

EDUCATIONAL IMPLEMENTATION PLAN

CITY OF MINNETONKA

Minimum Control Measure 1: Public Education and Outreach

	IMPLEMENTATION SCHEDULE					NOTES
1c-1a) General Public						
1) City participation in <i>Metro WaterShed Partners'</i> media campaign, including newspaper, radio, and TV spots and ready-to-use press releases and publications-integrate with the city's education campaign.	2006	2007	2008	2009	2010	
2) Press releases	2006	2007	2008	2009	2010	
3) City newsletter articles	2006	2007	2008	2009	2010	
4) Place NPDES SWPPP plan on the city's website and keep all links current	2006	2007	2008	2009	2010	
5) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings	2006	2007	2008	2009	2010	
6) Displays and information at the city's open house, Summer Fest, Eco-Fair, and Builders and Remodelers Fair.	2006	2007	2008	2009	2010	
7) Presentations to interest groups	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					
8) Develop a grant program that enables community groups to do outreach education.	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					
9) Develop programs for water resource restoration and monitoring - Develop additional programs for water resources monitoring in coordination with other area organizations -Continue to participate in WHEP, VSMP, and CAMP programs		2007	2008			
	2006	2007	2008	2009	2010	
1c-1a) K-12 Students and Teachers						
1) Listening sessions with teachers and school administrators to determine educational opportunities and challenges. - Hold formal listening sessions - Be available to teachers and administrators approaching with educational opportunities					2009	
	2006					
	2006	2007	2008	2009	2010	
2) Provide educational materials to schools and help provide real world connections to classroom study (storm water education in the classroom) - Continue existing program - Work to develop new educational materials either alone or with educational partners - Continue to maintain educational partnerships - Evaluated areas where more education is needed						
	2006	2007	2008	2009	2010	
			2008	2009	2010	
	2006	2007	2008	2009	2010	
					2010	

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3) Service learning opportunities, lake and stream monitoring, cleanup days, and restoration plantings. - Continue existing programs - Evaluate additional activities for future inclusion in the plan	2006 2007 2008 2009 2010 2007	
1c-1b) Property Managers (homeowners, renters, groundskeepers)		
1) Education reminders sent to groundskeepers, yard care companies, and garden shops about yard management issues - Establish issues that need to be addressed by educational reminders - Send reminders	2006 2007 2006* 2007* 2008* 2009* 2010* *Or as needed	
2) Press releases	2006 2007 2008 2009 2010	
3) Information shared during regular city staff contacts	2006 2007 2008 2009 2010	
4) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings	2006 2007 2008 2009 2010 2007 2009	
5) Workshops for homeowners on yard care, landscaping, and grounds maintenance -Determine how best to integrate workshops into existing city events and educational forums	2006 2007 2008 2009 2010 2006 2007	
6) Recognize homeowners, property owners, and businesses that adopt and implement natural resource BMPs through the Community Action Recognition (CAR) Award	2006 2007 2008 2009 2010	
1c-1c) Government Officials and Boards		
1) Update city officials on the Water Quality Kickoff Campaign issues which included Project NEMO (Nonpoint Source Education for Municipal Officials) and was presented in January 2002.	2006* 2007* 2008* 2009* 2010* *Or as needed	
2) Presentations to city council and boards concerning stormwater management	2006 2007 2008 2009 2010	
1c-1d) Media		
1) 1. The city will partner with <i>Metro WaterShed Partners</i> and other agencies to try to keep the media informed of existing and future stormwater issues. - Provide funding and information to media campaign - Brief the media on issues - Provide field tours of issues and BMPs - Provide media packets to establish reference files for reporters	2006 2007 2008 2009 2010 *As needed *As needed *As needed	

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Minimum Control Measure 2: Public Participation and Involvement

1c-2a) General Public

1) Press releases and an article in the Minnetonka Memo (city newsletter) concerning plan development and review	2006	2007	2008	2009	2010	
2) Place NPDES SWPPP plan on the city's website and keep all links current	2006	2007	2008	2009	2010	
3) Annual NPDES/SWPPP plan public meeting						
- Hold annual public meeting to discuss issues with the SWPPP	2006	2007	2008	2009	2010	
- Evaluate comments and address appropriate issues in the SWPPP	2006	2007	2008	2009	2010	
4) Presentations to interest groups	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					
5) Develop programs for water resource restoration and monitoring						
- Develop additional programs for water resources monitoring in coordination with other area organizations		2007	2008			
- Continue to participate in WHEP, VSMP, and CAMP programs	2006	2007	2008	2009	2010	
- Stream, lake, wetland cleanup events	2006*	2007*	2008*	2009*	2010*	
- Habitat restoration and erosion control projects	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					

1c-2b) Government Officials and Boards

1) Inform city council on NPDES plan development and review	2006	2007	2008	2009	2010	
2) Invite officials to participate in public participation activities, including cleanup and restoration activities	2006	2007	2008	2009	2010	

1c-2c) City Staff

1) Presentations and discussions at staff meetings concerning plan development and review	2006	2007	2008	2009	2010	
2) Staff incorporates BMPs in daily activities at work and at home	2006	2007	2008	2009	2010	

1c-2d) Business and Industry

1) Press releases and an article in the Minnetonka Memo (city newsletter) concerning plan development and review	2006	2007	2008	2009	2010	
2) Place NPDES SWPPP plan on the city's website and keep all links current	2006	2007	2008	2009	2010	

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3) Annual NPDES/SWPPP plan public meeting - Hold annual public meeting to discuss issues with the SWPPP - Evaluate comments and address appropriate issues in the SWPPP	2006	2007	2008	2009	2010	
	2006	2007	2008	2009	2010	
4) Presentations to interest groups	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					
5) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	

1c-2e) Media

1) 1. The city will partner with <i>Metro WaterShed Partners</i> and other agencies to try to keep the media informed of existing and future stormwater issues. - Provide funding and information to media campaign - Brief the media on issues - Provide field tours of issues and BMPs - Provide media packets to establish reference files for reporters	2006	2007	2008	2009	2010	
	*As needed					
	*As needed					
	*As needed					

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Minimum Control Measure 3: Illicit Discharge Detection and Elimination

1c-3a) General Public

1) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings	2006	2007	2008	2009	2010	
		2007		2009		
2) Displays and information at the city's open house, Summer Fest, Eco-Fair, and Builders and Remodelers Fair.	2006	2007	2008	2009	2010	
3) Continue the "Storm Drain Monitor" Program	2006	2007	2008	2009	2010	
4) City newsletter articles	2006	2007	2008	2009	2010	

1c-3b) Homeowners

1) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings	2006	2007	2008	2009	2010	
		2007		2009		
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	

1c-3c) City Staff

1) Workshops to educate city staff about illicit discharges and practices that should be incorporated to eliminate the illicit discharge	2006	2007	2008	2009	2010	
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1c-3d) Household and Industrial Cleaning companies

1) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Direct mail or send pamphlets with city's billings		2007		2009		
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1c-3e) Restaurants and Other Commercial Businesses

1) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Direct mail or send pamphlets with city's billings		2007		2009		
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	

1c-3f) Industrial Operations

1) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Direct mail or send pamphlets with city's billings		2007		2009		
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	

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1c-3g) Property managers

1) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Direct mail or send pamphlets with city's billings	2007	2009				
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	

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Minimum Control Measure 4: Construction Site Storm Water Runoff Control

1c-4a) General Public

1) Press releases concerning plan development and review	2006	2007	2008	2009	2010	
2) City newsletter articles	2006	2007	2008	2009	2010	
3) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings	2006	2007	2008	2009	2010	
4) Displays and information at the city's open house, Summer Fest, Eco-Fair, and Builders and Remodelers Fair.	2006	2007	2008	2009	2010	
5) Develop a grant program that enables community groups to do outreach education.	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					

1c-4b) Property Managers (homeowners, renters, groundskeepers)

1) Press releases concerning plan development and review	2006	2007	2008	2009	2010	
2) City newsletter articles	2006	2007	2008	2009	2010	
3) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings Develop programs for water resource restoration and monitoring -Continue to participate in WHEP, VSMP, and CAMP programs	2006	2007	2008	2009	2010	
4) Displays and information at the city's open house, Summer Fest, Eco-Fair, and Builders and Remodelers Fair.	2006	2007	2008	2009	2010	
5) Develop a grant program that enables community groups to do outreach education.	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					
6) Workshops for homeowners on yard care, landscaping, and grounds maintenance	2006	2007	2008	2009	2010	

1c-4c) City Staff

1) Local training on erosion control, construction site inspections, and storm water management - Evaluate existing program to determine if additional topics are needed	2006	2007	2008	2009	2010	
2) Workshops to educate city staff about erosion control and storm water management	2006	2007	2008	2009	2010	

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3) Erosion control certification training for construction site inspectors from organizations such as the Minnesota Erosion Control Association or MnDOT	2006	2007	2008	2009	2010	
4) Reference available resources, e.g., MPCA Storm water BMP manual, Met Council Small Sites BMP Manual, city handouts, and Center for Watershed Protection website	2006	2007	2008	2009	2010	

1c-4d) Architects, Engineers, and Developers

1) Encourage attendance at erosion control and storm water management workshops and conferences	2006	2007	2008	2009	2010	
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	
3) City will make available resources, e.g., MPCA Storm water BMP manual, Met Council Small Sites BMP Manual, city handouts, and Center for Watershed Protection website	2006	2007	2008	2009	2010	
4) Encourage conservation development techniques	2006	2007	2008	2009	2010	

1c-4e) Construction Industry

1) Encourage attendance at erosion control and storm water management workshops and conferences	2006	2007	2008	2009	2010	
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	
3) City will make available resources, e.g., MPCA Storm water BMP manual, Met Council Small Sites BMP Manual, city handouts, and Center for Watershed Protection website	2006	2007	2008	2009	2010	
4) Encourage conservation development techniques	2006	2007	2008	2009	2010	

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Minimum Control Measure 5: Post-Construction Storm Water Management

1c-5a) General Public and Homeowners

1) Press releases	2006	2007	2008	2009	2010	
2) City newsletter articles	2006	2007	2008	2009	2010	
3) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Provide brochures - Direct mail or send pamphlets with city's billings	2006	2007	2008	2009	2010	
4) Displays and information at the city's open house, Summer Fest, Eco-Fair, and Builders and Remodelers Fair.	2006	2007	2008	2009	2010	
5) Develop a grant program that enables community groups to do outreach education	2006*	2007*	2008*	2009*	2010*	
	*Or as requested					

1c-5b) City Staff

1) Local training on erosion control, construction site inspections, and post-construction storm water management	2006	2007	2008	2009	2010	
2) Workshops to educate city staff about erosion control and storm water management	2006	2007	2008	2009	2010	
3) Reference available resources, e.g., MPCA Storm water BMP manual, Met Council Small Sites BMP Manual, city handouts, and Center for Watershed Protection website	2006	2007	2008	2009	2010	

1c-5c) Architects, Engineers, and Developers

1) Encourage attendance at erosion control and storm water management workshops and conferences	2006	2007	2008	2009	2010	
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	
3) City will make available resources, e.g., MPCA Storm water BMP manual, Met Council Small Sites BMP Manual, city handouts, and Center for Watershed Protection website	2006	2007	2008	2009	2010	
4) Encourage conservation development techniques	2006	2007	2008	2009	2010	

1c-5d) Construction Industry

1) Encourage attendance at erosion control and storm water management workshops and conferences	2006	2007	2008	2009	2010	
2) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	
3) City will make available resources, e.g., MPCA Storm water BMP manual, Met Council Small Sites BMP Manual, city handouts, and Center for Watershed Protection website	2006	2007	2008	2009	2010	

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1c-5e) Business and Industry

1) Information shared during regular city staff contacts	2006	2007	2008	2009	2010	
2) Listening sessions with Business and Industry on how storm water management can be best incorporated into their operations. Encourage them to implement these BMPs - Be available to Business and Industry people approaching with educational opportunities			2008	2009	2010	
3) Press releases	2006	2007	2008	2009	2010	
4) Brochures and pamphlets, either direct mailed, in combination with the city's billings, or handed out - Direct mail or send pamphlets with city's billings		2007		2009		
5) Recognize homeowners, property owners, and businesses that adopt and implement natural resource BMPs through the Community Action Recognition (CAR) Award	2006	2007	2008	2009	2010	

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Minimum Control Measure 6: Pollution Prevention/Good Housekeeping for Municipal Operations

1c-6) City Staff

1) Attend professional training	2006	2007	2008	2009	2010	
2) Presentations and discussions at staff meetings	2006	2007	2008	2009	2010	
3) Special presentations to further create awareness	2006	2007	2008	2009	2010	