for a portion of the cost to monitor the Eagle Creek WOMP (Watershed Outlet Monitoring Program) station from Metropolitan Council Environmental Services.

The LMRWD participates in the Scott Clean Water Education Partnership (SCWEP). This partnership provides water resource education to residents of Scott County. The 2019 work plan and 2018 Annual Report for the SCWEP are attached for the Board's information.

### Attachments

Agreement between the Lower Minnesota River Watershed District and the Scott Soil and Water Conservation District for Monitoring, Technical, Education and Other Conservation Services

2019 SCWEP Work Plan

2018 SCWEP Annual Report

### Recommended Action

Authorize Agreement between the Lower Minnesota River Watershed District and the Scott Soil and Water Conservation District for Monitoring, Technical, Education and Other Conservation Services

**AGREEMENT BETWEEN THE LOWER MINNESOTA RIVER WATERSHED DISTRICT  
AND THE SCOTT SOIL AND WATER CONSERVATION DISTRICT FOR MONITORING, TECHNICAL,  
EDUCATION, AND OTHER CONSERVATION SERVICES**

This Contract for Services (Contract) is made and entered into between the Lower Minnesota River Watershed District ("LMRWD"), a body corporate and politic, and the Scott Soil and Water Conservation District, an independent contractor ("Contractor" or "SSWCD").

**WHEREAS**, the LMRWD is in need of services from SSWCD as set forth in the Statement of Work, attached hereto as Attachment 1, and the SSWCD desires and is capable of providing such services.

**NOW, THEREFORE**, in consideration of the mutual promises and agreements contained herein the parties agree as follows:

1. TERM

This Contract shall be in effect as of January 1, 2019, notwithstanding the dates of the signatures of the parties, and shall continue through December 31, 2019, unless earlier terminated by law or according to the provisions herein.

2. CONTRACTOR'S OBLIGATIONS

The LMRWD hereby contracts with the SSWCD to provide services related to monitoring (water quality, thermal and well), technical assistance and cost share, education, and other engineering, technical and administrative services, as set forth in Attachment 1 - 2019 Statement of Work.

The Services shall commence immediately upon receipt of notice to proceed from the LMRWD Administrator, who will serve as the LMRWD's agent for such services and will administer this Contract.

3. PAYMENT

3.1 Invoicing. The SSWCD will invoice the LMRWD on a time and materials basis. The maximum amount for which the SSWCD may invoice the LMRWD under this Agreement shall be \$40,450, unless otherwise authorized in advance by the LMRWD Administrator. As set forth in Attachment 1, monitoring services shall not exceed \$29,400; landowner technical assistance and cost share shall not exceed \$6,200, education services shall not exceed \$4,100; and other technical and administrative services shall not exceed \$750. The SSWCD shall not invoice the LMRWD for any additional or other time or materials without prior authorization by the LMRWD Administrator.

3.2 Compensation. The SSWCD will invoice for services according to the following hourly rates:

Conservation Program Assistant	\$47
Resource Conservation Technician; Education Coordinator	\$62
Ecological Specialist; Water Resources Specialist	\$67
Resource Conservationist I; Engineering Technician; Finance and Accounting Specialist	\$72
Resource Conservationist II	\$77
District Manager	\$85

3.3 Time of Payment. The LMRWD shall make payment to SSWCD within sixty (60) days of the date on which an itemized invoice is received. If the invoice is incorrect, defective, or otherwise improper, the LMRWD will notify The SSWCD within ten (10) days of receiving the incorrect invoice. Upon receiving the corrected invoice from the SSWCD, the LMRWD will make payment within thirty-five (35) days.

3.4 Payment for Unauthorized Claims. The LMRWD may refuse to pay any claim that is not specifically authorized by this Contract. Payment of a claim shall not preclude the LMRWD from questioning the propriety of the claim. The LMRWD reserves the right to offset any overpayment or disallowance of claim by reducing future payments.

3.5 Payment Upon Early Termination. In the event this Contract is terminated before the completion of services, the LMRWD shall pay to the SSWCD, for services provided in a satisfactory manner, a sum based upon the actual time spent at the rates stated in paragraph 3.2. In no case shall such payment exceed the total contract price.

4. COMPLIANCE WITH LAWS/STANDARDS

4.1 General. Contractor shall abide by all Federal, State or local laws, statutes, ordinances, rules and regulations now in effect or hereinafter adopted pertaining to this Contract or to the facilities, programs and staff for which Contractor is responsible.

4.2 Minnesota Law to Govern. This Contract shall be governed by and construed in accordance with the substantive and procedural laws of the State of Minnesota, without giving effect to the principles of conflict of laws. All proceedings related to this Contract shall be venued in the State of Minnesota, County of Scott.

5. INDEPENDENT CONTRACTOR STATUS

The SSWCD is an independent contractor and nothing herein contained shall be construed to create the relationship of employer and employee between LMRWD and the SSWCD. The SSWCD shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. The SSWCD shall have discretion as to working methods, hours and means of operation. The SSWCD acknowledges and agrees that the SSWCD is not entitled to receive any of the benefits received by LMRWD employees and is not eligible for workers' or unemployment compensation benefits. The SSWCD also acknowledges and agrees that no withholding or deduction for state or federal income taxes, FICA, FUTA, or otherwise, will be made from the payments due the SSWCD and that it is the SSWCD's sole obligation to comply with the applicable provisions of all federal and state tax laws.

6. SUBCONTRACTING

6.1 The parties shall not enter into any subcontract for the performance of the services contemplated under this Contract nor assign any interest in the Contract without prior written consent of all parties and subject to such conditions and provisions as are deemed necessary. The subcontracting or assigning party shall be responsible for the performance of its subcontractors or assignees unless otherwise agreed.

6.2 Any subcontractor approved by the LMRWD will be required to provide proof of insurance to the LMRWD in coverage and amount the same as the SSWCD. Prior to or concurrent with execution of this Contract, the SSWCD shall file certificates or certified copies of its subcontractor(s)' policies of insurance with the LMRWD. All fees for services and all job supervision will remain the obligation of the SSWCD.

6.3 The SSWCD agrees to pay any subcontractor within ten (10) days of the SSWCD's receipt of payment from the LMRWD for undisputed services provided by the subcontractor. The SSWCD agrees to pay interest of 1½ percent per month or any part of a month to the subcontractor on any undisputed amount not paid on time to the subcontractor. The minimum monthly interest penalty payment for an unpaid balance of \$100 or more is \$10.

7. INDEMNIFICATION

Each party to this Contract shall be liable for its own acts and the results thereof to the extent authorized by law and shall not be responsible for the acts of the other party, its officers, employees or agents. Each party hereby agrees to indemnify, hold harmless and defend the other, its officers, employees or agents, against any and all liability, loss, costs, damages, expenses, claims or actions, including attorney's fees which the other party, its officers, employees or agents, may sustain, incur or be required to pay, arising out of or by reason of any act or omission of the party, its officers, employees or agents, in the execution, performance, or failure to adequately perform its obligations pursuant to this Contract. Minn. Stat. Ch. 466 and other applicable laws shall govern the liability of the LMRWD.

8. INSURANCE

8.1 General Terms. At its own expense and in order to protect the SSWCD and to protect the LMRWD under the indemnity provisions set forth above, The SSWCD shall procure and maintain policies of insurance covering the term of this Contract, as set forth in the Insurance Terms, unless waived or amended by the LMRWD in writing.

8.2 Certificates. Prior to or concurrent with execution of this Contract, the SSWCD shall file certificates or certified copies of such policies of insurance with the LMRWD.

8.3 Failure to Provide Proof of Insurance. The LMRWD may withhold payments or immediately terminate this Contract for failure of the SSWCD to furnish proof of insurance coverage or to comply with the insurance requirements as stated above.

9. FORCE MAJEURE

Neither party shall be held responsible for delay or failure to perform when such delay or failure is due to any of the following unless the act or occurrence could have been foreseen and reasonable action could have been taken to prevent the delay or failure: fire, flood, epidemic, strikes, wars, acts of God, unusually severe weather, acts of public authorities, or delays or defaults caused by public carriers; provided the defaulting party gives notice as soon as possible to the other party of the inability to perform.

10. OWNERSHIP, COPYRIGHTS AND FUTURE USE OF WORK PRODUCT

Upon the completion of this Contract, all work product, data compilations, and materials of any kind, regardless of the format in which they exist will become the sole and exclusive property of the LMRWD. The SSWCD, at the request of the LMRWD, shall execute any necessary documents to transfer ownership rights to the LMRWD. Whenever any invention, improvement, or discovery (whether or not patentable) is made or conceived for the first time, actually or constructively reduced to practice by the SSWCD or its employees or agents in the course of or in connection with this Contract, the SSWCD shall immediately give the LMRWD's authorized representative written notice and complete information thereof.

In all publications or press releases or presentations to the public where data collected or compiled in the performance of this contract is disseminated. The SSWCD shall acknowledge funding by the LMRWD for all or part of the costs of making such information available to the public.

11. TERMINATION

Either party may terminate this Contract for cause by giving seven (7) days' written notice or without cause by giving thirty (30) days' written notice, of its intent to terminate, to the other party. Such notice to terminate for cause shall specify the circumstances warranting termination of the Contract. Cause shall mean a material breach of this Contract and any supplemental agreements or amendments thereto. This Contract may also be terminated by the LMRWD in the event of a default by the SSWCD. In the event this Contract is terminated for cause, the SSWCD shall be entitled to payment determined on a pro rata basis for work or services satisfactorily performed. Notice of Termination shall be made by certified mail or personal delivery to the authorized representative of the other party. Termination of this Contract shall not discharge any liability, responsibility or right of any party, which arises from the performance of or failure to adequately perform the terms of this Contract prior to the effective date of termination.

12. CONTRACT RIGHTS/REMEDIES

12.1 Rights Cumulative. All remedies available to either party under the terms of this Contract or by law are cumulative and may be exercised concurrently or separately, and the exercise of any one remedy shall not be deemed an election of such remedy to the exclusion of other remedies.

12.2 Waiver. Waiver for any default shall not be deemed to be a waiver of any subsequent default. Waiver of breach of any provision of this Contract shall not be construed to be modification for the terms of this Contract unless stated to be such in writing and signed by authorized representatives of the LMRWD and the SSWCD.

13. AUTHORIZED REPRESENTATIVES

The following named persons are designated the authorized representatives of parties for purposes of this Contract. These persons have authority to bind the party they represent and to consent to modifications and subcontracts, except that, as to the LMRWD, the authorized representative shall have only the authority specifically or generally granted by the Board. Notification required to be provided pursuant to this Contract shall be provided to the following named persons and addresses unless otherwise stated in this Contract, or in a modification of this Contract.

**To the SSWCD:**

Robert Casey, Chair  
Scott Soil and Water Conservation District  
7151 W. 190<sup>th</sup> Street, Suite 125  
Jordan, MN 55352  
Telephone: (952) 492-5425

**To the LMRWD:**

Jesse Hartmann, President  
Lower Minnesota River Watershed District  
112 E 5<sup>th</sup> Street  
Chaska, MN. 55318  
(612) 232-7820

14. LIAISON

To assist the parties in the day-to-day performance of this Contract and to define services, ensure compliance and provide ongoing consultation, a liaison shall be designated by the SSWCD and the LMRWD. The parties shall keep each other continually informed, in writing, of any change in the designated liaison. At the time of execution of this Contract, the following persons are the designated liaisons:

**SSWCD Liaison:**

Troy Kuphal, District Manager  
Scott Soil and Water Conservation District  
7151 W. 190<sup>th</sup> Street, Suite 125  
Jordan, MN 55352  
Telephone: (952) 492-5425

**LMRWD Liaison:**

Linda Loomis, Administrator,  
Lower MN River Watershed District  
6677 Olson Memorial Highway  
Golden Valley, MN 55427  
763-545-4659

15. MODIFICATIONS

Any alterations, variations, modifications, or waivers of the provisions of this Contract shall only be valid when they have been reduced to writing, signed by authorized representatives of the LMRWD and SSWCD.

16. SEVERABILITY

The provisions of this Contract shall be deemed severable. If any part of this Contract is rendered void, invalid, or unenforceable, such rendering shall not affect the validity and enforceability of the remainder of this Contract unless the part or parts which are void, invalid or otherwise unenforceable shall substantially impair the value of the entire Contract with respect to either party.

17. MERGER

17.1 Final Agreement. This Contract is the final expression of the agreement of the parties and the complete and exclusive statement of the terms agreed upon, and shall supersede all prior negotiations, understandings or agreements. There are no representations, warranties, or stipulations, either oral or written, not herein contained.

17.2 Attachments. Attachment 1 attached and incorporated herein by reference.

- Attachment 1 – 2019 STATEMENT OF WORK

**IN WITNESS WHEREOF**, the parties hereto have executed this Contract on the date(s) indicated below.

**FOR LOWER MINNESOTA RIVER WATESHED DISTRICT**

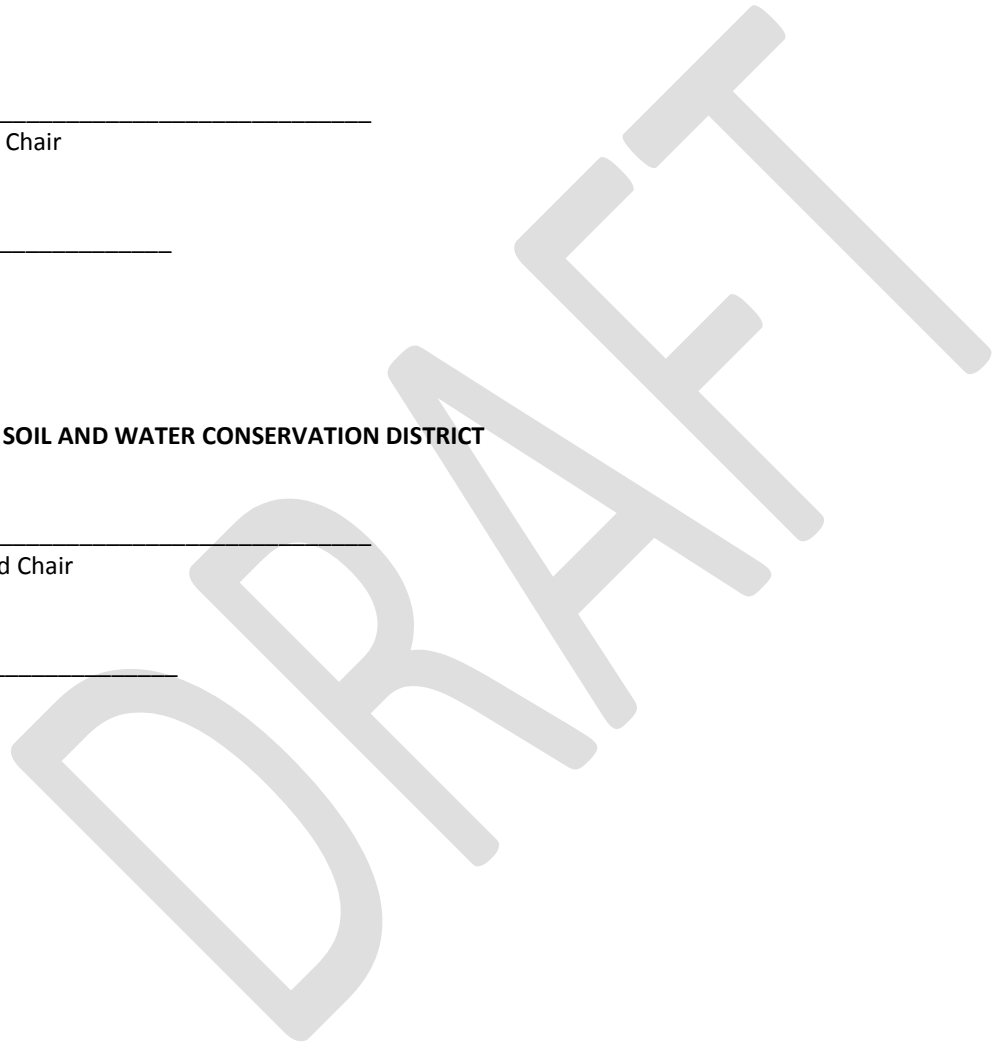
By: \_\_\_\_\_  
Board Chair

Date: \_\_\_\_\_

**FOR SCOTT SOIL AND WATER CONSERVATION DISTRICT**

By: \_\_\_\_\_  
Board Chair

Date: \_\_\_\_\_



## **ATTACHMENT 1: 20198 STATEMENT OF WORK**

This Statement of Work (SOW) is made pursuant to and governed by the approved 2018 Contract for Services between Lower Minnesota Watershed District (“LMRWD”) and Scott Soil & Water Conservation District (SSWCD), and defines the specific monitoring, conservation education and technical assistance, and other technical and field support services the SWCD will perform for the LMRWD in connection with said Contract for Services.

### **Task I. Monitoring (\$25,200)**

#### **Scope of Work**

The SSWCD will assist the LMRWD with planning and implementing its water quality, thermal and well monitoring programs.

#### **A. Eagle Creek Water Quality and Flow Monitoring (\$7,600)**

- Collect monthly base-flow samples and storm event composite samples
- Deliver samples to the MCES lab
- Maintain and calibrate sonde
- Collect flow measurements
- Log, process and complete QA/QC of data

#### **B. Eagle Creek Thermal Monitoring (\$2,900)**

- Collect data from loggers
- Data management and analysis
- Maintain sites and equipment
- Includes additional monitoring per approved 2018 project proposal

#### **C. Eagle Creek – Spring 2019 Chlorides Monitoring (\$7,400)**

- Bi-weekly and event grab samples
- Lab analysis costs
- Data management and analysis

#### **D. Water Quality and Flow – Dean Lake (\$6,900)**

- Collect monthly base-flow samples and storm event composite samples
- Deliver samples to the MCES lab
- Maintain and calibrate sonde
- Collect flow measurements
- Log, process and complete QA/QC of data

#### **E. Well Monitoring (\$2,300)**

- Collect depth-to-water readings monthly
- Enter data into DNR database
- Maintain sites and well monitoring equipment

#### **F. Reporting (\$2,300)**

- Prepare written annual data and analysis report for all monitoring
- Prepare and deliver summary presentation
- Prepare and present proposed work plan and budget for 2019

## **Task II. Technical Assistance and Cost Share (\$6,200)**

### **Scope of Work**

The SWCD will provide technical and cost share assistance to landowners within the DISTRICT in support of implementation of conservation behaviors and best management practices that reduce soil erosion, decrease runoff volume, and improve water quality. The SWCD will assist landowners who contact the SWCD directly or who are referred by the DISTRICT for conservation program information and/or technical assistance. Cost share may be provided for projects that meet eligibility and other relevant criteria in accordance with the SSWCD's cost share program policy docket, subject to available funding.

### **A. Technical Assistance (\$4,000)**

- a) Project Scoping and Pre-Approval
  - Meet with landowners to clarify goals and interests
  - Conduct preliminary off- and/or on-site research
  - Determine project feasibility and eligibility
- b) Project Development
  - Complete technical assessment
  - Collect and submit soil samples for nutrient analysis, when applicable
  - Conduct topographic surveys if necessary
  - Meet with landowner to finalize decisions and secure commitments
  - Prepare technical and environmental assessments
  - Prepare concept plans and cost estimates
- c) Administrative Activities
  - Prepare and process contract applications, fact sheets, and payment vouchers
  - Prepare and send letters of decision (approval or denial)
  - Prepare and issue cost share checks, upon certified completion
  - Track and report budget activity
  - Project/file close out
- d) Design Activities
  - Conduct surveys
  - Prepare and review designs, specifications, and final cost estimates (or coordinate same if engineering services are outsourced)
  - Apply for/secure applicable permits
  - Prepare Operation and Maintenance agreements
  - If requested submit design packet to the DISTRICT for review prior to construction
- e) Construction Activities
  - Coordinate and lead pre-construction meetings
  - Stake projects
  - Inspect/supervise construction
  - Prepare as-built drawings
  - Provide construction certification
- f) Cost share
  - This is pass-through for landowners that install practices (\$2200)
  - Stake projects
  - Inspect/supervise construction
  - Prepare as-built drawings
  - Provide construction certification



**B. Cost Share (\$2,200)**

- a) This is pass-through to cooperators that install conservation practices
- b) Advance cost share application approval and final construction certification is required in accordance with SWCD cost share policies

**Task III. Education and Outreach (\$4,100)**

**Scope of Work**

The SWCD will provide various educational programming services, as described below.

**A. Raingarden Workshop**

The SWCD will plan, coordinate and host one Blue Thumb workshop

- Plan and prepare workshop details in coordination with the WMO, PLSLWD and Cities of Prior Lake and Savage
- Develop promotional and informational materials and resources
- Plan and implement media marketing/promotion plan
- Coordinate and manage registrations and venue set-up and take-down
- Prepare and present information
- Post-workshop review and follow up with landowners

**B. SCWEP Activities**

The SWCD will plan, coordinate and execute events and activities as identified in the 2017 Scott Clean Water Education Program (SCWEP) work plan. These services have multi-jurisdictional benefit and are supported by funding contributions by all SCWEP partners.

**C. Other Education Activities**

The SWCD will help provide support and assistance with other education efforts as may be requested by the District, including but not limited to developing education and promotion materials and assisting with special event planning and coordination.

**Task IV. Other Services (\$750)**

**Scope of Work**

The SWCD will provide the following and technical services on an as-needed basis:

- Provide consultation on activities related to soil and water resources within the LMRWD
- Conduct or assist with LMRWD compliance reviews
- Review development plans for compliance with LMRWD standards
- Conduct construction inspections and oversight to ensure compliance with LMRWD standards
- Assist with surveys, construction supervision, and/or project management for capital improvement projects
- Conduct or assist with inventory and/or mapping projects
- Assist with monitoring plan development
- Attend LMRWD-sponsored meetings, including but not limited to Board and TAC meetings
- Assist with development of plans, including but not limited to Comprehensive Water Resources Management Plan and TMDL Implementation Plans
- Assist with planning and development of LMRWD cost share program
- Other services as may be requested

# Scott Clean Water Education Program 2019 Work Plan



Prepared by:  
Sarah Cotton, SCWEP Program Coordinator  
Scott Soil and Water Conservation District

# Introduction

The Scott Clean Water Education Program (SCWEP) began in 2010. This work plan builds off the progress and momentum that has developed since then, and focuses on improving and expanding activities that the current partnership believes will provide the greatest, most cost-effective impact.

The goal of SCWEP is to make clean water choices second nature for all who live and work in Scott County. SCWEP will utilize the “Clean Water Starts with Me!” message to help create a new “normal” in terms of how citizens of Scott County think of stormwater runoff and their roles in making a difference. The objective throughout implementation of this work plan is to make this message personal. “Clean Water Starts with Me!” can be paired with outreach targeted at agricultural, rural, shoreline, and urban residents, which allows the clean water message to be tailored to reach a wide audience. SCWEP will work towards their goal with both consistent, long-term broad-based messaging and focused, hands-on workshops and citizen engagement events tailored to target-specific audiences.

Scott County has a bountiful share of natural water resources, including more than 90 lakes totaling over 11,600 acres, thousands of wetland basins totaling more than 33,500 acres, and approximately 280 miles of public rivers, stream and creeks, including all of Eagle Creek and headwaters of the Vermillion River, both classified trout streams. SCWEP’s partners envision a future where clean water flows throughout Scott County.

# Partners

Members of the SCWEP partnership believe more can be accomplished by working together. By collaborating, we eliminate overlapping programs, prevent inconsistent and duplicative messaging, and achieve similar outcomes at lower costs. The 2018 SCWEP partners are:

- 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

When and where possible, SCWEP will also collaborate with other agencies and organizations and implement outreach programs with similar goals and objectives in Scott County. This will help to achieve an even greater level of overall consistency, reach, and cost effectiveness. Other entities with which collaboration will be sought include but will not be limited to: the Cities of Prior Lake, Savage, Shakopee, Belle Plaine, Elko New Market, Jordan and New Prague; the University of Minnesota Extension Service; Scott/Carver Extension Master Gardeners; Shakopee Mdewakanton Sioux Community; Three Rivers Park District; and the Natural Resources Conservation Service.

# Audiences

As in past years, the SCWEP Work Plan will target and customize its “Clean Water Starts with Me!” campaign to three general audiences. These audience and the respective goals and objectives include the following:

<b>AUDIENCE: Agriculture/Rural Landowners</b>	
<b>Goal</b>	Land management decisions are made with conservation in mind and to minimize detrimental impacts to water resources.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1) Educate producers and landowners on local water quality impairments and show them how implementing BMPS can have a positive impact (i.e. improve soil productivity)</li> <li>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</li> </ol>
<b>2019 Emphasis</b>	Soil health and cover crops, runoff volume reduction (native prairie, wetland restoration, etc.), and whole farm conservation planning
<b>AUDIENCE: Community Groups, Schools and Government</b>	
<b>Goal</b>	Enhance the quality of and opportunities for conservation leadership, education and outreach.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1) Increase awareness among community leaders and employees about water quality issues and solutions.</li> <li>2) Provide speaking engagements and educational opportunities that introduce soil and water conservation topics.</li> <li>3) Encourage volunteerism and foster relationships and networks that will result in improved water quality and personal accountability.</li> </ol>
<b>2019 Emphasis</b>	Chloride reduction from smart winter salt use, and natural landscaping in public spaces
<b>AUDIENCE: Urban and Lakeshore Residents</b>	
<b>Goal</b>	Landscape design and maintenance choices protect water quality and reduce runoff.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1) Educate residents on how water is managed in urban environments and about ways they can positively impact water quality in their everyday lives.</li> <li>2) Offer information, workshops, and technical assistance on the adoption of suitable BMPs, such as water-wise lawn care, native shorelines, increased natural landscaping, raingardens and porous pavement.</li> </ol>
<b>2019 Emphasis</b>	Homeowner responsibility for stormwater runoff: chloride reduction from smart winter salt use, water-friendly lawn care, raingardens, rain barrels, and native plantings

## Programming

SCWEP will apply both passive and active marketing and outreach techniques to connect with the identified audiences in Scott County. Generally speaking, active techniques consist of activities that are targeted, hands-on and engage with very specific audiences. They are point-in-time events that are scheduled according to seasonal relevance. They take significant time and resources to plan and implement, relatively speaking, but are also more likely to have a greater impact in terms of desired outcomes (i.e., changed behaviors). Examples include workshops, field demonstrations, targeted mailings, tours, and one-on-one landowners meetings. Passive activities, by contrast, are intended to reach large audiences and deliver consistent, base messaging. They have a lower impact relative to active techniques, but are also comparatively easy and inexpensive to implement. Examples include news articles and event displays that focus on the effects of how our decisions impact water quality and the positive or negative impacts we are responsible for on Scott County water bodies.

SCWEP will also utilize Community Based Social Marketing (CBSM). The main components of CBSM are: selecting behaviors to change, identifying the barriers and benefits of the change, developing strategies, testing the strategies, and implementing the strategies on a large scale. CBSM is needed because knowledge alone does not cause a change in behavior. Informational campaigns such as brochures, flyers, and mailings can be ineffective if used by themselves. If, however, the information distribution is followed up with hands-on strategies, there is a higher likelihood that the target audience will change their behavior. CBSM is already a part of SCWEP with its workshops targeted at a specific audience in which a local expert teaches the class. Financial barriers are broken down by cost-share or incentives and all attendees are contacted after the class to further encourage them to follow through with the project. CBSM is also being utilized with educational signs marking conservation projects. The signs give the landowners a sense pride about their project and since it is marked it will help motivate the landowner to maintain the project. The language on the signs include: "Ask Me How!" inviting neighbors to inquire about the project. Once landowners across the county have signs up in their yards, the public will notice that conservation projects are happening everywhere. A new way CBSM will be utilized in 2019 is with a sidewalk salting demonstration. The public will see in person how much salt is really needed on a winter sidewalk, and will be given the opportunity to try it right there on the display. They will also be given a small cup to put in their container of deicer with instructions on how much salt is needed. This will remind them of the demonstration and encourage them to use less salt. These hands-on approaches paired with the broader spreading of information will help SCWEP reach a wide audience and get some of them to make changes. Once some people make the changes, people around them will notice, and the clean water changes will begin to be the new norm.

Listed below are the planned SCWEP activities for 2019. New activities are highlighted.

Events and Activities	Dates	Objective	MS4 Activity
<b>Agriculture/Rural Landowners</b>			
Native Prairie Workshop	March 13	1	X
Cover Crop Workshop	March 14	1	X
Nitrate Water Testing Clinic	April 26	1	X
Tree/Native Seed Mix Order Pickup	April 26	1	
Conservation Leaders/Awards	Fall/Winter	1	
Cover Crop field days	Spring and Fall	1	X
Promote native grass planting	Ongoing	1	X
Promote buffer BMPs	Ongoing	1	X
Promote Cover Crop/Soil Health BMPs	Ongoing	1, 2	X
Promote nutrient and manure management	Ongoing	1, 2	X
Provide technical assistance and cost share for agricultural BMPs	Ongoing	2	
Cover Crop videos	Ongoing	1	
Targeted outreach to producers in areas with high bacteria levels	August	1	X
Conservation Practice Videos & Photo Gallery	Ongoing	1	X
Native Prairie Door Hangers	Ongoing	2	X
<b>Community Groups, Schools, Government</b>			
Scott WMO/SWCD Conservation Tour	September 23	1	
Education presentations to community leaders (WPC, Citizen Advisory Committee, etc.)	Ongoing	1	
Outdoor Education Days	Sept 23-27	2	
Clean-Water Clean-Up, rake the lake event	Spring and Fall	3	X
Sportsmen's Club Relationship Building	Ongoing	3	X
Lake Association Relationship Building	Ongoing	3	X
Share and promote Watershed Stewards Mini-Grants	Ongoing	3	
Send out Smart Salting postcards to faith based organizations and nursing homes	Winter	1	X
Promote chloride reduction (winter salt and softener salt)	Ongoing	3	X
<b>Urban and Lakeshore Residents</b>			
Raingarden workshop	April 18	2	X
University of MN Extension Garden Fever	April 6	1	X
Jordan Showcase	April 7	1	X
Scott County Fair	July 24 to 28	1	X
Prior Lake Community Fest	September 16	1	X
SCWEP Banner Display	Ongoing	1	X

Landowner Success Stories	Bi-monthly	1	X
Conservation Themes/Hallway	Rotated seasonally	1	
Cooperative Media Plan	Ongoing	1	
Storm Drain Stencil Kit	As requested	1	X
Project signage: Raingarden, Native Prairie, Native Shoreline	Ongoing	1	X
Promote “unintentional” pollution and illicit discharge prevention	Ongoing	1	X
Promote proper disposal of hazardous waste via HHW facility	Ongoing	1	X
Mail postcard to residents who recently purchased 2+ acres about services: technical assistance, designing, cost-share, etc.	Send out annually	1	X
Shoreline Workshop	June 11	2	X
Mailing to new lakeshore residents about technical assistance, cost-share, and workshops	Summer	2	
Raingarden Tour	Summer	2	X
Native Shoreline video	Summer	1	
Autumn Fare Demonstration: Smart Salting	October	2	X
Distribute smart salting cups	Winter	1	X

## Programming Highlights

### Workshops

Workshops on a variety of topics including native prairie, shorelines, raingardens, and cover crops are offered throughout the year. Many of the practices highlighted in the workshops are eligible for technical assistance and cost-share grants or incentives payments. The workshops are free and provide Scott County residents with an opportunity to learn more conservation practices and start the conversation about technical assistance and cost share, which may ultimately lead to conservation practices being installed.

### Outdoor Education Day

Every fall middle school students from across Scott County come to Outdoor Education Day to learn about conservation. Students rotate through six stations focused on forestry, wildlife, conservation, soil health, the water cycle, and pond macro-invertebrates. Stations are taught by natural resource professionals from many partner organizations. Outdoor Education Day is the main activity that SCWEP utilizes to directly reach Scott County youth. It gives SCWEP a chance to teach the value of resource conservation to residents at a young age.

### Scott WMO/SWCD Conservation Tour

The Scott WMO and SWCD host an annual conservation tour for local county officials to visit conservation projects throughout the county. This tour is a great opportunity to show how conservation is working in Scott County and show how dollars are being 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.

### **Success Stories**

News articles, including personal accounts from residents who have installed conservation projects, will be used to promote SCWEP activities and events. For example, in 2018 a success story featured a landowner who received cost-share and technical assistance for a shoreline restoration project. This success story illustrated that community members are already working towards conservation while also letting the reader know that cost-share and technical assistance options are available. Through success stories we will illustrate that everyday citizens are doing their part in keeping the water clean. Success stories highlight those who are doing their part for clean water and begin to create a new normal by showing that residents are changing their behaviors.

### **Conservation Leaders Program**

Each year, a local resident or organization is chosen as a Conservation Leader. Many times, the Conservation Leader is also nominated for the MASWCD Outstanding Conservationist Award. Recognizing conservation leaders each year helps us show Scott County residents that some of their neighbors are already changing their behaviors, thus beginning to create a new normal.

### **Project Signage**

Signs will be provided to interested landowners who installed raingardens, shoreline restorations, and native prairie identifying their projects. These signs give landowners a sense of pride in their project and show others in the community that conservation practices are happening all around them. The first of these signs were installed in 2018, and will continue to be put up as more projects are installed. The more signs that are up, the more the community will notice that something is happening.

### **Participation in Community Events**

SCWEP participates in community expos and other relevant events, including but not limited to Garden Fever, Jordan Showcase, Prior Lake Community Fest and the Scott County Fair by putting up the “Clean Water Starts with Me!” display, staffing a table with rack cards and information, and interacting with the community. Attendance at community events is important because it serves as a reminder to residents that SCWEP partner organizations are available and gives residents that may not visit the offices a chance to talk with staff and start a conversation.

### **News Articles and Press Releases**

News articles and press releases provide an avenue for marketing messages and allow SCWEP to keep a consistent presence in the public eye. A timeline of proposed articles is provided in the appendix. News articles and press releases keep water resource conservation at the top of residents’ minds. If someone sees our messaging once, they may ignore it, but the more they see it the more likely they are to think about it which may lead to behavioral change.

### **Chloride Reduction Strategies**

Chloride pollution is a growing concern for Scott County’s water resources. Smart salting classes and demonstrations, giving out salt measuring cups, and educating the public about why chloride pollution is a problem through news articles and press releases are ways SCWEP will continue to promote chloride reduction.



## MS4 Activity Detail

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 Stormwater Management in New and Redevelopment
6. Pollution Prevention/Good Housekeeping for Municipal Operations

This work plan is designed in part to meet the requirements of MCM 1 for partner MS4 Permitted communities. In addition to the public education and outreach, staff at the SWCD and WMO are available to assist MS4 communities in preparing their annual SWPPP and public meetings and MS4 audits when requested.

## Budget

The 2019 SCWEP budget is \$104,673. The budget has increased from 2018 primarily due to additional funding from the SWMO for additional chloride outreach and education.

## Outcomes, Evaluation and Reporting

The SCWEP goal – to make clean water choices second nature for all who live and work in Scott County – will be reviewed throughout the year. It can be difficult to track progress towards this goal because behavior changes are not easily measured. We cannot count how many people stopped blowing lawn clippings onto the gutter, used less salt in the winter, or chose not to dump waste in a storm water drain as a result of SCWEP activities. There are, however, some metrics that act as indicators of change, and that is what the SCWEP evaluation is based on. These measurements include:

- Number of participants at SCWEP hosted events or workshops
- Number of direct mailings, brochures and flyers distributed
- Number of published press releases and articles
- Number of requests for technical assistance
- Number of best management practices completed through a partner organization

These numbers can be found in SWCEP's Annual Reports. They are important part of SCWEP, as these numbers are used in many partners' MS4 reporting. These measurements many not give a perfect picture of SCWEP's impact, but they be used as indicators of broader behavioral change and help shape future SCWEP programming. Evaluation continues to be an important component in understanding the effectiveness of the "Clean Water Starts with Me!" campaign.

## Goals Beyond 2019

The activities outlined in this report are geared toward achieving positive behavior change for the long term. This is an ongoing process and changes in perceptions and lasting behaviors are difficult to measure. Many of these activities will be repeated in future years as a constant reminder to the public that “Clean Water Starts with Me.” As new ideas and opportunities emerge, new activities will be added to keep SCWEP relevant and reaching as many people as possible. SCWEP goals beyond 2019 include:

- Changing residents’ way of thinking about stormwater runoff and their roles in making a difference to water quality
- Providing support and programming to partner agencies and others
- Showing the public that their everyday decisions do matter by including personal success stories in press releases and outreach
- Increasing workshop participation numbers to create greater impact and personal behavior change
- Building and enhancing partnerships between SCWEP and local citizen groups (i.e., lake associations, lake residents, sportsmen’s clubs, existing social networks, community service clubs, etc.)

# Scott Clean Water Education Program 2018 Annual Report



Prepared By:

Sarah Cotton, SCWEP Coordinator  
Scott Soil and Water Conservation District

## Background

The Scott Clean Water Education Program (SCWEP) started in 2010, and has been updated continually during the last eight years so the program can affectively educate and inform Scott County residents. 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!”

## 2018 Highlights

### Workshops

In 2018, SCWEP offered native prairie, shoreline, and cover crop workshops. The workshops are promoted by submitting the workshop information to city utility bill mailers and local papers’ community calendars, distributing promotional flyers, and utilizing social media. Registration for the workshops is simple using the on-line registration tool, Eventbrite.com. Due to low attendance numbers in the past few years no raingarden workshop was offered in 2018, but the workshop will be held again in 2019.

2018 Workshop attendance: 21 participants at the Native Prairie Workshop, 6 participants at the Shoreline Workshop, 130 participants at the multi-county Cover Crop workshop.



### Conservation Leaders Program



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 create a new normal. Scott County in Partnership with Three Rivers Park District was chosen as the 2018 Conservation Leader of the Year. They were also nominated for the MASWCD Outstanding Conservationists of the Year award, and were recognized at the MASWCD Annual Convention in December.

### WMO Thank You Event

In August the WMO hosted a Thank You Picnic for landowners who had done conservation practices in the WMO in the last five years. The event featured live music, a barbeque dinner and keynote speaker, with around 200 people in attendance. This event served as a way to thank landowners involved in conservation, and for them to see that their neighbors are doing conservation too.



### Outdoor Education Days

2018 was the 33<sup>rd</sup> year of Outdoor Education Days. This year 1,070 students from 13 schools were part of the fall outing for Scott County fifth graders from Belle Plaine, New Prague, Shakopee, and Savage. Student numbers were down because two of the days had to be rescheduled due to rain, and three schools were unable to reschedule. The six OED stations focused on forestry, wildlife, soil health, the water cycle, pond macro-invertebrates, and conservation. The stations were taught by staff from the Scott SWCD, Scott WMO, Prior Lake Spring Lake Watershed District, and Three Rivers Park District. In 2018 the Conservation Station was added replacing the Plant Station. At the new Conservation Station students learned about why it is important to conserve water and how they can do so in their lives. The station was added to emphasize that each student can make a difference in conserving natural resources. At the end of each day, CLIMB Theatre put on a production about recycling and composting. Outdoor Education Day is the main activity that SCWEP utilizes to directly reach Scott County youth.



### Scott WMO/SWCD Conservation Tour



This year the Scott WMO/SWCD tour focused on pollutants in our water, with an emphasis on chlorides. Chlorides from road salt are a growing concern for water quality in Scott County because chloride is a permanent pollutant. Twenty-five people attended the tour including: Scott County Commissioners; members of the Scott County Watershed Planning Commission; SWCD Supervisors; Prior Lake-Spring Lake Watershed District Managers; and WMO, PLSLWD and SWCD staff. Stops included the City New Prague Wastewater Treatment Plant, raingardens at New Prague City Hall and St. Wenceslaus Catholic Church, and a presentation on road salt reduction by Fortin Consulting. This annual event allows county

officials to view conservation projects throughout Scott County first-hand and see how dollars are being spent. It is also a chance to give them a better understanding of the importance of conservation, showing them that, over time, real changes are being made in the county.

### Educational Videos

To keep SCWEP current, we started creating educational videos in 2018. These video can be shared on social media and used during SCWEP workshops. In 2018 many of the videos focused on cover crops and raingardens.



## Partners

Members of the SCWEP partnership believe more can be accomplished by working together toward our common goal. By collaborating, we eliminate overlapping programs, prevent inconsistent and duplicative messaging and achieve similar outcomes at lower costs. In 2018, 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. In 2018, these agencies included:

- Scott County Library System
  - Libraries throughout the county posted workshop flyers
- Scott-Carver Extension Master Gardeners
  - Available to answer questions about trees and plants at the Scott SWCD tree sale
- Prior Lake Association
  - Helped spread the word about Shoreline workshop
- Cedar Lake Improvement District
  - Helped spread the word about Shoreline workshop
- O'Dowd Lake Association
  - Helped spread the word about Shoreline workshop
- Spring Lake Association
  - Helped spread the word about Shoreline workshop
- Natural Resources Conservation Service
  - Loaned out and delivered their rainfall simulator free-of-charge for use at Outdoor Education Days
- Minnesota Department of Agriculture
  - Loaned out their rainfall simulator free-of-charge for use at Outdoor Education Days
- Three Rivers Park District
  - Allowed Outdoor Education Days to be held free-of-charge at Cedar Lake Farm Park
  - Set up tables and garbage and recycling bins, and offered use of their golf cart for Outdoor Education Days

## Accomplishments

The 2018 SCWEP Work Plan targeted and customized its “Clean Water Starts With Me!” campaign to three general audiences: Agriculture/Rural Landowners, Urban and Lakeshore Residents, and Community Groups/Institutions. SCWEP utilized both passive and active marketing and outreach techniques to connect with these 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 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 2018:

Audience & Events	Took Place in 2018	MS4 Activity	Accomplishments
<b>Agriculture/Rural Landowners</b>			
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"> <li>Staff continued to receive training on soil health and cover crops</li> <li>Sent out monthly “Cover Crop Updates” emails</li> <li>130 people attended a cover crop and soil health workshop on March 15 in Le Center. The event was a collaboration between the Scott WMO, Scott SWCD, and Carver and Le Sueur SWCDs.</li> <li>Hosted a Cover Crop field day June 13, and a Cover Crop tour on November 21</li> <li>Scott Conservation Center Hallway display theme: Cover Crops in Scott County</li> <li>Created cover crop videos to distribute through social media and “Cover Crop Update” emails</li> </ul>
Promote nutrient and manure management	X	X	<ul style="list-style-type: none"> <li>Provided individual producers with one-on-one assistance</li> </ul>
Promote no-till drill rental program, reduced tillage	X	X	<ul style="list-style-type: none"> <li>Scott Conservation Center Hallway display theme: Equipment rental program and benefits of no-till</li> <li>No-till equipment rental article submitted to the SCENE</li> </ul>
Promote native grass planting	X	X	<ul style="list-style-type: none"> <li>Sent 450 invitations to targeted landowners for March 1 Planting Native Prairie Workshop</li> <li>21 residents attended Planting Native Prairie workshop on March 1<sup>st</sup></li> <li>Serviced 40 new requests for prairie restoration assistance</li> <li>Certified approximately 66 acres of new native prairie</li> <li>Native Prairie Success Story published in the SCENE</li> <li>Workshop publicity in county newspapers, on local websites and in the SCENE</li> <li>Displayed “Plant Native Prairie” banner and rack card at seasonally appropriate events.</li> </ul>
Promote riparian buffers and filter strips	X	X	<ul style="list-style-type: none"> <li>Serviced 15 new requests for buffer technical assistance</li> <li>Contacted landowners directly for targeted riparian buffer improvement projects</li> <li>Shared relevant stories on partner social media pages</li> </ul>

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"> <li>Sold 31,365 tree seedlings</li> <li>Sold 162 Native Seed Mixes</li> <li>Submitted news articles on tree and native seed mix annual sale</li> <li>Sent an email blast on tree program to customer/interest list</li> <li>Tree order form insert in the Feb. SCENE</li> <li>Scott Conservation Center Hallway display theme: Tree program</li> <li>Shared relevant stories on partner social media pages</li> </ul>
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"> <li>Set up display booth with banners and information rack cards on pastures, manure management, cover crops, erosion, and soil loss at appropriate events including the Scott County Fair</li> <li>Had "Contact Me" cards available at the Scott County Fair for anyone interested in having the SWCD contact them with more information about how conservation that could be done on their land</li> <li>Shared relevant stories on partner social media pages</li> <li>Sent out over 200 postcards to residents who recently purchased 2(+) acres about services: technical assistance, designing, cost-share, etc.</li> </ul>
Promote cost-share and conservation assistance	X		<ul style="list-style-type: none"> <li>The WMO held a Thank You Event with around 200 guests in attendance. The event was put on to thank everyone who put in a conservation practice in the WMO in the last five years.</li> <li>Included information on cost-share and technical assistance in appropriate SCENE articles</li> <li>Created a Conservation Practice of the Month of the Scott SWCD's Facebook page highlighting different conservation practices that have technical assistance and cost-share available</li> </ul>
Scott WMO/SWCD Fall Conservation Tour	X		<ul style="list-style-type: none"> <li>Held the annual Fall WMO/SWCD Conservation tour with 25 attendees including a Scott County Commissioner; members of the Scott Co. Watershed Planning Commission; SWCD Supervisors; Prior Lake-Spring Lake Watershed District Managers; and WMO and SWCD staff.</li> <li>Stops included the New Prague Wastewater Treatment Plant, raingardens at New Prague City Hall and St. Wenceslaus Catholic Church, and a presentation on road salt reduction.</li> <li>This annual event allows county officials to view conservation projects throughout Scott County first-hand and see how dollars are spent, and to better understand the challenges of conservation.</li> </ul>
<b>Urban and Lakeshore Residents</b>			
Promote raingardens	X	X	<ul style="list-style-type: none"> <li>Raingarden Success Story published in the SCENE</li> <li>Assisted landowners with installation of 12 new raingardens, including 3 raingardens installed by the Minnesota Conservation Corps Crew</li> <li>Shared relevant stories on partner social media pages</li> <li>Created a step by step video</li> </ul>
Hold a Shoreline Restoration Workshop	X	X	<ul style="list-style-type: none"> <li>6 residents attended the Restore Your Shoreline workshop on April 17</li> <li>Serviced 24 new requests for shoreline protection assistance</li> <li>Certified 580 lineal feet of new lakeshore stabilization and protection.</li> <li>Promoted the workshop in SCENE and local media outlets</li> <li>Submitted workshop announcement to local cities utility bill inserts</li> <li>Updated workshop packet and funding information</li> <li>Shoreline Restoration Success Story published in the SCENE</li> </ul>
Promote natural landscaping practices	X	X	<ul style="list-style-type: none"> <li>Displayed "Plant Native Prairie: Put Down Roots" and "Landscape Naturally" rack cards and banners at community events</li> <li>Shared relevant stories on partner social media pages</li> </ul>
Promote environmentally-friendly snow/ice management	X	X	<ul style="list-style-type: none"> <li>Prepared environmentally friendly snow/ice removal news release for the SCENE and other local news media</li> <li>WMO held 5 smart salting workshops</li> <li>Smart Salting cups distributed at the Government Center in Shakopee</li> <li>Shared relevant stories on partner social media pages</li> </ul>
Promote environmentally-friendly lawn care	X	X	<ul style="list-style-type: none"> <li>Prepared news releases on spring and fall environmentally-friendly lawn care BMPs for The SCENE and local news media</li> <li>Five information rack cards and display banners focus on this topic</li> </ul>



			<ul style="list-style-type: none"> <li>• Shared relevant stories on partner social media pages</li> <li>• PLSLWD held two Clean Water Clean Up events. During the spring event 65 volunteers raked 1.23 tons of leaves and removed 1.78 tons of buckthorn and other woody debris. During the fall event, 50 volunteers raked 2.5 tons of leaves, pulled a truckload of buckthorn, and the Scouts planted 50 shrubs.</li> </ul>
Promote personal stormwater management/responsibility	X	X	<ul style="list-style-type: none"> <li>• Displayed “The Unfiltered Truth” and “Rain Barrel” rack cards and banners at community events</li> <li>• During Scott County Fair, on-site raingarden was featured with interpretative signage as part of a Scott County fair</li> <li>• Shared relevant stories on partner social media pages</li> </ul>
Support Carp Contests	X		<ul style="list-style-type: none"> <li>• The WMO’s Watershed Stewards Grant program supported the Cedar Lake Improvement District’s carp tournament.</li> </ul>
Interpretive signage installed	X		<ul style="list-style-type: none"> <li>• Installed 7 raingarden signs, 11 native prairie signs, and 1 shoreline sign at project sights</li> <li>• Additional signs will be installed in 2019</li> </ul>
Promote proper disposal of hazardous waste via county HHW facility	X	X	<ul style="list-style-type: none"> <li>• HHW Facility article in the SCENE</li> <li>• “Don’t Throw it Out, Take it to the County” rack cards and banner displayed at community events</li> <li>• Shared relevant stories on partner social media pages</li> </ul>
Promote “unintentional” pollution prevention	X	X	<ul style="list-style-type: none"> <li>• Displayed “The Unfiltered Truth,” “Salt Pollutes” and “Don’t Throw it Out: Take it to the County” rack cards and banners at community events</li> <li>• News releases on Salt Pollutes</li> <li>• Shared relevant stories on partner social pages, including information on Scott County’s “Take it To the Box” program for unwanted medications</li> </ul>
Educate citizens about groundwater nitrate	X	X	<ul style="list-style-type: none"> <li>• 115 water samples analyzed at SWCD tree-pickups days: May 11 and 12</li> <li>• 15 wells decommissioned</li> </ul>
<b>Community Groups, Schools, Government</b>			
Organize and host Outdoor Education Days	X		<ul style="list-style-type: none"> <li>• Hosted 33<sup>rd</sup> annual event, attended by 1,000 students from 13 schools (Belle Plaine, New Prague, Shakopee, and Savage) on September 17, 19, 21, 26 and 27.</li> <li>• Six student stations focused on forestry, wildlife, conservation, soil health, the water cycle, and pond macro-invertebrates. There was also a CLIMB Theatre production about recycling and composting.</li> <li>• Created the Conservation Station to replace the Plant Station.</li> <li>• Received \$1,000 from MVEC Operation Roundup Grant for waters for students and lunches for presenters</li> </ul>
Share and promote information Watershed Stewards Mini-Grants	X		<ul style="list-style-type: none"> <li>• Posted the announcement and application on the county website</li> <li>• Emailed grant application to schools, churches, and townships</li> <li>• Grant applications available at Government Center</li> <li>• Grants awarded to the Cedar Lake Improvement District for prize money for a carp tournament, to New Prague High School to install a raingarden and interpretative signage, and to Jordan Elementary to purchase binoculars for use in outdoor education</li> </ul>
Continue to develop Fish Lake, New Prague, Prior Lake Sportsmen’s Club and Pheasants Forever Partnerships	X		<ul style="list-style-type: none"> <li>• This relationship development is ongoing with SWMO taking the lead</li> <li>• Sold tree seedlings in bulk to local sportsman’s clubs</li> <li>• Donated native seed mix and tree seedlings to Scott County Pheasants Forever for a fund-raiser</li> <li>• Distributed 2320 lbs. of corn, 2000 lbs. of soybeans, and 500 lbs. of sorghum to 75 people to plant for food plots through Scott County Pheasants Forever partnership</li> </ul>
Continue to educate community leaders and officials about Illicit Discharge Detection and Elimination	X	X	<ul style="list-style-type: none"> <li>• Presented at Scott County’s Right to Know Training about IDDE on May 10.</li> <li>• Displayed IDDE rack cards and banners at community events</li> <li>• Continued to distribute IDDE vehicle visor clips upon request to county and city public works vehicles/employees</li> </ul>
<b>General</b>			

Education presentations to WPC	X		<ul style="list-style-type: none"> <li>Regular updates and reporting is shared with WPC Board on a monthly basis</li> </ul>
Submit MASWCD Conservation Cooperator of the Year Award and Scott SWCD's Conservation Leaders Program	X		<ul style="list-style-type: none"> <li>Submitted an award application for Scott County is Partnership with Three Rivers Park District for MASWCD's Outstanding Conservationists of the Year. They were recognized at the MASWCD Annual Convention on Dec. 11. They also received Conservation Leaders Program signage.</li> </ul>
Set up Earth Week display at Scott County Government Center	X	X	<ul style="list-style-type: none"> <li>The Earth Week display theme was focused on teaching people about compostables and composting food.</li> </ul>
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"> <li>SCWEP followed a comprehensive media plan with SCWEP Partners to reduce redundancy and streamline conservation topic focus/impact.</li> <li>58 relevant articles were drafted and published</li> </ul>
Rotate Scott Conservation Center Hallway Displays	X		<ul style="list-style-type: none"> <li>Designed and utilized seasonal themes including tree program, no-till equipment rental, planting cover crops.</li> </ul>

## 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 of 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 2018, 58 news releases were written and distributed. Topics for news releases follow SCWEP goals and objectives. Whether residents owned a business or home, lived on a lake, walked their dog, hunted in our woods or wetland areas, maintained their lawn, landscaped with native plants or raised crops in Scott County, the clean water message was tailored to them.

### 2018 News Releases

Local farm leads by example in conservation efforts	Boyer Trucks increases recycling efforts
Local residents have been planting trees for 30 years	Cover crop test plots planted in Scott County
Cover Crop Expert to Speak March 15	Lawn converted to prairie provides many benefits
Tree Order Form Insert	Create natural spaces with trees, shrubs
New fee charged to dispose of electronics at HHW Facility	Raingardens need to be maintained
Helping Businesses with Hazardous Waste	Sand Point Beach: Improving water quality on Lower Prior Lake
Recycling grant success story	Free Winter Deicing Applicator Trainings
Draft Comprehensive Plan announcement	HHW ReUSE
McMahon High Lake Levels	Chart Industries Recycling Grant Success Story
Let kids play outdoors	St. Wenceslaus Recycling Grant Success Story
Compost Bins for sale!	Recycle your plastic bags, film
Water Conservation tips / Be Responsible with Sprinklers	HHW accepts Eyeglasses for Recycling
Noxious Weed notice and article	Recycling in Scott County for 2017
Lunds & Byerlys Recycling Success Story	SWCD Accepting Tree Orders
SWCD Tree Pick up Announcement	Keep leaves out of gutters for water quality
Free Walk-in nitrate testing clinic for well water planned	Students learn about conservation at Outdoor Education Days
Free Restore Your Shoreline Workshop	Prior Lake homeowner stabilizes shoreline
Pheasants Forever provides free seed for wildlife food plots	2018 Fall Clean Water Clean-up
Live garden kits available for spring	Tips to Minimize Holiday Waste
Local farmer plants cover crops to improve farm	Businesses generating hazardous waste must be licensed
Volunteers Needs for Spring Clean Water Clean-up Event	Grant Helps Church Double its Recycling
Landowners may sign up for MN CREP	Septic System inspections help protect groundwater
Spiritual Center Raingarden a Success	Tips for maintaining septic systems
Green is My Favorite Color	County offers well test kits, advice on well ownership
Invasive Species Easily Spread; Caution Advised	Elected officials learn about conservation during fall tour
Successful Clean Up Event	SWCD Board Members Reelected
Applicants Sought for Award for Water Quality Improvements	Landowners improve water quality by reducing erosion
Environmental reviews look at impact of projects on resources	Aerial Seeded Cover Crops Keep Soil from Eroding
Does this go in my recycling bin?	Successful Clean Up Event held at Sand Point Beach Park

## MS4 Activity

The 2018 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 2018 SCWEP budget was \$ 77,596.95. This includes \$73,596.95 for staff time to plan and implement activities and \$4,000 for materials, supplies and related expenses. Of this total, Scott WMO contributed \$66,896.95, Prior Lake-Spring Lake Watershed District contributed \$5,000, Lower Minnesota River Watershed District contributed \$1,500, Vermillion River Watershed contributed \$1,200, Spring Lake Township contributed \$1,000, Jackson Township contributed \$1,000 and Louisville 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.

## Appendix: 2018 MS4 Reporting Information

### Workshops

Date	Workshop	Location	# of Attendees	Breakdown of Attendees							
				WMO	PLSLWD	LMRWD	VRWJPO	Credit River TS	Jackson TS	Louisville TS	Spring Lake TS
3/1/18	Plant Native Prairie	Spring Lake Town Hall	21	15	3						6
3/15/18	Cover Crop and Soil Health	Le Center American Legion	130 (22 from Scott Co.)	18	2	1				1	2
4/17/18	Restore Your Shoreline	Spring Lake Town Hall	6	2	4						

### Other Events

Date	Event
3/3/2018	U of M Extension Master Gardeners: Garden Fever
4/8/2018	Celebrate Jordan: Expo
4/22/18 & 10/28/2018	PLSLWD Clean Water Clean-Ups
5/10/18	IDDE Presentation at Right to Know Training for Scott County employees
5/11/18-5/12/18	Tree Seedling / Native Seed pickup
5/11/18-5/12/18	Ground Water Nitrate testing clinic (115 water samples tested)
7/25/18 - 7/29/18	Scott County Fair
9/17/2018	Prior Lake Community Fest
9/17, 9/19, 9/21, 9/26, 9/27	Outdoor Education Days

