



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting
Wednesday, March 20, 2024

Agenda

Item 4. A. – Presentation of report from Scott County Soil & Water Conservation District on 2023 monitoring, technical, education and other conservation services

Prepared By

Linda Loomis, Administrator

Summary

Chase Emmers, Water Resource Specialist, & Troy Kuphal, District Director, of the Scott County Soil & Water Conservation District (SSWCD) will be present to report on the 2023 service provided to the LMRWD by the SSWCD. In addition, an agreement for 2024 services is attached.

Scott Soil & Water Conservation District has monitored water resources in Scott County on behalf of the LMRWD for many years. The LMRWD receives an annual report from the SSWCD before monitoring begins each calendar year. In addition to monitoring services, SSWCD provides technical assistance to Scott County residents that live in the LMRWD and Cost Share assistance.

Educational services are provided through the Scott County Water Education Partnership (SCWEP). This partnership includes the Scott County Water Management Organization, Prior Lake Spring Lake Watershed District, Lower Minnesota River Watershed District, Scott County, Vermillion River Watershed Joint Power Board, and the Cities of Credit River, Shakopee, Prior Lake, Savage, Spring Lake Township, Jackson Township, and Louisville Township. The 2023 Annual Report from the SCWEP is attached and the draft 2024 workplan is attached.

The following table shows the contracted cost for the services provided to LMRWD and the actual cost incurred over the past 6 years:

Services provided to the LMRWD by Scott Soil & Water Conservation District			
Year	Not to exceed contract amount	Actual Cost incurred	Over/under amount
2023	\$33,050.00	\$38,551.43	\$ 5,501.43
2022	\$33,050.00	\$29,011.00	\$ (4,039.00)
2021	\$40,050.00	\$25,963.00	\$ (14,087.00)
2020	\$40,050.00	\$23,811.41	\$ (16,638.59)
2019	\$40,050.00	\$28,091.36	\$ (12,358.64)
2018	\$36,250.00	\$30,895.13	\$ (5,354.87)

Item 4.A - Presentation of report from Scott County Soil & Water Conservation District on 2023 monitoring, technical, education and other conservation services

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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

2023 SCWEP Annual Report

Draft 2024 SCWEP Work Plan

Recommended Action

Motion to accept and authorize execution of 2024 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, is a special purpose unit of governmental and political subdivision of the State of Minnesota ("SWCD" or "Contractor").

WHEREAS, the LMRWD is in need of services from SWCD as set forth in the Statement of Work, attached hereto as Attachment 1, and the SWCD 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, 2024, notwithstanding the dates of the signatures of the parties, and shall continue through December 31, 2024, unless earlier terminated by law or according to the provisions herein.

2. CONTRACTOR'S OBLIGATIONS

The LMRWD hereby contracts with the SWCD 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 - 2024 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 SWCD will invoice the LMWRD on a time and materials basis, except for services under Task III, Education, which will be invoiced in equal quarterly installments subject to progress and reporting acceptable to the LMRWD Administrator. The maximum amount for which the SWCD may invoice the LMRWD under this Agreement shall be \$38,600 as set forth in Attachment 1. The SWCD shall not invoice the LMRWD for any services or materials without prior authorization by the LMRWD Administrator.

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

Administrative Specialist, Resource Conservation Technician	\$60
Resource Conservationist I, Natural Resource Specialist I, Resource and Permit Specialist I	\$70
Water Resource Specialist, Ag Program Specialist, Outreach and Education Specialist	\$70
Resource Conservationist II, Natural Resource Specialist II	\$75
Senior Resource Conservationist, Finance and Accounting Specialist	\$80
District Director	\$90
Water quality monitoring equipment surcharge: YSI sonde or equivalent	\$10
Flow measurement equipment surcharge: Flowtracker or equivalent	\$5

3.3 Time of Payment. The LMRWD shall make payment to SWCD 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 SWCD within ten (10) days of receiving the incorrect invoice. Upon receiving the corrected invoice from the SWCD, 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 SWCD, 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 SWCD is an independent contractor and nothing herein contained shall be construed to create the relationship of employer and employee between LMRWD and the SWCD. The SWCD shall at all times be free to exercise initiative, judgment and discretion as to how to best perform or provide services. The SWCD shall have discretion as to working methods, hours and means of operation. The SWCD acknowledges and agrees that the SWCD is not entitled to receive any of the benefits received by LMRWD employees and is not eligible for workers' or unemployment compensation benefits. The SWCD 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 SWCD and that it is the SWCD'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 SWCD. Prior to or concurrent with execution of this Contract, the SWCD 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 SWCD.

6.3 The SWCD agrees to pay any subcontractor within ten (10) days of the SWCD's receipt of payment from the LMRWD for undisputed services provided by the subcontractor. The SWCD 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 SWCD and to protect the LMRWD under the indemnity provisions set forth above, The SWCD 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 SWCD 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 SWCD 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 SWCD, 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 SWCD or its employees or agents in the course of or in connection with this Contract, the SWCD 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 SWCD 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 SWCD. In the event this Contract is terminated for cause, the SWCD 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 SWCD.

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 SWCD:

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

To the LMRWD:

Joseph Barisonzi, President
Lower Minnesota River Watershed District
112 E 5th Street
Chaska, MN. 55318
(952) 856-5880

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 SWCD 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:

SWCD Liaison:

Troy Kuphal, District Director
Scott Soil and Water Conservation District
7151 W. 190th 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 SWCD.

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 – 2024 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: _____
Joseph Barisonzi, Board President

Date: _____

FOR SCOTT SOIL AND WATER CONSERVATION DISTRICT

By: _____
Rob Casey, Board Chair

Date: _____

ATTACHMENT 1: 2024 STATEMENT OF WORK

This Statement of Work (SOW) is made pursuant to and governed by the approved 2024 Contract for Services between Lower Minnesota Watershed District (“LMRWD”) and Scott Soil & Water Conservation District (SSWCD), and defines the specific monitoring, education, technical assistance, and other related services the SWCD will provide to the LMRWD in connection with said Contract for Services.

Task I. Monitoring (\$23,660)

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 Monitoring (\$9,100)

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

B. Eagle Creek Thermal Monitoring (\$3,010)

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

C. Water Quality and Flow – Dean Lake (\$5,250)

- 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

D. Well Monitoring (\$3,570)

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

E. Reporting (\$2,730)

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

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 (\$4,500)

a) Conservation Marketing and Promotion

The SWCD will continue marketing initiatives to promote adoption of conservation practices aimed at phosphorus and sediment reductions. Focus in 2024 will be practices targeted in the SWCD's 2020 CWF grant, prioritizing the Spring Lake and Fish Lake watersheds. SWCD staff will also assist with outreach for the Upper Watershed Blueprint as requested. Activities generally include:

- Identifying targeted parcels and landowners and gathering contact information
- Preparing letters, mail lists, and informational materials
- Making personal calls and in-person visits
- Tracking and reporting progress

b) Livestock/Commodity Producer Assistance

The SWCD will provide technical support to livestock and commodity producers on conservation measures providing water quality benefits. Activities generally include:

- Provide Equipment Rental Program services for cover crops, no-till and other conservation seeding
- Assist with livestock facility, animal waste, and pasture management planning
- Provide information and assistance related to state feedlot regulations, including planning, permitting, inspections, complaint response and pollution discharge

c) Cost Share

The SWCD will administer cost share in accordance with the approved 2024 policy manual, or Docket (see Exhibit C). Services under this task will be provided to District landowners who respond with interest to marketing efforts under Task IA or who contact the SWCD on their own. Activities generally include any or all of the following depending on landowner interest and site-specific characteristics :

- Landowner consultation (communication, correspondence, decision-making)
- Site investigation and feasibility assessment
- Project survey and design
- Cost share contract development and payment administration
- Construction inspection and certification

d) Status Reviews

Projects installed using DISTRICT funds will be inspected to ensure the responsible party is complying with their signed cost share contract and related maintenance plan. Inspections are completed the 1st and 4th year following certification for contracts that have a 5-year term, and the 1st, 4th and 9th for contracts that have a 10-year term. Activities generally include:

- Conduct site visit and inspection of project site
- Prepare inspection report
- Conduct follow up inspection and landowner technical assistance, if necessary

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 (\$7,500)

Scope of Work

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

A. Natural Landscaping Workshop or Webinar

The SWCD will plan, coordinate and host one event, to include the following activities:

- Plan workshop details in coordination with the District and Cities of Prior Lake, Savage and Shakopee
- Develop promotional and informational materials and resources
- Plan and deploy a marketing campaign, with targeting to include residents in the Cities of Prior Lake and Savage
- Coordinate and manage attendee registration and participation
- 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 2024 Scott Clean Water Education Program (SCWEP) work plan. These services have multi-jurisdictional benefit and are supported by funding contributions by all SCWEP partners. At least three workshops in total will be planned

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 (\$740)

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 2023 Annual Report



Prepared By:

Shelby Roberts, SCWEP Coordinator
Scott Soil and Water Conservation District



Background

The Scott Clean Water Education Program (SCWEP) started in 2010 to educate Scott County residents consistently and effectively on the topic of clean water. 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 marketing materials using the theme of “Clean Water Starts with Me!”

2023 Highlights

Workshops

In 2023, SCWEP hosted four educational workshops on the topics of soil health implementation, shoreline restoration, raingarden installation, and shallow lake health. All workshops were free and hosted in-person at central locations throughout the county.

The workshops were promoted through social media, online blogs, and submissions to local papers and community calendars. Registration for the workshops was made simple by utilizing online registration tools including Eventbrite.com and Promotix.com.

2023 Workshop attendance:

- 12 participants at the “Let’s talk about soil health” workshop.
- 16 participants at the “How to build a raingarden” workshop.
- 15 participants at the “Stabilize your shoreline” workshop.
- 44 participants at the “Shallow Lakes Seminar” workshop.



Conservation Leaders Program

Every year conservation leaders are recognized in Scott County to illustrate local ways of positive conservation-based behavior changes. In 2023, Adam Simon was featured for his community stewardship and his continuous use—and early-adoption of—soil health practices.

Adam Simon utilizes sustainable erosion control measures on his acres, including cover crops and no-till farming. He’s placed numerous waterways and contour strips on his fields to reduce soil erosion and has plans to implement fertilizer reduction strategies.

Adam Simon was recognized at the MASWCD convention at the Minnesota Metro Area 4 finalist for his outstanding achievements and representation.



Conservation in the Classroom



SCWEP holds youth education at a high priority and hosts the Conservation in the Classroom (CIC) program to enable conservation lesson delivery to any third-through-eighth grade school in Scott County at any time of the year.

In 2023, the program moved from its pilot stage into implementation with execution of five new lesson plans from Mackin Learning consultants. The five CIC lessons offered focus on water conservation, native prairies, soil composition, runoff, and watersheds, and all lessons are compliant with Minnesota State education standards for their applicable age group. All lessons are provided for free by SWCD staff and delivered in classrooms or outside on school grounds.

In 2023, the Conservation in the Classroom program hosted four events, reaching 238 students across 10 classrooms and one boy scout group. Lessons brought students in close contact with local sustainable agriculture, ways to conserve water at home, and the different ways that water moves through the land they live in. This program has been well-received by teachers and educators, and its future outlook remains bright.

Clean Water Clean-up

After pausing the event for the past several years, SCWEP partners were happy to bring back a resident favorite in 2023: The Prior Lake fall Clean Water Clean-up.

The event brought together 19 residents, lake association members, and high school volunteers for a morning cleaning up leaves and trash from lower Prior Lake. These efforts keep excess nutrients like nitrogen and phosphorous out of the waterbody, and the collected leaves are turned into viable compost for city parks. By the event's conclusion, 9.5 cubic yards of leaves had been collected and removed from the beach area.



The event was done in close collaboration with the Scott SWCD, the Prior Lake-Spring Lake Watershed District, and the City of Prior Lake.

Outdoor Education Days

2023 hosted the 37th annual Outdoor Education Days. 1,245 third through sixth graders from 15 schools—including Belle Plaine, New Prague, Shakopee, Savage, Jordan, and Prior Lake—were part of the fall outing this year. The weather cooperated well with the event, and no rain days were needed.

2023 was the first year that five new lesson plans from Mackin Learning consultants were debuted. The five maintained focus on the program’s previous topics of forestry, the water cycle, pond macro-invertebrates, conservation, and agriculture, but were given updated activities and made to be compliant with Minnesota State education standards for grades 5-6. The new lesson plans and other incorporated changes were received well by staff, students, and teachers as documented by post-event surveys.



In 2023, SCWEP was delighted to welcome new and returning volunteers to the event; the stations were taught by staff from the Scott SWCD, the Scott Watershed Management Organization, the Prior Lake-Spring Lake Watershed District, University of Minnesota Master Gardeners, the National Resources Conservation Services, the Minnesota Department of Natural Resources, and community volunteers. At the end of each day, CLIMB Theatre put on a production about recycling and composting.

The Scott SWCD received \$1,000 from MVEC Operation Roundup Grant for presenter lunches, and the Scott SWCD provided bussing grants to Oak Crest Elementary. Outdoor Education Day remains the main activity that SCWEP utilizes to directly reach Scott County youth.

News Releases

SCWEP continues to promote information, activities, and relevant news through various print publications available to Scott County citizens. This year SCWEP published 23 water-related articles to the county-wide Scott County SCENE newspaper and the Scott SWCD online blog. In addition, events, informational articles, and workshops continued to be promoted on partner’s social media platforms, websites, and other local papers including those a part of SWNewsmedia.

Target audience expansion

As stated in the 2023 SCWEP work plan, special consideration was given to expanding targeted audiences to better reach Scott County’s underserved and ESL communities. The process began this year with expansion to underserved youth at several events, and by opening conversations with local community leaders within underserved populations. Program coordinators met with staff from the cities of Shakopee, Prior Lake, and Savage, and Scott County to brainstorm strategies and determine optimal community leaders to initiate conservation with. This is an initiative that will continue in development for the next several years as we build foundational relationships with these populations. Once trusted relationships are built, clean water messaging and behavior changes will increase.

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 2023, SCWEP partners included:

- Scott Soil and Water Conservation District
- Scott Watershed Management Organization
- Scott County Government
- Prior Lake-Spring Lake Watershed District
- Vermillion River Watershed Joint Powers Organization
- Lower Minnesota River Watershed District
- City of Shakopee
- City of Savage
- City of Prior Lake
- Spring Lake Township
- Jackson Township
- Louisville Township
- City of Credit River

SCWEP also collaborates with other agencies, organizations and clubs 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 2023, these agencies included:

- Scott County Library System
- Prior Lake Association
- Cedar Lake Improvement District
- O’Dowd Lake Association
- Spring Lake Association
- Scott County School System
- Three Rivers Park District
- Shakopee Mdewakanton Sioux Community

Accomplishments

Every year, SCWEP’s work plan lists initiatives and activities that the partnership aims to complete within the calendar year. The annual report is a chance to reflect on what was accomplished based off the initial planned trajectory. Individual items may shift along the way, but the message of “clean water starts with me” always remains at the heart of everything SCWEP accomplished.

The 2023 SCWEP Work Plan targeted its “Clean Water Starts with Me!” campaign to three general audiences:

1. Agriculture/Rural Landowners
2. Urban and Shoreline Residents
3. Community Groups like Schools and Government.

Appendix 1 details the assembly of ongoing activities by targeted audiences SCWEP completed in 2023.

Appendix 2 details the assembly of events by targeted audiences SCWEP participated in during 2023.

MS4 Activity

The 2023 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 MCM1 requirements. Data used for MS4 reporting can be found in appendix 1 and 2.

2023 Projected SCWEP Budget

Funding Agency	Program Staff & Supplies
SWMO	\$65,000
SWCD	\$10,000
PLSLWD	\$4,500
LMRWD	\$4,000
VRWJPO	\$2,000
SL TWP	\$2,000
City of Prior Lake	\$1,500
City of Shakopee	\$1,500
City of Savage	\$1,500
Total:	\$92,000

Other Contributing Funds

Funding agency	Funding source	Total available in 2023
SWMO	2021 Metro WBIF – K5-8 Enhancements	\$31,535*
MVEC	Operation Roundup (OED)	\$1,000
Total:		\$32,535

*Includes funds for work being completed by Mackin Consulting (~21,000)

2023 Reported SCWEP Expenses

Funding Agency	Program Staff & Supplies
SWMO	\$65,000
SWCD	\$10,706.05
PLSLWD	\$7,099.11
LMRWD	\$3,640
VRWJPO	\$2,000
SL TWP	\$2,000
City of Prior Lake	\$1,500
City of Shakopee	\$1,500
City of Savage	\$1,500
Total:	\$94,945.16

Other Contributing Funds

Funding agency	Funding source	2023 expenditures
SWMO	2021 Metro WBIF – K5-8 Enhancements	\$31,535
MVEC	Operation Roundup (OED)	\$1,000
Total:		\$32,535

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
- Number of requests for technical assistance
- Number of best management practices completed through partner organizations

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 how well topics were understood, how much project excitement was felt, and if adjustments to curriculum were recommended. Once results were received, staff used survey feedback to modify content and presentations as needed.

Evaluation was and continues to be an important component in understanding the effectiveness of reaching “Clean Water Starts with Me!” campaign goals.

Appendix 1: 2023 SCWEP SCWEP Events defined as active marketing initiatives that provided outreach during a singular event.

2023 SCWEP events													
R	B	CF	I	LO	SCWEP audience	Activity category	Event type	Event	Audience reach	Materials distributed	Amount distributed	Date	Notes
X				X	Agriculture & Rural Landowners	Soil Health	Workshop	Lets Talk About Soil Health	12	Rack cards	30	3/7/2023	Materials distributed include brochure pamphlets on the topics of cover crops, manure management, and erosion control practices.
X				X	Urban & Shoreline Residents	Natural Landscaping	Workshop	How to Build a raingarden	16	Raingarden starter packet	16	4/12/2023	Packet contained a list of native prairie consultants, seed & plant distributors, and burn consultants and information on the management of prairie meadows
X				X	Agriculture & Rural Landowners	Wildlife habitat	Tabling event	Spring Tree sale	500	Native trees	38252	4/28/2023	
X	X	X	X	X	Agriculture & Rural Landowners	Groundwater protection	Tabling event	Nitrate testing clinic	224	DOH pamphlets	224	4/28/2023	Materials distributed include DOH guidance on homeowner's nitrate level test results from water sample
X				X	Community Groups	Illicit discharge	Youth lesson	Conservation in the Classroom	168	"Water conservation at home" lesson plan	168	6/1/2023	Hosted water conservation lesson for 168 5th-3rd graders at the Eagle Creek Garden Day
X					Agriculture & Rural Landowners	Illicit discharge	Tabling event	Summer plant sale	15	Rain barrels	15	6/2/2023	
X				X	Agriculture & Rural Landowners	Conservation cover	Tabling event	Summer plant sale	37	Seed mixes	43	6/2/2023	
X				X	Agriculture & Rural Landowners	Conservation cover	Tabling event	Summer plant sale	143	Plant kits	246	6/2/2023	
X				X	Urban & Shoreline Residents	Natural Landscaping	Workshop	Stabilize your Shoreline	15	Rack cards & program flyers	20	6/14/2023	Materials distributed include brochure pamphlets on the topics of "Don't leave leaves", natural landscaping, and Scott SWCD cost share opportunities.
X				X	Community Groups	Soil health	Youth lesson	Conservation in the Classroom	22	"Agriculture in Scott County" lesson plan	22	7/13/2023	Hosted agriculture lesson plan for 9-10th graders with new materials provided through the Conservation in the Classroom program that are compliant with MN State education standards.
X				X	Community Groups	Soil health	Youth lesson	Conservation in the Classroom	34	"Agriculture in Scott County" lesson plan	34	8/9/2023	Hosted agriculture lesson plan for 9-10th graders with new materials provided through the Conservation in the Classroom program that are compliant with MN State education standards.
X				X	Community Groups	Illicit discharge	Youth lesson	Conservation in the Classroom	14	"Whats in your watershed" lesson plan	14	8/26/2023	Hosted agriculture lesson plan for 8th grade boy scout troop with new materials provided through the Conservation in the Classroom program that are compliant with MN State education standards.
X	X	X	X	X	Urban & Shoreline Residents	Natural Landscaping	Tabling event	Scott County Fair	15,000	Rack cards	200	7/26/2023	Materials distributed include brochure pamphlets on the topics of raingardens, shoreline restoration, native prairie restoration, and Scott SWCD cost share opportunities.
X				X	Community Groups	Water quality	Youth lesson	Outdoor Education Days	1,285	Field guides	1,285	9/25/2023	Hosted 37th annual event. Hosted students from 15 schools (Belle Plaine, New Prague, Shakopee, Jordan, Prior Lake and Savage) on 9/25/2023 - 9/29/2023.
X	X	X	X	X	Urban & Shoreline Residents	Water quality	Workshop	Shallow Lakes Seminar	44	Rack cards	44	10/11/2023	Materials distributed include brochure pamphlets on the topics of "Don't leave leaves", natural landscaping, and Scott SWCD cost share opportunities. Materials distributed also include informatino packet on local shallow lakes.
X	X			X	Urban & Shoreline Residents	Water quality	Community event	Clean Water Clean up	26	Rack cards	10	10/28/2023	Materials distributed include brochure pamphlets on the topics of "Don't leave leaves", natural landscaping, and Scott SWCD cost share opportunities.
X	X			X	Urban & Shoreline Residents	Water quality	Community event	Clean Water Clean up	26	Dog waste bags	8	10/28/2023	Materials distributed include brochure pamphlets on the topics of "Don't leave leaves", natural landscaping, and Scott SWCD cost share opportunities.
X				X	Community Groups	Soil Health	Community event	Fall Conservation Tour	25	Conservation highlight folder	25	9/18/2023	Folder contained details of notable conservation projects accomplished on tour route meant to inform local leaders on the importance of conservation work.
X				X	Urban & Shoreline Residents	Water quality	Community event	Prior Lake Fall Fest	150	Chloride kits	75	9/18/2023	Chloride kits contain information on the dangers of chloride pollution a reusable bag, and a plastic cup to measure the proper amount of sidewalk salt in the winter.

MS4 Audiences	
R	Resident
B	Business
CF	Commercial Facility
I	Institutions
LO	Local Organizations

Appendix 2: 2023 SCWEP Activities defined as passive marketing initiatives that provided outreach over extended periods of time.

2023 SCWEP activities												
R	B	CF	I	LO	SCWEP audience	Activity category	SCWEP program category	Activity	Audience reach	Materials distributed	Quantity distributed/completed	Notes
X	X	X			Agriculture & Rural Landowners	Conservation cover	N/A	Certified project installation	4	N/A	22	The "amount distributed" refers to acres of new plantings installed.
X	X	X			Urban & Shoreline Residents	Natural landscaping	N/A	Certified project installation	2	N/A	2	The "amount distributed" refers to square footage of new raingardens installed.
X	X	X			Urban & Shoreline Residents	Natural landscaping	N/A	Certified project installation	8	N/A	96,758	The "amount distributed" refers to square footage of pollinator plantings installed.
X	X	X			Urban & Shoreline Residents	Shoreline BMP's	N/A	Certified project installation	1	N/A	100	The "amount distributed" refers to linear feet of shoreline restoration/streambank protection.
X	X	X			Agriculture & Rural Landowners	Cover Crops	N/A	Certified project installation	16	N/A	1,078.40	The "amount distributed" refers to acres of cover crops planted.
X		X			Agriculture & Rural Landowners	Groundwater nitrate	N/A	Certified project installation	6	N/A	6	The "amount distributed" refers to the amount of well that were decommissioned.
X			X		Urban & Shoreline Residents	Nutrient management	Targeted O/R	Facility display	8,000	Dog waste bags	150	Distributed to partner city and township halls for display throughout the year.
X					Urban & Shoreline Residents	Ice management	Targeted O/R	Facility display	3,000	Chloride kits	50	Distributed to township halls for display and distribution.
X					Urban & Shoreline Residents	Ice management	Print media	Facility display	1,000	Rack card	30	"Salt Pollutes. Shovel first" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Ice management	Print media	Facility display	5,000	Informational brochure	157	Salt alternative brochures displayed at partner offices.
X					Urban & Shoreline Residents	Illicit discharge	Signage/brochures	Facility display	1,000	Rack card	15	"Don't Throw it Out, take it to the County" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Illicit discharge	Signage/brochures	Facility display	1,000	Rack card	15	"The unfiltered truth" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Illicit discharge	Signage/brochures	Facility display	1,000	Rack card	15	"Have gutters and downspouts? Catch rain in a barrel" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Illicit discharge	Signage/brochures	Facility display	1,000	Rack card	15	"For a much healthier lawn, leave your leaves" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Natural landscaping	Signage/brochures	Facility display	1,000	Rack card	15	"Landscape naturally" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Natural landscaping	Signage/brochures	Facility display	1,000	Rack card	15	"Beautiful lawn. Healthy environment. You can have both" rack cards displayed at partner offices.
X					Agriculture & Rural Landowners	Nutrient management	Signage/brochures	Facility display	1,000	Rack card	15	"Manage manure. Store and dispose of it safely" rack cards displayed at partner offices.
X					Urban & Shoreline Residents	Shoreline BMP's	Signage/brochures	Facility display	1,000	Rack card	15	"Have waterfront property? Don't let it wash away. Restore it naturally" rack cards displayed at partner offices.
X					Agriculture & Rural Landowners	Soil health BMP's	Signage/brochures	Facility display	1,000	Rack card	15	"Gullies destroy landscapes. Repair these monsters" rack cards displayed at partner offices.
X					Agriculture & Rural Landowners	Soil health BMP's	Signage/brochures	Facility display	1,000	Rack card	15	"If you are growing crops, you are losing soil" rack cards displayed at partner offices.
X					Agriculture & Rural Landowners	Soil health BMP's	Signage/brochures	Facility display	1,000	Rack card	15	"Cover crops make dollars and sense" rack cards displayed at partner offices.
X					Agriculture & Rural Landowners	Soil health BMP's	Signage/brochures	Facility display	1,000	Rack card	15	"Are your animals jealous? Don't overstock your pasture" rack cards displayed at partner offices.
X			X		Urban & Shoreline Residents	Nutrient management	Targeted O/R	Facility display	500	Dog waste bags	80	Distributed to partners for display at local parks during events.
X					Urban & Shoreline Residents	Ice management	Targeted O/R	Facility display	8,000	Chloride kits	60	Distributed to city halls for display and distribution.
			X	X	Community groups	Conservation assistance	Targeted O/R	Monthly activity update	6	Activity report	9	Provided regular updates and reports to the WPC Board on a monthly basis.
			X	X	Community groups	Conservation assistance	Targeted O/R	Monthly activity update	5	Activity report	12	Provided regular updates and reports to the Scott SWCD Board on a monthly basis.
X					Agriculture & Rural Landowners	Conservation cover	Signage/brochures	Project sign display	N/A	Prairie sign	5	Pam Brinkhouse (1), Ray Soller (3), Shakopee Landing Park (1).
X					Urban & Shoreline Residents	Natural landscaping	Signage/brochures	Project sign display	N/A	Shoreline buffer sign	2	Maxine Hughes (2)
X					Urban & Shoreline Residents	Natural landscaping	Signage/brochures	Project sign display	N/A	Lawns to Legumes sign	1	Kim Henke (1), Jim Lally (1), Renee Stapleton (1).
X	X	X			Agriculture & Rural Landowners	Buffers & filter strips	N/A	Serviced landowner requests	33	N/A	N/A	
X	X	X			Agriculture & Rural Landowners	Conservation cover	N/A	Serviced landowner requests	39	N/A	N/A	
X	X	X			Urban & Shoreline Residents	Natural landscaping	N/A	Serviced landowner requests	11	N/A	N/A	
X	X	X			Urban & Shoreline Residents	Natural landscaping	N/A	Serviced landowner requests	24	N/A	N/A	
X	X	X			Urban & Shoreline Residents	Shoreline BMP's	N/A	Serviced landowner requests	15	N/A	N/A	
X	X	X	X	X	Agriculture & Rural Landowners	Conservation cover	Digital media	Social media outreach	822	Social media post	2	
X				X	Agriculture & Rural Landowners	Groundwater	Digital media	Social media outreach	822	Social media post	2	
X	X	X	X	X	Urban & Shoreline Residents	Ice management	Digital media	Social media outreach	822	Social media post	5	
X	X	X	X	X	Urban & Shoreline Residents	Illicit discharge	Digital media	Social media outreach	822	Social media post	5	
X				X	Urban & Shoreline Residents	Natural landscaping	Digital media	Social media outreach	822	Social media post	15	
X	X	X	X	X	Urban & Shoreline Residents	Shoreline BMP's	Digital media	Social media outreach	822	Social media post	9	
X				X	Agriculture & Rural Landowners	Soil health BMP's	Digital media	Social media outreach	822	Social media post	17	Partnered with the Prior Lake-Spring Lake Watershed District to promote the Lake-friendly farm program's efforts.
X	X	X	X	X	Urban & Shoreline Residents	Water quality BMP's	Digital media	Social media outreach	822	Social media post	9	
X	X	X	X	X	Agriculture & Rural Landowners	Wildlife habitat	Digital media	Social media outreach	822	Social media post	7	

MS4 Audiences	
R	Resident
B	Business
CF	Commercial Facility
I	Institutions
LO	Local Organizations

Appendix 3: 2023 SCWEP News Articles

2023 SCWEP news articles											
R	B	CF	I	LO	SCWEP audience	MS4 activity category	Article title	Distribution method		Audience reach	Publishing partner
								Digital media (blog)	Print media (SCENE)		
X					Agriculture & Rural Landowners	Wildlife habitat	Shakopee resident plants over 8,000 trees	X	X	57,242	SWCD
X	X		X	X	Agriculture & Rural Landowners	Groundwater protection	Free nitrate testing for well water on April 28	X	X	57,154	SWCD
X					Agriculture & Rural Landowners	Soil health	Funding available for conservation in Scott County	X		373	SWCD
X					Urban & Shoreline Residents	Soil health	Funding available for pollinator projects in Scott County	X		374	SWCD
X					Urban & Shoreline Residents		Spring maintenance tips for pollinators		X	57,000	SWMO
X				X	Urban & Shoreline Residents	Illicit discharge	Ask a recycler		X	57,000	SWCD
X		X			Agriculture & Rural Landowners	Water quality	Local producers receive water quality certification	X	X	57,013	SWCD
X					Agriculture & Rural Landowners	Soil health	Local farmer changes operation for water and soil quality	X	X	57,018	SWCD
X	X				Urban & Shoreline Residents	Shoreline BMP's	Stabilize your Shoreline workshop June 14	X	X	57,057	SWCD
X					Agriculture & Rural Landowners	Wildlife habitat	Landowners add 38,000 trees to Scott County's landscape		X	57,000	SWCD
X					Urban & Shoreline Residents	Shoreline BMP's	O'Dowd locals go above and beyond for water quality	X	X	57,147	SWCD
X	X		X	X	Agriculture & Rural Landowners	Soil health	Rental program helps farmers and landowners make conservation happen		X	57,000	SWCD
X					Urban & Shoreline Residents	Illicit discharge	The do's and don't's of storm drains		X	57,000	SWCD
X					Urban & Shoreline Residents	Shoreline BMP's	Two methods for shoreline restoration	X		148	SWCD
X			X		Urban & Shoreline Residents	Illicit discharge	Rain barrels and compost bins for sale		X	57,000	SWCD
X					Urban & Shoreline Residents	Illicit discharge	Become a recycling ambassador		X	57,000	SWCD
X					Agriculture & Rural Landowners	Wildlife habitat	Emerald ash borer in local ash trees	X		45	SWCD
X				X	Urban & Shoreline Residents	Water quality	Shallow Lakes Seminar October 11	X		93	SWCD
X	X		X	X	Urban & Shoreline Residents	Shoreline BMP's	Clean Water Clean-up October 28	X		19	SWCD
X					Community groups	Soil health	Simon family named 2023 Conservation Leaders	X	X	57,034	SWCD
X	X	X	X	X	Community groups	Water quality	Outdoor Education Days recap		X	57,000	SWCD
X					Urban & Shoreline Residents	Ice maintenance	Salt use in winter		X	57,000	SWCD
X					Agriculture & Rural Landowners	Wildlife habitat	Scott SWCD native tree sale opens Jan 1		X	57,000	SWCD

MS4 Audiences	
R	Resident
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Scott Clean Water Education Program 2024 Work Plan



Prepared by:
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Scott Soil and Water Conservation District



Introduction

The Scott Clean Water Education Program (SCWEP) began in 2010. This program’s 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 to improving water quality in Scott County.

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 consistent and long-term, broad-based messaging, hands-on workshops, and 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, streams, and creeks. This includes 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 2024 SCWEP partners are:

- Scott Soil and Water Conservation District
- Scott Watershed Management Organization
- Scott County Government
- Prior Lake-Spring Lake Watershed District
- Vermillion River Watershed Joint Powers Board
- Lower Minnesota River Watershed District
- City of Credit River
- City of Shakopee
- City of Prior Lake
- City of Savage
- Spring Lake Township
- Jackson Township
- Louisville Township

When and where possible, SCWEP will also collaborate with other agencies and organizations to implement outreach programs with similar goals and objectives in Scott County. Other entities with which collaboration will be sought include but will not be limited to: the Cities of Belle Plaine, Elko New Market, Jordan, and New Prague; the University of Minnesota Extension Service; Scott County Environmental Services; Shakopee Mdewakanton Sioux Community; and the Three Rivers Park District.

Priorities

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

AUDIENCE: Agriculture/Rural Landowners	
Goal	Land management decisions are made with conservation in mind and to minimize detrimental impacts to water resources.
Objectives	<ol style="list-style-type: none"> 1) Educate producers and landowners on local water quality impairments and show them how implementing BMPs can have a positive impact. 2) Promote 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.
2024 High priority items	Promotion of soil health and regenerative agriculture, groundwater protection, runoff reduction, and wetlands.
AUDIENCE: Community Groups, Schools, and Government	
Goal	Enhance the quality of and opportunities for conservation leadership, education, and outreach.
Objectives	<ol style="list-style-type: none"> 1) Provide speaking engagements and educational opportunities that introduce soil and water conservation topics. 2) Encourage volunteerism and foster relationships that will result in improved water quality and personal accountability.
2024 High priority items	Development of watershed organization guidance tools for local leaders. Relationship building and distribution of accessible outreach to traditionally underserved and ESL communities. Regulatory and permitting education for residents and local officials.
AUDIENCE: Urban and Shoreline* Residents and Businesses	
Goal	Landscape design and maintenance choices are made to protect water quality and reduce runoff.
Objectives	<ol style="list-style-type: none"> 1) Educate residents on how water is managed in urban environments and about ways they can positively impact water quality in their everyday lives. 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 chloride reduction.
2024 High priority items	Promotion of local water quality and aquatic plant species expectations. Chloride and pet waste reduction in developed landscapes. Residential education on stormwater runoff pollution and prevention.

*Includes both lakeshore and streambank

Programming Highlights

Workshops

Free educational workshops catered to County residents are offered throughout the year. A workshop on establishing shoreline stabilization and restoration will be offered in 2023. Previous webinar recordings will be advertised through social media. Workshops help start the conversation about technical assistance and cost share, which may ultimately lead to conservation practices being installed. Content for workshops continue to change and improve every year through post-workshop surveys and continuous information updates.

Conservation in the Classroom

Through this youth education classroom visitation program, Conservation in the Classroom enables delivery of conservation-themed educational lessons to any fifth-eighth grade Scott County school at any time. This expansion is especially important for under-served and non-traditional education populations. This program began development in 2021 and will continue to be implemented this year and beyond.

Outdoor Education Day

Every fall, middle school students from across Scott County attend Outdoor Education Day to learn about conservation. Students rotate through six stations focused on forestry, wildlife, conservation, agriculture, the water cycle, and pond macro-invertebrates. Outdoor Education Days allow for opportunities to teach the value of clean water from a young age.

News articles and Success Stories

News articles, including personal accounts from residents who have installed conservation projects, will be used to promote SCWEP activities and events. 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 and recognized for their contributions to conservation practices that benefit clean water. Many times, the Conservation Leader is also nominated for the MASWCD Outstanding Conservationist Award. Recognizing conservation leaders each year helps show Scott County residents that their neighbors are changing their behaviors.

Project Signage

Signs will be offered to 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.

Participation in Community Events

SCWEP participates in community expos and other relevant events. These community events involve 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 gives residents that may not otherwise get exposed to SCWEP messaging a chance to talk with staff and start a conversation.

A timeline of proposed articles for 2024 is provided in the appendix.

Strategies

SCWEP's marketing strategy includes 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. SCWEP will continue to apply both passive and active marketing and outreach techniques to connect with the identified audiences in Scott County.

Active techniques consist of activities that are hands-on, engage with specific audiences, and happen in accordance with seasonal relevance. They take significant time and resources to plan and implement but are more likely to have a greater impact of desired outcomes. Examples include workshops, field demonstrations, targeted mailings, tours, and one-on-one landowner meetings.

Passive activities are intended to reach large audiences and deliver consistent, base messaging. They have a lower impact relative to active techniques but are comparatively easy and inexpensive to implement. Examples include news articles, social media posts, blog posts, and event displays.

Hands-on approaches paired with the broader spreading of information will help SCWEP reach a wide audience and get residents to make changes. The SCWEP Partnership is committed to providing an inclusive and welcoming environment for all Scott County residents by valuing the equity and inclusion of diverse perspectives. SCWEP extends their programming to under-represented communities through this work plan.

Changes and adaptations to implementation will be acknowledged in the 2024 Annual Report.

Digital Engagement Strategies

SCWEP recognizes the effectiveness and long-term benefits of remote communication and outreach and will continue to offer digital outreach as an option to maintain and enhance program objectives. Strategies include online webinars, educational video demonstrations, and increased social media presence.

Audience expansion

To best serve and provide clean water messaging to all residents of Scott County, SCWEP is dedicated to building new and maintain existing relationships with underserved and ELS communities. Such an initiative requires time and resources that will extend benefits to land and people as such relationships are built. Expansion will be targeted to each of SCWEP's three identified audience groups. Strategies for such audience expansions will include but are not limited to maintaining dialogue with community leaders, providing targeted outreach materials to community gathering places, and structuring messaging to ensure relevance for a community's land use.

Partnership Meetings

The SCWEP Partnership meets annually to discuss accomplishments of the previous year, and goals for the upcoming one. In 2024, the partnership will conduct a mid-year meeting to discuss the program's 2025 budget and the future sustainability of SCWEP.

Planned Activities for 2024

Applicable audience groups for individual Events and Activities will be notated under their numerical description and subgroups will be listed as applicable.

New SCWEP activities for 2024 are highlighted.

Events and Activities	Dates	Audience and Subgroup	Objective	MS4 Activity
Mail postcard to residents who recently purchased 2+ acres about SWCD services	March	Ag & rural residents	1	X
		Urban & Shore residents	1	X
Host nitrate water testing clinic	April 26	Ag & Rural residents	1	X
		Urban & Shore residents	1	X
Host tree/native seed mix sale pickup	April 26	Ag & rural residents	1	
Attend Raven Stream Classroom Day	May	Community groups & Schools	1	X
Host Prescribed Burns Workshop	May	Ag & Rural residents	1	X
		Urban & Shore residents	1	X
Permitting requirements material development and distribution*	Spring	Ag & rural residents	1	X
		Community groups, Gov	1	X
		Urban & shore residents	1	X
Elected official training*	Spring	Community groups, Gov	1	
Host clean-water clean-up, rake the lake event	Spring and Fall	Community Groups	3	X
		Urban & shore residents & businesses	2	X
Host native plant sale pickup	June	Urban & shore residents	1	X
Host Natural Landscaping workshop	July	Urban & shore residents	2	X
Attend Scott County Fair	July	Ag & rural residents	1	X
		Community groups, Gov	1	X
Distribute nutrient management and related program information to applicable landowners	Summer	Ag & Rural residents	1	X
Distribute program information to natural landscaping cooperators with seasonal updates.	Summer	Ag & rural residents	2	X
		Community groups, Gov	2	X
		Urban & shore residents	2	X
Participate in Conservation Leaders/Awards	Fall/Winter	Ag & rural residents	1	
		Community groups, Gov	2	
		Urban & shore residents	2	
Host Fall Conservation Tour	September	Government	1	
Host Outdoor Education Days	September	Community groups & Schools	2	X
Attend Prior Lake Autumn Fest	October	Urban & Shore residents	2	X
		Urban & Shore residents	1	X

Develop and distribute materials to targeted landowners on topical areas	As requested	Ag & Rural residents	1	X
Promote projects and conservation topics via local library kiosks	Rotated seasonally	Urban & Shore residents	1	X
		Community Groups & Schools	2	X
Publish conservation success stories	Quarterly	Urban & Shore residents	1	X
		Ag & Rural residents	1	X
		School, Gov, etc.	1	X
Rent out storm drain stencil kit and provide illicit discharge lessons	As requested	Community Groups, Gov	1	X
		Urban & Shore residents	1	X
Conduct education presentations to community leaders (WPC, Citizen Advisory Committees, etc.)	As requested	Community Groups, Gov	1	X
Provide educational lessons for 3-8 grade through the Conservation in the Classroom program	As requested	Community Groups & Schools	1	X
Educate residents on pet waste pollution	Ongoing	Urban & Shore residents	1	X
Work with county, cities, and community groups to identify effective venues/methods for reaching nontraditional audiences	Ongoing	Community groups, Gov	1	X
Display promotional materials for conservation practices in areas of influence	Ongoing	Ag & Rural residents	1	X
		Groups, Gov, & schools	1	X
		Urban & Shore residents	1	X
Build relationships with Lake Associations and other local improvement districts	Ongoing	Community groups, Gov	3	X
Display project signage: raingarden, native prairie, native shoreline, cover crops	Ongoing	Urban & Shore residents	1	X
Provide technical assistance and cost share for agricultural and erosion control BMPs	Ongoing	Ag & Rural residents	2	X
Provide technical assistance and cost share for shoreline BMPs	Ongoing	Urban & Shore residents	2	X
Provide technical assistance and cost share for Natural Landscaping BMPs	Ongoing	Urban & Shore residents	2	X

***SCALE Water Committee initiative**

In addition to the above programming, SCWEP will provide ongoing outreach in the following areas via print and digital media throughout the year.

Promote “unintentional” pollution and illicit discharge prevention	Ag & Rural residents	1	X
	Urban & Shore residents	1	X
Promote proper disposal of hazardous waste via HHW facility	Urban & Shore residents	1	X
	Ag & Rural residents	1	X
Promote yard waste and maintenance BMP’s	Urban & Shore residents	1	X
Promote environmentally healthy snow and ice management	3: Urban & Shore residents	1	X

2024 Budget

Partner	Program Staff & Supplies
SWMO	\$60,000
SWCD	\$9,020
PLSLWD	\$6,500
LMRWD	\$7,100
Spring Lake Twp	\$2,000
VRWJPO	\$2,080
City of Prior Lake	\$1,600
City of Savage	\$1,500
City of Shakopee	\$2,700
City of Credit River	\$500
Total:	\$93,000

Other Contributing Funds

Partner	Funding source	Amount
USDA-NRCS	Cooperative Partnership for Education	\$18,000
MVEC	Operation Roundup (OED)	\$1,000
Total:		\$19,000

Outcomes, Evaluation and Reporting

SCWEP's 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. 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 and 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 partner organizations

These numbers can be found in SWCEP's annual reports. They are an important part of SCWEP, as these numbers are used in many partners' MS4 reporting. Evaluation continues to be an important component in understanding the effectiveness of the "Clean Water Starts with Me!" campaign.

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
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.

Goals Beyond 2024

The activities outlined in this report are geared toward achieving positive behavior change for the long term. 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 2024 include:

- 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.)

APPENDIX: PROPOSED 2024 NEWS RELEASES

Quarter	News Article
Mar/Apr/May	Free nitrate testing for well water on April 28
	Stream Restoration through Cedar Revetments
	Ag Equipment for Rent
	Funding available for conservation in local watersheds
	NRCS Office returns to SWCD
	Prescribed burning workshop in May
Jun/July/Aug	Natural Landscaping workshop and open house
	Tree Sale wrap-up
	Wetland permitting regulations (WCA)
	Landowner success story
Sept/Oct/Nov	Outdoor Education Days recap
	Illicit discharge prevention
	Permit resources in Scott County
	Landowner success story
Dec/Jan/Feb	2025 Scott SWCD tree sale open
	Conservation tour features water-saving projects
	A little salt goes a long way
	Landowner success story – Conservation Leader