

RSPT's Public Education and Outreach Goals and Objectives 2010 - 2020

Through its Memorandum of Understanding (MOU), the members of the Regional Stormwater Protection Team (RSPT) have agreed to work together on specific pollution prevention goals. Moving forward, the group has decided to focus on a single, overarching public education and outreach goal:

Goal:

Effectively reach out and educate the public about stormwater impacts and stormwater pollution prevention techniques in accordance with Minnesota and Wisconsin regulations and best practices.

To meet that goal, the RSPT aims to meet the following objectives over the next ten years (2010-2020):

Objectives:

The RSPT will:

- Engage the business community in stormwater pollution prevention.
 - *Measure:* Fifty (50) RSPT "Stream Partners"¹ by December 31, 2015.
- Lead efforts to increase adult awareness about the sources of stormwater and its environmental, social, and economic impacts; and techniques for reducing runoff and preventing pollutants from entering local streams and rivers.
 - *Measure:* A #%² increase (over baseline) in awareness among (x segments of) adults living in the RSPT service area by December 31, 2020.
- Continually promote behaviors that reduce stormwater pollution.
 - *Measure:* A #%³ increase (over baseline) in the number of adults engaging in (x) behaviors by December 31, 2020.
- Provide stormwater programs, resources, and/or support to K-12 schools.
 - *Measure:* Programs, resources and/or support in all K-12 schools within the RSPT service area by December 31, 2012.

¹ "Stream Partners" in this context refers to businesses that are taking verifiable actions to reduce stormwater pollution from entering local streams and rivers as outlined on a "Superior Streams Partnership Participant's Pledge" form or something similar. Designation as a "Stream Partner" is not contingent upon providing financial support to the organization.

² At the risk of setting a completely arbitrary benchmark, the task force would like to wait to set the percentage until the RSPT completes a thorough and statistically accurate survey of residents' knowledge, attitudes, and perceptions about stormwater.

³ See Footnote #2, above

- Deliver and/or assist in the delivery of targeted training and outreach on the identification, reporting, and reduction of illicit discharges and/or illegal dumping sites.
 - *Measure:* At least one outreach tool and/or training per year for the next 10 years.
- Deliver and/or assist in the delivery of targeted training and outreach on the design, installation, operation, and maintenance of construction and post-construction best management practices (BMPs) within the RSPT service area.
 - *Measure:* At least one outreach tool and/or training per year for the next 10 years.
- Popularize low impact design (LID)⁴ ideas.
 - *Measure:* A 15% increase in the use and maintenance of LID techniques within the MS4s⁵ by December 31, 2020.
- Deliver and/or assist in the delivery of targeted training for municipal/MS4 employees on pollution prevention/good housekeeping practices.
 - *Measure:* At least two trainings each year for the next 10 years.
- Evaluate its success and effectiveness in public education and outreach, and adjust the approaches as necessary.
 - *Measure:* An annual written evaluation of all five public education and outreach categories⁶.

⁴ According to the Low Impact Design Center, low impact development (LID) is “an innovative stormwater management approach with a basic principle that is modeled after nature: manage rainfall at the source using uniformly distributed decentralized micro-scale controls. LID’s goal is to mimic a site’s predevelopment hydrology by using design techniques that infiltrate, filter, store, evaporate, and detain runoff close to its source” (<http://www.lid-stormwater.net/background.htm>). Examples of LID techniques include filter strips; swales; rain gardens; porous pavers, concrete, and asphalt; rain barrels and cisterns; planting native plants and trees; and green roofs.

⁵ MS4 refers to municipal separate storm sewer system.

⁶ The five public education and outreach categories are “General Public Outreach and Education”; “Illicit Discharge Outreach”; “Pre- and Post-Construction Site Education and Outreach”; “Sustainable Growth Outreach”; and “Municipal Operation Outreach and Education”.