



## WHAT IS THE SUPERIOR STREAMS PARTNER PROGRAM (SSP)?

- In 2006, the Regional Stormwater Protection Team (RSPT) determined it needed the support of local businesses in order to make a greater impact on issues of stormwater run off and water pollution.
- In early 2007, RSPT received a grant from Minnesota's Lake Superior Coastal Program to help cover the cost of developing a marketing plan designed to identify ways to solicit business participation and promote a business program.
- In 2007, The City of Duluth, on behalf of the RSPT, contracted with Barr Engineering and its subcontractor Jeanne Lamb Public Relations, to develop the partnership program and marketing plan. This was the start of the Superior Streams Partner program.
- The Superior Streams Partner program is an opportunity for businesses and other organizations to voluntarily take action to help protect regional water quality, learn more about stormwater pollution and actions to take to avoid polluting, and receive public recognition for those actions.
- Obligations of a Superior Streams Partner include:
  1. Pledge intention to take action to minimize stormwater pollution impact and/or provide public education to employees/organization members.
  2. Pay an annual membership fee to support the program.
- RSPT members are available as an informational resource for Superior Streams Partners.

- **Benefits of becoming a Superior Streams Partner include:**
  - Assistance accessing resources on how businesses and other organizations can reduce stormwater runoff and prevent water pollution, including information on stormwater regulations and best management practices.
  - A network of SSP contacts all interested in keeping regional waterways clean and prevent water pollution, and, to do so in a way that supports or compliments their business' or organization's operations.
  - Public recognition for efforts and actions:
    - Press Releases (ongoing)
    - Movie Trailers in Duluth Theatres (Planned for fall '08)
    - SSP Program Website:  
<http://duluthstreams.org/stormwater/SSP.html>
    - Watershed Festival (Summer '09)
  - Best of all, peace of mind that you are preventing water pollution.

## **IT ALL COMES DOWN TO YOUR WATER**

[www.lakesuperiorstreams.org/stormwater/rspt.html](http://www.lakesuperiorstreams.org/stormwater/rspt.html)

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