

Appendix B

**East Metro Watershed Resources Education Program
2012 Annual Report**



2012 Annual Report

Background: The East Metro Water Resource Education Program (EMWREP) is a partnership that was formed in 2006 to develop and implement a comprehensive water resource education and outreach program for the east metro area of St. Paul, MN. 2012 EMWREP partners included Brown's Creek, Carnelian-Marine-St Croix, Comfort-Lake Forest Lake, Rice Creek, Ramsey-Washington Metro, South Washington, and Valley Branch Watershed Districts, Middle St. Croix Watershed Management Organization, the cities of Cottage Grove, Dellwood, Forest Lake, Lake Elmo, Stillwater, Willernie, West Lakeland Township, Washington County and the Washington Conservation District. A map and list of current EMWREP partners can be found at www.mnwcd.org/cleanwater.

Purpose: The purpose of the shared education program is to provide education about the impacts of non-point source pollution on local lakes, rivers, streams, wetlands and groundwater resources and to engage people in projects that will help to protect and improve water quality in the region. In addition to educating the public, EMWREP also provides training for city, county and watershed staff and local elected officials.

Partnership Structure: EMWREP is guided by a steering committee comprised of representatives from each of the partner organizations. The committee generally meets twice a year to provide recommendations on the program budget and activities. The EMWREP educator sends a quarterly e-newsletter to all partners' staff, council members and board members, and communicates one-on-one with individual partners on projects throughout the year. The EMWREP education plan is revised every two to three years to accommodate changing priorities and new target audiences. In addition, the EMWREP educator prepares an annual report on program activities and provides outreach data and statistics for partners' MS4 Permit reports. All EMWREP reports, plans, print materials and news articles are available on-line at www.mnwcd.org/emwrep.

Accolades: In 2012, the Minnesota Association of Watershed Districts recognized EMWREP as the Watershed Program of the Year.

2013 Plans: In 2013, Woodbury has joined the EMWREP partnership and the Ramsey-Washington Metro Watershed District has increased its level of participation. EMWREP will continue efforts to protect and improve local water resources through education and outreach. Planned activities for 2013 include nearly a dozen clean-water landscaping workshops for area residents, two well water testing clinics, three seminars for city, county and watershed staff and officials, and direct outreach to key neighborhoods where watershed issues have been identified.

Summary of 2012 EMWREP Education Programs:

General Education Campaign: EMWREP engages in a number of activities aimed at increasing awareness of water resource issues, promoting a conservation ethic among local residents, and catalyzing behavior change. Many of these activities are accomplished in partnership with existing government, non-profit, and community based groups, as well through local media outlets. The general education campaign is also used to promote targeted outreach efforts and partner BMP programs.

Ongoing public education efforts in 2012 included community events, children's education events, newspaper columns, press releases, city newsletter articles, websites and social media. Special activities included helping to plan the Girl Scouts of the River Valleys' 100 Year Anniversary service event and hosting a presentation of the Mississippi State of the River Report in St. Paul Park.

EMWREP continued to play an active role in coordination of WaterShed Partners activities, including a floating workshop on Pool 2 of the Mississippi River in June and an Education Roundtable in November. In addition, EMWREP worked with National Park Service, Washington County Parks and Belwin Nature Conservancy to begin building a resource network of water educators in the lower St. Croix Basin.

Blue Thumb Program: The Blue Thumb – Planting for Clean Water® program (www.BlueThumb.org) is a dynamic coalition of more than 85 partner organizations working together to raise awareness about stormwater pollution and encourage homeowners to plant native gardens, raingardens and shoreline projects to protect surface and groundwater resources.

During 2012, EMWREP hosted Blue Thumb workshops in Cottage Grove, Forest Lake and Afton, organized neighborhoods parties in Lake Elmo, May Twp, Stillwater and Stillwater Twp, and participated in several local events, such as the 20th Annual Family Means St. Croix Valley Garden Tour. Blue Thumb partners had prominent exhibit space in the Eco Experience at the Minnesota State Fair and coordinated the Landscape Revival and Native Plant Sale in June.

EMWREP uses Blue Thumb as a marketing tool to promote partner BMP programs. In 2012, EMWREP also provided support for targeted outreach in Lake Elmo (VBWD), Stillwater's Lily Lake neighborhood (MSCWMO) and Woodbury's Powers and Colby Lake neighborhoods (SWWD).

Rural Outreach: EMWREP conducts educational activities to engage rural landowners in projects that protect water resources and also provides support for targeted outreach for watershed projects and programs. Workshops and outreach materials are designed to leverage interest in birds and wildlife, weed management and other topics of interest to engage people in planting projects that also reduce non-point source water pollution.

In 2012, EMWREP conducted two workshops for horse owners, held a buckthorn workshop in Afton, helped to coordinate water testing clinics in Denmark and Scandia, and participated in local community events. Shared education staff also provided targeted outreach assistance for Trout Brook (SWWD).

Blue Biz: The Blue Biz program consists of a website (www.cleanwaterMN.org/businesses) and outreach materials that partners can use to engage commercial property owners in BMP projects. Shared education staff also conduct outreach to specific property owners as needed.

In 2012, EMWREP conducted outreach to two properties in Cottage Grove that were part of the Hwy 61 subwatershed analysis project: the former Hollywood Video and the new Famous Daves.

Stormwater U: Stormwater U is a technical training series for municipal staff and contractors, including engineers, planners, inspectors and public works. Stormwater U workshops are hosted in collaboration with University of Minnesota Extension and the Minnesota Erosion Control Certification Program.

2012 Stormwater U activities included a BMP introductory workshop for local communities and a winter maintenance workshop for contractors.

NEMO: The Northland NEMO program (Non-point Education for Municipal Officials - www.northlandnemo.org) provides local elected officials and decision makers with resources and information to make informed decisions about land use and water quality in their communities. Northland NEMO is hosted by the University of Minnesota Extension and EMWREP is one of more than a dozen partner organizations. Program offerings include several basic presentations, as well as the interactive Watershed Game.

In 2012, EMWREP gave a NEMO presentation to the Washington County Planning Advisory Committee and Board of Appeals and also helped to facilitate discussions about the Lake St. Croix TMDL at the Washington Water Consortium meeting.

MS4 Toolkit: EMWREP developed the MS4 Toolkit (www.cleanwatermn.org/MS4toolkit) with a grant from the Minnesota Pollution Control Agency in 2009. The toolkit includes educational materials that partners can use to meet the six minimum control measures in the MS4 permit, such as brochures, posters, slide shows, training videos and more. In addition to the on-line materials, training videos for parks and public works staff and pop-up banners for community events are available partners to borrow. EMWREP continues to provide basic website maintenance for the MS4 toolkit.

2012 Program Activities and Highlights

Public Education: Ongoing public education efforts in 2012 included community events, children's education events, newspaper columns, press releases, city newsletter articles, websites and social media. Special activities included helping to plan the Girl Scouts of the River Valleys' 100 Year Anniversary service event and hosting a presentation of the Mississippi State of the River Report in St. Paul Park.

EMWREP continued to play an active role in coordination of WaterShed Partners activities, including a floating workshop on Pool 2 of the Mississippi River in June and an Education Roundtable in November. In addition, EMWREP is working with National Park Service, Washington County Parks and Belwin Nature Conservancy to build a resource network of water educators in the lower St. Croix Basin.

Community events: EMWREP participated in dozens of local community events, including:

- Perro Creek Clean-up (Bayport)
- Mahtomedi Rite of Spring
- St. Croix Basin Conference (River Falls)
- Explore Your Parks Day (Lake Elmo Regional Park)
- Family Means Garden Tour (West Lakeland Twp.)
- Waterfest (Lake Phalen)
- Belwin Bison Release (Afton)
- Cottage Grove Safety Camp
- Tamarack Swamp Nature Preserve Tour (Woodbury)
- Washington County Fair
- Washington County Bluegrass Festival (Lake Elmo Regional Park)
- Newport Community Buckthorn Pull
- Trout Unlimited Banquet (Lake Elmo)



Hundreds of people attended RWMWD's WaterFest at Lake Phalen.

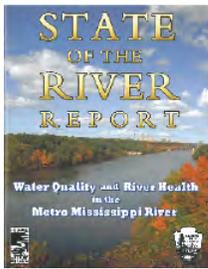
Student Programs: EMWREP participated in the following children's education events:

- Da Vinci Festival, Stillwater ISD - Jan. 7 (2500 K-12 students and parents)
- MN Youth Outdoor Expo, Hugo, May 19-20 (2500 children and parents)
- OH Anderson Field Day, Mahtomedi – May 11 (100 3rd-5th grade students)



Woodbury Girl Scouts show off their new service event badges.

Girl Scouts 100 Year Anniversary Events: EMWREP helped Girl Scouts of the River Valleys' to plan community clean-ups for clean water to celebrate their 100-Year Anniversary. In the East Metro, Girl Scouts organized clean-ups near Forest Lake, Big Marine Lake, Square Lake, White Bear Lake, Lake Phalen, Beaver Lake, and at Ojibwe Park in Woodbury and Hamlet Park in Cottage Grove. Region-wide, girls marked 6,872 storm drains and distributed 50,000 door hangers. To learn more about the event, go to www.girlscoutsrv.org/about-us/girl-scouts-centennial/centennial-day-of-service.



Mississippi State of the River Report: On December 4, EMWREP partners South Washington Watershed District, Cottage Grove and Washington County hosted a special presentation of the State of the River Report for people living in southern Washington County. Approximately 35 people attended the workshop, held at Hidden Harbor Marina in St. Paul Park. The following week, Dakota Soil and Water Conservation District hosted a State of the River presentation in Hastings, which drew in folks from southern Washington County as well. In addition to learning about the report, workshop attendees also took home information about cost-share grants for clean water planting projects

Newspaper articles: EMWREP coordinator Angie Hong writes weekly articles (52 per year) for several local papers. These articles can be found on-line at the East Metro Water blog <http://eastmetrowater.areavoices.com>. In addition, the articles were printed in the following papers:



- Valley Life - 49,000 readers in Stillwater, Bayport, Oak Park Heights, Stillwater Township, Afton, Lakeland, Marine, Hugo, Lake Elmo, Houlton, Somerset and New Richmond.
- Lillie Reviews –34,392 readers in Oakdale, Lake Elmo, North St. Paul, Maplewood, White Bear Lake, White Bear Township, Gem Lake, Western Mahtomedi, and Landfall. (Articles are occasionally printed in Lillie owned papers outside the EMWREP area as well, reaching another 83,608 readers.)
- South Washington County Bulletin – 8616 readers in Cottage Grove, St. Paul Park, Newport and Grey Cloud.
- Oakdale Patch – on-line newspaper with 6700 monthly readers, 800 facebook followers and 620 Twitter followers
- Stillwater Patch - on-line newspaper with 6434 monthly readers, 2000+ facebook followers and 800+ Twitter followers
- Woodbury Patch – on-line newspaper with 8243 monthly readers, 1820 facebook followers and 1100+ Twitter followers

Press releases: Several other papers print press releases and news articles from EMWREP one to five times per year, including:

- Hugo Citizen - 10,000 readers
- Forest Lake Times – 13,029 readers
- Scandia Messenger – 1075 readers
- Woodbury Bulletin – 7811 readers
- Pioneer Press – 185,736 weekday readers

City newsletter articles: Information about water resources and EMWREP partner activities reached more than 175,000 people through community newsletters in 2012. Below are some of the topics covered in these newsletters:

- Afton (pop. 2800) – [newsletter](#)
 - Jan – conservation farming practices
 - March – Blue Thumb and buckthorn workshops
 - April - Blue Thumb and buckthorn workshops
 - May – Nitrate water testing clinic
 - June – results of nitrate water testing clinic
 - July – low-mow lawns
 - October – St. Croix River TMDL
- Bayport (pop. 3200) – [newsletter](#)
 - March – Perro Creek Clean-up
 - June – Perro Creek Clean-up
- Baytown (pop. 1970) - “[Baytown Neighbors](#)” goes to 140 households)
 - May – Nitrate water testing clinic
- Cottage Grove (pop. 34,000) - [newsletter](#)
 - Jan – rain barrel sale
 - Feb – Blue Thumb workshop, rain barrel sale
 - March – Where does water come from?
 - May – car washing
 - June – Green lawns for Blue Water
 - Sept – Keeping our water clean
 - Oct – Leaf raking
 - Nov – Mississippi River Report
- Lake Elmo (pop. 7647) - [newsletter](#)
 - Spring – water conservation, raingardens, tree sale, erosion and sediment control, illicit discharge, spring cleaning for clean water, rain barrel sale
- Lake St. Croix Beach (pop. 1051) - [newsletter](#)
 - Jan – septic systems, raingardens, road salt
 - Feb - septic systems, raingardens, road salt
 - March – septic systems, raingardens, road salt, lawn care
 - April – “Good bug, bad bug”
 - May - “Good bug, bad bug”
 - June - “Good bug, bad bug”
 - July - “Good bug, bad bug”, algae blooms
 - September – septic systems, road salt
- Lakeland (pop. 1830) - [newsletter](#)
 - April – grass clippings
 - May – grass clippings
 - June – “Green lawns for blue water”, grass clippings
 - July – grass clippings
 - Aug – grass clippings
 - Sept – grass clippings
 - Oct – Updates and progress on restoring the St. Croix River

- Mahtomedi (pop. 8000) - [newsletter](#)
 - April – June: Mahtomedi honored at Road Salt Symposium
 - July – Sept.: water conservation
 - Oct – Dec: Girl Scouts Day of Service, yard waste disposal
- Newport (pop. 3435) - [newsletter](#)
 - Spring – community buckthorn pull
 - Fall – community buckthorn pull, sealing unused wells
 - Winter – community buckthorn pull
- Oak Parks Heights (pop. 4724) - [newsletter](#)
 - Second quarter – “Review the Past, Planning for the Future” – WCD
 - Third quarter – “Green lawns for blue water”
- Oakdale (pop. 27,300)
- Stillwater (pop. 18,000)
- West Lakeland (pop. 3547) - [newsletter](#)
 - March – Tree and rain barrel sale
 - Dec. – Horse workshop
- Woodbury (pop. 57,345) - [newsletter](#)
 - April / May - Streets to streams
 - Aug. – Native plant sale
 - Nov. – stormwater pollution prevention



Websites and Social Media: EMWREP uses several websites to provide information and resources for the public and also uses social media, such as facebook, twitter and the East Metro Water blog to reach people in the community:

- In 2012, the Washington Conservation District website (www.mnwcd.org) received 11,356 visits from 6,518 visitors. EMWREP programs and partners are featured on several pages within the website, including www.mnwcd.org/cleanwater, www.mnwcd.org/emwrep, www.mnwcd.org/gowild and www.mnwcd.org/water_blue_thumb. WCD has 100+ followers on facebook.
- The Blue Thumb website (www.BlueThumb.org) received 28,108 visits from 22,625 visitors. Blue Thumb has 700+ friends on facebook.
- The Clean Water Minnesota website (www.cleanwatermn.org) received 4,277 visits from 3639 visitors.
- The East Metro Water Blog (www.eastmetrowater.areavoices.com) had 7,584 visits in 2012.

WaterShed Partners: EMWREP is one of 65 partners in the WaterShed Partners, an innovative, dynamic coalition of public, private and non-profit organizations in the Twin Cities metro area that work collaboratively to teach residents how to care for area waters. WaterShed Partners coordinates the Clean Water Minnesota Media Campaign, maintains the www.cleanwatermn.org website and MS4 Toolkit, and has prominent exhibit space in the DNR Building at the Minnesota State Fair.



On June 13, WaterShed Partners conducted a floating workshop on Pool 2 of the Mississippi River, which was well attended by representatives from Washington County and EMWREP communities. During the workshop, speakers discussed the Mississippi Makeover Project and plans for preventing the spread of Asian Carp.

Another WaterShed Partners endeavor that EMWREP lent assistance towards was the November Education Roundtable event. Using a “world café” conversation approach, roundtable participants identified and discussed four priority areas for WaterShed Partners to work on in 2013: 1) Providing partners with tools and research to help them better understand audiences and create effective messaging; 2) Providing tools and resources to help MS4 entities conduct education; 3) Collaborating on k-12 education; and 4) Collaborating on education about aquatic invasive species.

The 2012 WaterShed Partners and Media Campaign annual report can be found at www.cleanwatermn.org.

St. Croix Educators Resource Network: During the fall of 2012, EMWREP began working with National Park Service, Washington County Parks and Belwin Nature Conservancy to develop a resource network for people and organizations doing water resource education in the lower St. Croix Basin. The initial kick-off meeting, held on Oct. 25, brought together more than 30 people from local units of government, non-profit and community groups, nature centers, parks and schools to discuss how we can work together to better protect the St. Croix River and other water resources in the basin.

During 2013, EMWREP will continue to work towards developing this new resource network in order to reach new audiences with our education messages and better promote and publicize EMWREP partner programs and projects.



Blue Thumb: During 2012, EMWREP conducted Blue Thumb workshops in Cottage Grove, Forest Lake and Afton, organized neighborhoods parties in Lake Elmo, May Twp, Stillwater and Stillwater Twp, and participated in several local events, such as the 20th Annual Family Means St. Croix Valley Garden Tour. EMWREP also provided support for targeted outreach in Lake Elmo (VBWD), Stillwater’s Lily Lake neighborhood (MSCWMO) and Woodbury’s Powers and Colby Lake neighborhoods (SWWD). Blue Thumb had prominent exhibit space in the Eco Experience at the Minnesota State Fair and coordinated the Landscape Revival and Native Plant Sale in June.

Workshops and presentations: In 2012, EMWREP conducted the following Blue Thumb workshops and presentations:

- Workshops
 - All Saints Lutheran in Cottage Grove, Feb. 28
 - Gander Mountain in Forest Lake, March 13
 - Afton City Hall, April 12
- Presentations:
 - Delta Kappa Gamma in Lake Elmo, April 2
 - Sunset Lake Association in Hugo, June 6
 - Lake Elmo Rotary, July 18

Neighborhood Parties

- RCWD “train-the-trainer” event (April 18) for citizen advisory committee members, resource teachers, and Bald Eagle Lake Association. Participants learned about the Blue Thumb program and how to hold neighborhood parties to educate community members about raingardens, shoreline plantings and TMDL projects.
- Neighborhood parties were held for Lake Demontreville (VBWD) and Square Lake (CMSCWD) on June 13 and July 17 to educate shoreline property owners and promote native shoreline plantings.
- Stillwater Twp. sponsored an “Evening on the Prairie” on Aug. 7 and more than 40 local residents attended to learn about planting prairies.
- A lake and garden neighborhood tour was held on Aug. 15 in BCWD’s Croixwood neighborhood to highlight two recent residential raingarden projects and a large shoreline habitat planting on municipal property.



Nora Olson hosted the Stillwater Twp. prairie workshop on her three acre prairie.



Above: One of the new Colby Lake raingardens shortly after planting.

Targeted neighborhood outreach: Last year, shared education staff conducted targeted outreach in Lake Elmo (VBWD), Stillwater's Lily Lake neighborhood (MSCWMO), and Woodbury's Powers and Colby Lake neighborhoods (SWWD). Outreach activities included mailings, open house events and door-knocking. As a result, 50 new stormwater retrofit practices will be installed in these four neighborhoods:

- 14 residential right-of-way raingardens in Lake Elmo
- 8 residential right-of-way raingardens in Stillwater's Lily Lake subwatershed
- 25 residential right-of-way raingardens in Woodbury's Colby Lake subwatershed
- 2 large bioretention projects at the Fire Station and Townhomes in Woodbury's Power's Lake subwatershed

Blue Thumb Partner Events: The Blue Thumb program partnership, which includes more than 70 public and private partners in the upper Midwest, participated in the following large events in 2012:

- Minneapolis Home and Garden Show - March
- Living Green Expo – May
- Landscape Revival – June
- Minnesota State Fair – August

EMWREP assisted with promotions, coordination and volunteer recruitment for these events in addition to providing support for maintenance of the Blue Thumb website, and creating and distributing print materials.

Rural Outreach: In 2012, EMWREP conducted two workshops for horse owners, held a buckthorn workshop in Afton, helped to coordinate water testing clinics in Denmark and Scandia, and participated in local community events. We also provided targeted outreach assistance for Trout Brook (SWWD).

Horse Workshops: EMWREP coordinated two workshops to educate horse owners and boarders about protecting surface and groundwater resources.

- The Jan. 24 workshop, held at the Washington County Fairgrounds brought in 65 attendees and included presentations on veterinary care, nutrition, mud management, pasture management and rotational grazing for horses.
- On May 3, an on-site workshop was held at Rick-a-Shay Ranch in CLFLWD where a runoff management project was installed in 2011.



Above: Horse owners learned about protecting water resources.

Buckthorn Workshop: Held in Afton on April 5, this workshop provided residents with information about controlling buckthorn, replanting with native plants, and controlling runoff and erosion on wooded properties.

Water Testing Clinics: EMWREP partnered with Washington County Department of Public Health and the Environment to offer free nitrate well water-testing clinics in Denmark Twp. (June 4) and Scandia (June 5).

Community Events: In 2012, EMWREP attended the following community events for rural landowners:

- Hugo Feed Mill open house
- Stillwater Twp. small farms workshop

Targeted outreach: During the fall, EMWREP conducted targeted outreach to several property owners in the Trout Brook subwatershed (SWWD) that were identified in the Top50P! project. Outreach activities included a mailing, phone calls and in-person visits to meet with several of the landowners. Outreach for this project will continue in spring of 2013.

Blue Biz: In 2012, EMWREP conducted outreach to two properties in Cottage Grove that were part of the Hwy 61 subwatershed analysis project: the former Hollywood Video and the new Famous Daves.

Stormwater U: 2012 Stormwater U activities included a BMP introductory workshop for local communities and a winter maintenance workshop for contractors.

Best Management Practices Workshops: In 2012, EMWREP began planning a four-part Stormwater U workshop series in conjunction with the University of Minnesota Extension. The first of these workshops was held in December at the Hugo City Hall and was a half-day BMP introductory course for city staff and officials.

Winter Maintenance Workshop: On Oct. 23, EMWREP partner Ramsey-Washington Metro Watershed District hosted a MPCA certification training to teach contractors how to reduce chloride impacts during winter road and parking lot maintenance. In advance of this training, EMWREP gathered contact information for contractors in the East Metro area and promoted the workshop through email and direct mail.

MPCA Certification: Contractor certification workshops for turf maintenance and winter roads and parking lots maintenance have been held several times over the past four years in various locations around the state. As a result, hundreds of staff from private companies, counties and municipalities, school districts, and churches around the metro area have been trained and certified in best management practices to protect water resources. In the EMWREP area we now have:

- 173 contractors certified in winter road and parking lot maintenance, including staff from the following local communities:
 - Forest Lake
 - Hugo
 - Landfall
 - Mahtomedi
 - Maplewood
 - Stillwater
 - St. Paul Park
 - Woodbury
 - Washington County
- 74 contractors certified in summer turf grass maintenance, including staff from:
 - Lakeland
 - Mahtomedi
 - Maplewood
 - North St. Paul
 - Oakdale
 - Stillwater
 - White Bear Lake
 - Woodbury
 - Washington County Parks

Find the full list of EMWREP area certified contractors for summer and winter maintenance at www.mnwcd.org/water_education_city_staff.php.

NEMO: In 2012, EMWREP gave a NEMO presentation to the Washington County Planning Advisory Committee and Board of Appeals and also helped to facilitate discussions about the Lake St. Croix TMDL at the Washington Water Consortium meeting.

Washington County presentation: On October 23, EMWREP educator Angie Hong gave a presentation to the Washington County Planning Commission and Board of Appeals about the Benefits of a Healthy Watershed. The goal of the presentation was to build knowledge about local water resources and provide information about policies, plans and practices that impact surface waters in the county so that advisory board members can make informed decisions. Topics addressed included:

- The impacts of development on lakes, streams, rivers and wetlands
- Impervious surfaces and their impact on stormwater runoff and water resources
- Local, state and federal programs, rules and regulations relating to surface water management (ie. Watershed plans, TMDLs, etc.)
- County level plans, policies and practices that can protect Washington County surface waters

Water Consortium St. Croix TMDL Discussion: During the December Water Consortium meeting, Angie Hong facilitated a series of small group discussions about the Lake St. Croix TMDL. During these discussions, the group addressed four questions:

1. How can nested lake and stream TMDL's help to meet Lake St. Croix TMDL goals? What do we need to do to ensure our efforts address both sets of goals and that LGUs get credit for both?
2. What role do communities have in meeting TMDL goals? How do MS4 permits and non-degradation support this? What about non-regulated communities?
3. Do our current watershed rules and development rules help to move towards Lake St. Croix TMDL goal? How do we make sure they do?
4. How do BMP cost share programs and Capital Improvement Projects (CIPs) fit into the Lake St. Croix TMDL?

In 2013, the Water Consortium will continue to discuss the Lake St. Croix TMDL and the roles that different entities play in meeting the water quality goals outlined in the TMDL.

MS4 Toolkit: During 2012, EMWREP continued to provide basic website maintenance for the MS4 toolkit.

MS4 STORMWATER POLLUTION PREVENTION PROGRAM
Correlating Minimum Control Measures with EMWREP Programs and Audiences

1. Public Education and Outreach

- General Education Campaign (general public)
- Blue Thumb (homeowners)
- Rural outreach (non-ag rural landowners)
- Blue Biz (commercial property owners)

2. Public Participation

- General Education Campaign
- Blue Thumb
- Rural outreach
- Blue Biz

3. Illicit Discharge Detection and Elimination

- General Education Campaign
- MS4 Toolkit (multiple audiences)

4. Construction Site Storm Water Runoff Control

- Stormwater U (municipal staff and contractors)
- MS4 Toolkit

5. Post Construction Storm Water Management

- Stormwater U
- NEMO (local elected officials and decision makers)
- Blue Biz
- MS4 Toolkit

6. Pollution Prevention and Good Housekeeping in Municipal Operations

- Stormwater U
- MS4 Toolkit