

## *----- Education & Outreach Plan (EOP) -----*

### **Bassett Creek Watershed Management Organization**

**February 2011 – December 2015**

#### **Main planning document that supports EOP:**

Bassett Creek Watershed Commission – Watershed Management Plan – September 2004

#### **Executive Summary:**

The Bassett Creek Watershed Management Commission Education and Outreach Plan is a roadmap to educate watershed residents, educators and policymakers on:

The background and scope of responsibility of the BCWMC;

The history and boundaries of the watershed;

The effect every-day actions have on the water quality of the Bassett Creek watershed water resources;  
and

Actions that protect the watershed's water resources.

The BCWMC Education & Outreach Committee will administer the plan after it is approved by the Commission.

They will seek partners to collaborate to achieve the goals set out in the plan. Some of the partners include Metro Blooms, West Metro Watershed Alliance and Hennepin County.

The activities will be designed to meet MS4 education & outreach and citizen participation goals.

## **Implementation Strategy 1**

### **I. Issue/Area of Concern:**

Excess nutrients in water resources

### **II. Related Goals:**

- a. Decrease nutrient loading to water resources by reducing runoff
- b. Decrease nutrient loading to water resources caused by yard waste in streets
- c. Decrease nutrient loading to water resources caused by homeowner lawn care practices
- d. Decrease nutrient loading to water resources caused by inappropriate homeowner pet waste management
- e. Decrease nutrient loading to water resources caused by the lack of shoreline and riparian buffer zones

### **III. Name of Program Education/Outreach Activity:**

1. Metro Blooms rain garden workshops    Priority: High    Program ongoing  
Addressing a and c
2. Homeowner BMP outreach program    Priority: High    Program ongoing  
Addressing a through e
3. Metro WaterShed Partners & Clean Water MN Media Campaign    Priority: High    Program ongoing  
Addressing a through e
4. Best Practices and Education Grants    Priority: High    Program ongoing  
Goals addressed will vary depending on project
5. West Metro Water Alliance (WMWA)    Priority: High    Program ongoing  
Addressing a through e

### **IV. Program Description/Approach**

#### **P1. METRO BLOOMS RAIN GARDEN WORKSHOPS**

BCWMC will collaborate with other nearby watersheds and cities to provide rain garden workshops at one or more locations in or near the Bassett Creek watershed. Homeowners attending the workshops will learn that reducing runoff is an important step for the health of local water resources. They will learn the unique characteristics of native plants that both filter and infiltrate stormwater runoff. They will receive instruction on planning and installing a rain garden and will be offered the opportunity to return for further help at a second workshop or receive on-site consultations from a Metro Blooms landscape assistant.

**Timeline:** 2 workshops per year through 2013

**Target Audience:** To reach 150 homeowners through out the Bassett Creek watershed in 3 years.

**Priority Level:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Contract with Metro Blooms for introductory and follow-up rain garden workshops	BCWMC education committee in collaboration with WMWA	Jan. each year
Prepare & present introductory and follow-up rain garden workshops	Metro Blooms staff	Spring each year
Promote rain garden workshops	BCWMC education committee and participating cities in collaboration with WMWA and Metro Blooms	Spring each year
Distribute and analyze survey of workshop attendees and make available to BCWMC	Metro Blooms staff	Fall each year

**Target Audience:**

Homeowners in the Bassett Creek watershed

**Budget:**

Budget Description	Cost per unit	Total Cost
BCWMC share of workshop costs		\$2,000/yr

**Permit /Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations:**

Public education and outreach

Public participation

**Outcomes and Evaluation**

By 2013, 150 homeowners in the Bassett Creek watershed will have participated in a Metro Blooms rain garden workshop. Metro Blooms will track the addresses of workshop attendees and will report the number attending from the Bassett Creek watershed.

Workshop attendees will complete an evaluation at the end of each workshop, which Metro Blooms will share with the BCWMC Education Committee.

Metro Blooms will conduct a survey of all attendees in the fall each year to discover the number of homeowners that follow up in some way on what they learned in the workshops. This information will be shared with the BCWMC Education Committee.

**P2. HOMEOWNER BMP OUTREACH PROGRAM**

Educate watershed homeowners on BMPs to prevent nutrients from entering water resources through a variety of outreach tools. Outreach tools include:

Participation in community events using:

Exhibit with photos depicting BMPs

Banner depicting homeowner BMPs to decrease nutrients

Packets of native plant seeds with clean water message

Ten Things brochure outlining ten homeowner BMPs  
BCWMC representative to interact with public  
Newspaper/newsletter articles highlighting homeowner BMPs to decrease nutrients  
Support and promote the Blue Thumb Planting for Clean Water Program

**Timeline:** Participate in 4 community events in each of the next 3 years  
Develop 3 newspaper/newsletter articles in each of the next 3 years  
Support and promote the Blue Thumb Planting for Clean Water Program

**Priority level:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Reserve space for BCWMC display at 4 community events	BCWMC education committee	Various times
Maintain display materials	BCWMC education committee	ongoing
Represent BCWMC at a minimum of 4 community events	BCWMC	Various times
Survey to measure current practices	BCWMC	Ongoing
Use a water quality quiz to measure public awareness of water quality BMPs	BCWMC	March, 2011
Include Blue Thumb information and link on BCWMC education page	Webmaster	February 2011

**Permit /Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations**:  
Public education and outreach

**Budget:**

Budget Description	Cost per unit	Total Cost
Event Space Cost	varies	\$200
Display Maintenance		\$400
Water Quality Survey and Quiz		\$75
Seed Packets and Handouts		\$700
Blue Thumb Membership and materials costs		\$1,000

### **Outcomes and Evaluation**

Visitors to the BCWMC display will be invited to participate in a survey, following their interaction at the display.

Visitors will take a water quality quiz to win a prize of a packet of native plant seeds.

### **P3. METRO WATERSHED PARTNERS AND CLEAN WATER MN MEDIA CAMPAIGN**

The work of these organizations provides BCWMC with the opportunity to learn how to do **P2** better. Metro WaterShed Partners is a coalition of more than sixty public, private, and non-profit organizations in the Twin Cities metro area. Through collaborative educational outreach, the Partners promote public understanding that inspires people to take action to protect and improve their local water resources. Since 1997, the Partners have cooperated through educational projects, networking, and resource-sharing.

The Clean Water MN Media Campaign is a subcommittee of Metro WaterShed Partners, with coordination provided by staff from Friends of the Mississippi River and Hamline University Center for Global Environmental Education, design and market media outreach materials. They place stormwater pollution public education messages in the mass media and maintain the [www.cleanwatermn.org](http://www.cleanwatermn.org) website with resources for stormwater educators and seasonal clean water tips for residents.

**Priority Level:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Facilitate regular meetings of water education groups in the Twin Cities to share ideas and promote collaborative outreach	Metro WaterShed Partners	Ongoing
Design and market media outreach materials about stormwater pollution prevention	Clean Water MN Media Campaign	Ongoing

### **Permit/Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations**

Public education and outreach

### **Target Audience:**

People living and working within the Twin Cities area including those living and working within our watershed

**Budget:**

Budget Description	Cost Per Unit	Total Cost
Provide financial support for Metro WaterShed Partners and Clean Water MN Media Campaign	\$3,000 per year	\$3,000/per yr

**Permit/Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations:**

Public education and outreach

**Outcomes and Evaluation**

Education about stormwater runoff pollution will be provided to the Twin Cities area through a variety of mass media. At the end of each year, a report of the messages developed and the number of times they are used in various types of mass media is provided to organizations that assist with financial support.

**P4. BEST PRACTICES AND EDUCATION GRANTS**

BCWMC will offer grants up to \$1,000 to groups undertaking public education for water quality or water quality best practices. *Funding will not be available for this program in 2012.*

**Timeline:** Up to three grants in 2011. Up to five grants per year from 2013 through 2015

**Target Audience: Groups** throughout the Bassett Creek watershed – including schools, municipalities, neighborhood groups and civic organizations – with projects that promote clean water or establish BMPs for clean water. Examples include neighborhood rain garden and shoreline restoration projects, storm drain adopter programs, classroom watershed education, etc.

**Priority Level:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Draft and update grant criteria and grant application	BCWMC education committee	December 2011
Promote grant program	BCWMC education committee	Ongoing
Review application and select applicants	BCWMC education committee	Ongoing
Monitor results	BCWMC education committee	Ongoing

**Target Audience:**

Groups within the Bassett Creek watershed (schools, neighborhood groups, scout groups, civic groups, etc.)

**Budget:**

Budget Description	Cost Per Unit	Total Cost
Grant awards <u>(2011)</u>	Up to \$1,000	\$3,000
Grant awards <u>(2013 through 2015)</u>	Up to \$1,000	\$5,000

**Permit/Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations:**

Public education and outreach

Public participation

**Outcomes and Evaluation**

These will vary, depending on the recipients. BMP outcomes will be evaluated on the number or size of rain garden, shoreline planting, etc. installed. Water quality education efforts would be evaluated by surveys, quizzes or pledges.

**P5. WEST METRO WATER ALLIANCE (WMWA)**

BCWMC will collaborate with WMWA, a consortium of watershed management commissions located in the west metro area, through funding, project planning, program and resource materials design. WMWA provides coordinated watershed education and outreach services for cities in western Hennepin County.

**Priority Level:** High

**Responsible:**

Task	Person, Agency, and/or Organization Responsible	Deadline Date
Provide coordinated watershed education and outreach services for WMO member organizations in western Hennepin County	WMWA and representatives from the member WMOs	Ongoing

**Target Audience:**

People living and working in western Hennepin County.

**Budget:**

Budget Description	Cost per Unit	Total Cost
BCWMC's share of administrative services for meetings, planning and project/program costs of WMWA		\$3,000+ in 2011 \$3,000 in 2012 \$5,000 per year in 2013 through 2015

**Permit/Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations:**

Public education and outreach

**Outcomes and Evaluation**

Periodic reports will be given to BCWMC regarding proposed and completed projects or events and the number of people reached through the project or event. Surveys will be given to participants to determine the effectiveness of the project or event.



## Implementation Strategy 2

### **I. Issue/Area of Concern:**

Public awareness of the Bassett Creek watershed and of the Bassett Creek Watershed Management Commission

### **II. Related Goal (from the Water Plan):**

- a. Increase public awareness of the 40-square mile Bassett Creek watershed – its location and water resources
- b. Increase public awareness of the purpose of the BCWMC to alleviate flooding and to protect lakes, streams and wetlands from pollution within its nine member cities and the governance structure of the commission

### **III. Name of Program Education/Outreach Activity:**

1. Bassett Creek history project                      Priority: High  
Addressing a and b
2. Public outreach program                      Priority: High      Program ongoing  
Addressing a and b

### **IV. Program Description/Approach**

#### **P1. BASSETT CREEK HISTORY PROJECT**

BCWMC will publish a coloring book of the history of the creek and its watershed for distribution to elementary schools within the watershed and also to children at community events. Included in the book will be a page to be submitted for the annual BCWMC coloring contest.

Promote and hold an annual coloring contest.

BCWMC will publish a map of the watershed, showing places of interest within the watershed.

BCWMC will explore the feasibility of producing a history book of Bassett Creek and its watershed to be distributed to policymakers, schools in the watershed and residents.

**Timeline:** Publish the coloring book by spring 2012, publish the map in 2012, and lay the foundation for a history book to publish in time for the watershed's 50<sup>th</sup> anniversary in 2019.

**Target Audience:** Residents, policymakers and children in the Bassett Creek watershed

**Priority Level:**

produce & publish a coloring book	–High
hold a coloring contest	– High
produce & publish a map of watershed	– High
produce & publish a history book	– Low

#### **Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Illustrate and publish a coloring book of the history of Bassett Creek	Margie Vigoren	Spring 2012

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Distribute the coloring books to schools, historical societies and cities within the watershed	BCWMC Education Committee	Spring, 2012
Promote and hold an annual coloring contest	BCWMC Education Committee	Earth Day 2013
Develop and print a map of the BCWMC Watershed Additional printings	BCWMC Education Committee and consultants BCWMC	Dec., 2013  2014 and 2015
Lay foundation for a history book of Bassett Creek	Contract with a writer to develop ideas for a history of Bassett Creek	2015

**Target Audience:**

Homeowners in the Bassett Creek watershed, teachers in schools in the Bassett Creek watershed and policymakers.

**Budget:**

Budget Description	Cost per unit	Total Cost
Develop & Distribute a coloring book about the watershed	25 cents a piece	\$500 /per yr
Promote and hold an annual coloring contest for three age groups	\$100 in prize money	\$300/per yr
Develop and print a map of Bassett Creek Watershed – including places of interest and project history within the watershed Additional printings in 2014 and 2015		\$7,000  \$2,000/per yr
Lay a foundation for a history book of Bassett Creek		\$5,000

**Permit /Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations:**

Public education and outreach

**Outcomes and Evaluation**

Public awareness of Bassett Creek and the Bassett Creek watershed will be increased.

Distribution of coloring books and watershed maps

Track number of coloring contest entries

## P2. PUBLIC OUTREACH PROGRAM

Educate watershed residents, elected and appointed officials and businesses on the role of BCWMC in storm water management for quantity and quality. Outreach tools include:

Participation in community events using:

A display with a map of the watershed and information on projects – both implemented and proposed  
BCWMC representative to interact with public

Distribute a map of Bassett Creek that illustrates areas where BCWMC projects have been implemented to prevent flooding and protect water quality and that provides information and points of interest

**Timeline:** Participate in 4 community events in each of the next 3 years  
Develop 3 newspaper/newsletter articles in each of the next 3 years

**Priority level:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Reserve space for BCWMC display at 4 community events	BCWMC education committee	Various times
Maintain display materials	BCWMC education committee	Ongoing
Represent BCWMC at 4 community events	BCWMC	Various times
Design a survey to measure outcomes	BCWMC education committee	April, 2011
Design a water quality quiz to measure public awareness of water quality BMPs	BCWMC education committee	April, 2011
Design and produce a map of the watershed including BCWMC projects etc.	BCWMC education committee	2012 through 2015

### Permit /Regulation Connection

Activity will meet the following **MS4 stormwater permit regulations**:  
Public education and outreach

### Budget:

Budget Description	Cost per unit	Total Cost
Reserve space for display and represent for BCWMC at 4 community events	varies	See Strategy 1, P2.
Maintain display materials	varies	See Strategy 1, P2.
Design and print survey to measure outcomes and design water quality quiz to measure public awareness		See Strategy 1, P2.
Produce a map of watershed including BCWMC projects for display purposes	\$100 per print	\$300 per year

Budget Description	Cost per unit	Total Cost
Develop newsletters or newspaper articles		\$600 /per yr

**Outcomes and Evaluation**

Visitors to the BCWMC display will be invited to participate in a survey, following their interaction at the display.

Visitors will take a water quality quiz to win a prize of a packet of native plant seeds.

### Implementation Strategy 3

#### **I. Issue/Area of Concern:**

Need for stream data  
Need for lake data

#### **II. Related Goal (from the Water Plan):**

- a. Additional information about water quality of the creek
- b. Additional information about water quality of the lake
- c. Public involvement

#### **III. Name of Program Education/Outreach Activity:**

1. River Watch – a student oriented volunteer monitoring program  
Priority: High Program Ongoing
2. CAMP – Citizen-Assisted Monitoring Program – citizen volunteer lake monitoring program  
Priority: High Program Ongoing

#### **IV. Program Description/Approach:**

##### **P1. RIVER WATCH**

River Watch is a student-oriented volunteer monitoring program that assesses the overall health of the biological communities of streams in Hennepin County. The program provides hands-on water quality environmental education opportunities for high school classes and student groups through collecting benthic macroinvertebrates from the creeks during the spring and/or fall of each year. This promotes an understanding of watersheds and how water quality is related to land use and human influences. The data is checked and presented to the watershed in a report at the end of the year. This existing program is run through Hennepin County Environmental Services. BCWMC provides funds to support this program in our watershed.

**Timeline:** Spring and fall of each year

**Target Audience:** Students and teachers in the watershed

**Priority:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Provide training and technical assistance to participating teachers	River Watch – through Hennepin County Environmental Services	ongoing

**Budget:**

Budget Description	Cost per unit	Total Cost
River Watch Participation	\$1,000	\$2,000/per yr

**Outcomes and Evaluation**

The students will learn how people and animals impact the water quality in our local streams through the types of macroinvertebrates they collect. Over time we will learn whether the health of the stream increases, remains constant or decreases. At the end of the year the BCWMC receives a report compiled by River Watch of the results of the monitoring and how it compares to results from previous years.

**P2. CAMP – CITIZEN-ASSISTED MONITORING PROGRAM**

Trained citizen volunteers collect water samples on several lakes in the watershed. The lakes are typically sampled at two-week intervals from mid-April through mid-October. Measurements usually include water temperature, water clarity and surface water samples are collected for lab analyses. The lab analyses are performed at the Metropolitan Council Environmental laboratory following U.S. EPA approved methods. The BCWMC provides funds to Metropolitan Council Environmental Services (MCES) to operate the program within our watershed.

**Timeline:** annually mid-April through mid-October

**Target Audience:** Volunteers in the program, BCWMC

**Priority:** high

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Recruit volunteers	BCWMC	Ongoing
Train volunteers	Metropolitan Council Environmental Services (MCES)	Ongoing
Collect water measurements and water samples	Volunteers	Ongoing
Analyze samples	Metropolitan Council Environmental Services	Ongoing

**Target Audience:**

BCWMC, other governmental entities interested in water quality monitoring results, the general public and residents of the watershed

**Budget:**

Budget Description	Cost per Unit	Total Cost
Pay MCES for kits provided to new volunteers and for water quality data analyses	Varies depending on the number of kits and the number of lakes sampled in our watershed  Kits = \$150 sample analysis = \$550 per lake (in 2010)	In 2011 - \$4,100  In 2012 - \$5,000  Suggest increasing funds for this program by \$500 per year to provide funding for volunteers to sample more lakes within the watershed

**Outcomes and Evaluation:**

The results of the water quality monitoring and water quality analyses are collected by Metropolitan Council Environmental Services and reported in their Annual Lake Reports and the Annual Lake Water Quality Summary Reports. These reports are shared with the BCWMC. This provides the BCWMC with information to support local water management efforts. The lake data is also available online using the MCES's Environmental Information Management System at: <http://es.metc.state.mn.us/eims>.

## Implementation Strategy 4

### **I. Issue/Area of Concern:**

Policymakers', planners' and other stakeholders' awareness of their role in protecting water quality.

### **II. Related Goals:**

- a. Increase awareness of importance of and means to accomplish volume management.
- b. Increase awareness of importance of and means to accomplish nutrient management.
- c. Increase awareness of stakeholders' roles in TMDL implementation and watershed planning.

### **III. Name of Program Education/Outreach Activity:**

1. West Metro Watershed Alliance (WMWA) stakeholder workshops

### **IV. Program Description/Approach**

#### **P1. WMWA STAKEHOLDER WORKSHOPS**

BCWMC will collaborate with other nearby watersheds, cities and Hennepin County through the West Metro Watershed Alliance to provide three workshops to educate urban policymakers, planners and other stakeholders of their roles in volume management, nutrient management, TMDL implementation and watershed planning.

**Timeline:** Three workshops will be held from March, 2011 through fall, 2011.

**Target Audience:** Policymakers, citizen advisory groups, planners and other stakeholders.

**Priority Level:** High

**Responsible:**

Tasks	Person, Agency, and/or Organization Responsible	Deadline Date
Plan and host three workshops	The BCWMC Education Committee as a part of WMWA	2011

#### **Budget:**

Budget Description	Cost per unit	Total Cost
BCWMC's share of workshop costs		\$3,000+

#### **Permit /Regulation Connection**

Activity will meet the following **MS4 stormwater permit regulations**:

- Public education and outreach
- Public participation
- Construction site runoff control
- Post-construction runoff control
- Pollution prevention and good housekeeping

#### **Outcomes and Evaluation**

Post-workshop surveys will be administered to workshop participants.