UMD Outreach Implementation Plan

1. Target audiences
   i. Students, staff, and faculty key messages:
      1. UMD members can all do our part to keep stormwater clean (dispose of waste properly, keep cars tuned-up, watch for illicit discharges)
      2. UMD campus facilities work to protect our streams and Lake Superior through smart salting, maintaining stormwater BMPs, incorporating native/alternative landscapes, street sweeping, and more.

2. Responsible Party
   i. UMD Office of Sustainability staff and student/staff/faculty partners

3. Activities
   i. Campus clean-ups: Coordinate at least one Fall and one Spring campus clean-up event, with outreach to student and staff/faculty volunteer groups about importance of stormwater protection.
   ii. Continue outreach through tours and signs: give classroom tours of rain gardens and stormwater management features on campus as requested. Place alternative landscape signs out each spring. Highlight campus stormwater features on social media (including new/existing stormwater signs, campus clean-ups, BMP features across campus.)
   iii. Pollinator Pledge: work with students on adopting a Pollinator Pledge for campus grounds before June 2018

4. Coordination
   i. UMD is a member of the Regional Stormwater Protection Team (RSPT), and our staff participate in and support outreach and educational events conducted through RSPT.

5. Evaluation
   i. Clean-up events participants
   ii. Tours and classroom talks given
   iii. Website and social media interactions
<table>
<thead>
<tr>
<th>Date</th>
<th>What type of activity are you reporting?</th>
<th>Briefly describe what you’d like to archive for Stormwater/MS4 reporting</th>
<th>Estimated number of contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/1/2017</td>
<td>Campus Clean-up</td>
<td>Biology and Society campus clean-up (1 of 2)</td>
<td>70</td>
</tr>
<tr>
<td>4/3/2017</td>
<td>Campus Clean-up</td>
<td>Biology and Society class campus clean-up (2 of 2)</td>
<td>90</td>
</tr>
<tr>
<td>10/18/2017</td>
<td>Campus Clean-up</td>
<td>UMD Sustainability Office sponsored a campus clean-up</td>
<td>13</td>
</tr>
<tr>
<td>11/9/2017</td>
<td>Event (Fair, etc.)</td>
<td>Annual Sustainability Fair - with booth about UMD stormwater efforts. Free caramel apples brought over 300 people to Fair, around 100 attendees engaged with stormwater booths by UMD staff and RSPT staff.</td>
<td>100</td>
</tr>
<tr>
<td>12/4/2017</td>
<td>Newspaper/media story</td>
<td>Planning meeting for winter Smart Sailing commercial and outreach</td>
<td>5</td>
</tr>
<tr>
<td>10/12/2017</td>
<td>Tabling about campus clean-ups w/ stormwater messages/brochures</td>
<td>Students visited table to sign-up for clean up</td>
<td>12</td>
</tr>
<tr>
<td>10/13/2017</td>
<td>Tabling about campus clean-ups w/ stormwater messages/brochures</td>
<td>Students sign-up at tabling event, with stormwater brochures/info in Kirby Commons area (day 2 of 2)</td>
<td>15</td>
</tr>
<tr>
<td>6/14/2017</td>
<td>Training event</td>
<td>Illicit Discharge Training with Parking (outside) staff (Michael Abrahamson, Edward Wojtysiak, Michael Setran)</td>
<td>3</td>
</tr>
<tr>
<td>10/15/2017</td>
<td>Talk or presentation</td>
<td>UMN Systemwide sustainability staff: tour of UMD campus - alternative plantings, stormwater treatment, CAMS building, Lot M-2 stormwater (Mindy Granley, Shane Peterson, Erik Larson)</td>
<td>14</td>
</tr>
<tr>
<td>1/28/2017</td>
<td>Talk or presentation</td>
<td>Jonna Korpi gave a rain garden tour as part of the Science Technology and Society class</td>
<td>20</td>
</tr>
<tr>
<td>12/5/2017</td>
<td>Talk or presentation</td>
<td>Duluth Shines! Fall 2017: Group of civil engineering majors presented on study of potential stormwater features and stabilization actions for a proposed Limno Lab project (working with MN Sea Grant) on Lake Superior. Students presented posters to over 75 attendees, approximately 50 visited the stormwater project poster.</td>
<td>50</td>
</tr>
<tr>
<td>12/6/2017</td>
<td>Talk or presentation</td>
<td>Construction Management class presentation: Sustainable buildings at UMD. Presented about stormwater and energy features of UMD buildings.</td>
<td>35</td>
</tr>
<tr>
<td>4/29/2017</td>
<td>Tour</td>
<td>Rain Garden Tour - with Science, Technology, and Society class.</td>
<td>25</td>
</tr>
<tr>
<td>3/31/2017</td>
<td>Talk or presentation</td>
<td>UMD students present: Stormwater Design Competition for NRRI - NRRI room 435</td>
<td>40</td>
</tr>
<tr>
<td>10/31/2017</td>
<td>Newsletter to campus</td>
<td>We highlighted the new tree trenches along side M2 parking lot as stormwater treatment upgrades. An expansion to parking Lot M-2 took place over the summer to replace some of the parking spots lost to construction of the Chemistry and Advanced Materials Sciences building. The project included significant upgrades for stormwater treatment for runoff from both Lot M-2 and Lot C. Stormwater filters, tree trenches, and rain garden plantings will treat stormwater runoff and protect Tischer Creek. (Shared on UMDbiz email list and on social media/websites)</td>
<td>1000</td>
</tr>
<tr>
<td>3/1/2017</td>
<td>Newspaper story</td>
<td>The story about field irrigation and reducing water use was was featured in the 2017 University of Minnesota Board of Regents Sustainability report. Available at: <a href="https://drive.google.com/file/d/0B5GSL4g3bcUXRmh6tLXV0USU5UGM/view">https://drive.google.com/file/d/0B5GSL4g3bcUXRmh6tLXV0USU5UGM/view</a></td>
<td>175</td>
</tr>
</tbody>
</table>

Various Social media, web, and email lists

See Attachment for examples. Reach estimate is number of followers to social media and email (Twitter: 1,294, Facebook: 1,064, UMDbiz: 1,000)

3358 Social media and web total

5027 Total contacts
<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Activity</th>
<th>Location</th>
<th># of Participants</th>
<th>Comments</th>
<th>Host Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1/6/2017</td>
<td>Radio Interview for Ice Festival</td>
<td>Duluth (Downtown)</td>
<td>24,800 listeners</td>
<td>Cool101.7, 8105, 106.5 Sasquatch, M+108</td>
<td>City of Duluth</td>
</tr>
<tr>
<td></td>
<td>1/9/2017</td>
<td>City of Superior</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1/10/2017</td>
<td>Focus group</td>
<td>Duluth streets east</td>
<td>25</td>
<td>Erica discussed road salt project and strategies with Duluth Streets crew/supervisors</td>
<td>City of Duluth</td>
</tr>
<tr>
<td></td>
<td>1/13/2017</td>
<td>Focus group</td>
<td>Duluth streets west</td>
<td>25</td>
<td>Erica discussed road salt project and strategies with Duluth Streets crew/supervisors</td>
<td>City of Duluth</td>
</tr>
<tr>
<td></td>
<td>1/15/2017</td>
<td>Winter Newsletter</td>
<td>ESD - CoS</td>
<td>8,000</td>
<td>Smart Salting and Orb365 promotion</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>1/17/2017</td>
<td>KUMD radio interview - A Pinch of Road Salt</td>
<td>UMD</td>
<td>150</td>
<td>Individual training for Bryan Donsakiet, ESD Operator, Training for ESD Ops staff highlighted the stormwater permit requirements, including Smart Salting Good Housekeeping/BMPs</td>
<td>Sea Grant</td>
</tr>
<tr>
<td></td>
<td>1/18/2017</td>
<td>RSPT Meeting</td>
<td>Duluth</td>
<td>14</td>
<td>Monthly meeting</td>
<td>RSPT</td>
</tr>
<tr>
<td></td>
<td>1/26/2017</td>
<td>Focus group</td>
<td>Duluth</td>
<td>4</td>
<td>Erica held a focus group with property managers to discuss saltwater maintenance</td>
<td>RSPT</td>
</tr>
<tr>
<td></td>
<td>1/27-29/2017</td>
<td>Lake Superior Ice Festival - Orb365</td>
<td>Barbers Island</td>
<td>1500</td>
<td>Orb365 art installation (40% paddled and 40% donated); numerous tv and radio interviews for the event</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>2/20/2017</td>
<td>Weather information interview</td>
<td>Superior</td>
<td></td>
<td>Ice Festival, weather, and Orb365 topics</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>2/7/2017</td>
<td>Smart Salting ESD</td>
<td>ESD</td>
<td>1</td>
<td>Erica presented about reducing salt use to a group of 22 landlords/property managers</td>
<td>City of Duluth</td>
</tr>
<tr>
<td>February</td>
<td>2/9/2017</td>
<td>Landlord association meeting</td>
<td>Valentine's</td>
<td>22</td>
<td>Ken, Chad, Bonnie, Seth (Maintenance and Ops staff participated in the Smart Salting training. Training highlighted the stormwater permit requirements, including Good Housekeeping/BMPs. Also played &quot;What's Wrong With this Photo?&quot; handed out photos of bad housekeeping/no BMPs and participants identified what was wrong in the photo and how it could be fixed. Demo of 4 different ice melt products on blocks of ice.</td>
<td>City of Duluth</td>
</tr>
<tr>
<td></td>
<td>2/13/2017</td>
<td>Water Is Life</td>
<td>UMD - Kirby Ballroom</td>
<td>150</td>
<td>Talking about stormwater pollution prevention in collaboration with RSPT and City of Duluth</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>2/15/2017</td>
<td>RSPT Meeting</td>
<td>LSC</td>
<td>17</td>
<td>Monthly meeting</td>
<td>RSPT</td>
</tr>
<tr>
<td></td>
<td>2/16/2017</td>
<td>Superior Speaker</td>
<td>Superior Library</td>
<td>14</td>
<td>Lysena Ries Melinoua speaks about Microplastics in Lake Superior and water pollution prevention</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>2/17/2017</td>
<td>Think Water School</td>
<td>Stevens Point</td>
<td>3</td>
<td>Systemic thinking training program for PIER program development (dustin stream and Weather Monitoring program development)</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>3/1-15/2017</td>
<td>SLR Summit</td>
<td>UWS - Yellowjacket Union</td>
<td>250</td>
<td>Poster is Paper size, tabling, recruit volunteers, not to flush display</td>
<td>City of Superior</td>
</tr>
<tr>
<td>March</td>
<td>3/8/2017</td>
<td>RSPT meeting</td>
<td>Duluth</td>
<td>20</td>
<td>Monthly Meeting</td>
<td>RSPT</td>
</tr>
<tr>
<td></td>
<td>3/9/2017</td>
<td>Stormwater Annual Report Public meeting</td>
<td>Superior Library</td>
<td>3</td>
<td>Local meeting about stormwater annual report</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>3/14/2017</td>
<td>St. Louis River Science Summit</td>
<td>Superior</td>
<td>250</td>
<td>Tab and poster about new water quality data visualization tools available via Lakesuperiorstudies.org website</td>
<td>NPRI-UMD</td>
</tr>
<tr>
<td></td>
<td>3/22/2017</td>
<td>World Water Day Open House</td>
<td>ESD</td>
<td>6</td>
<td>Tours of waste water treatment plant, and open house with displays about wastewater and infrastructure. Tours attended by 1 city councilor (Keith Kern) and one person running for city council (Craig Sutherland) and 3 Douglas CO. Health and Human Services employees.</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>3/23-24/2017</td>
<td>NASECA Emission Control Training</td>
<td>Superior</td>
<td>46</td>
<td>Why and How of Sediment and Emission Control and EIP plan requirement</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>3/29-30/2017</td>
<td>Think Water School</td>
<td>Tofte Park</td>
<td>3</td>
<td>Kristy, Ada, and Andrea participated in the workshop</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>3/30/2017</td>
<td>Presentation at the MPCA conference</td>
<td>Brooklyn Park</td>
<td>50</td>
<td>Local meeting about presentation</td>
<td>City of Duluth, MPCA</td>
</tr>
<tr>
<td></td>
<td>4/3/2017</td>
<td>Douglas Co Fish and Game League Expo</td>
<td>Weisman Arena</td>
<td>50</td>
<td>Used water to discuss stormwater and mercury, great lakes triva</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>4/7/2017</td>
<td>University for Seniors</td>
<td>UMD</td>
<td>40</td>
<td>The difference between Storm and Sanitary sewers</td>
<td>River Quest</td>
</tr>
<tr>
<td></td>
<td>4/8/2017</td>
<td>St. Louis County maintenance staff training</td>
<td>Duluth and Pike Lake gardens</td>
<td>45</td>
<td>presentation about stormwater and nitril discharge detection</td>
<td>Lakes County</td>
</tr>
<tr>
<td></td>
<td>4/8/2017</td>
<td>UWS Science Night</td>
<td>UWS</td>
<td>150</td>
<td>Also had a table and Stormwater Enviroscape model at this community event. Kids loved it. We spoke about 1, what a watershed is. 2. how stormwater can get polluted and then pollute our rivers and lakes and 3. how we can keep it clean. The model demonstrated how riparian buffer zones work to keep stormwater from runoff off as quickly.</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>4/10/2017</td>
<td>Annual Stormwater meeting</td>
<td>MCSC</td>
<td>150</td>
<td>Annual meeting to discuss the MS4 permit and associated activities</td>
<td>MCSC</td>
</tr>
<tr>
<td></td>
<td>4/11-12/2017</td>
<td>Classroom visit</td>
<td>Merritt Creek Academy</td>
<td>41</td>
<td>Erica gave stormwater lesson (enviroscape demo) to 3 small classes, 3rd-5th grade</td>
<td>City of Duluth</td>
</tr>
<tr>
<td></td>
<td>4/19/2017</td>
<td>RSPT meeting</td>
<td>WLSSD</td>
<td></td>
<td>Monthly Meeting</td>
<td>RSPT</td>
</tr>
<tr>
<td></td>
<td>4/25/2017</td>
<td>Spring Newsletter</td>
<td>Superior Residents</td>
<td>6000</td>
<td>Storm drain stenciling, Superior Speakers, RSPT PSAs, and upcoming events in Superior</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>4/26/2017</td>
<td>LSC Earth Day Fair</td>
<td>LSC</td>
<td>150</td>
<td>Erica held RSPT table with brochures, stickers, etc</td>
<td>City of Duluth</td>
</tr>
<tr>
<td></td>
<td>4/26/2017</td>
<td>Earth Day Ad</td>
<td>Superior Telegram</td>
<td>4000</td>
<td>Education about stormwater is untreated/storm drains draining to rivers/lakes</td>
<td>City of Duluth</td>
</tr>
<tr>
<td>April</td>
<td>4/29/2017</td>
<td>Family Literacy Night</td>
<td>Middle School</td>
<td>80</td>
<td>Decorated water quality buttons. Handled out stormwater bookmarks. Promoted Scoop the Poop, Earth Day.</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>4/4/2017</td>
<td>Presentation at Arrowhead Juvenile Detention</td>
<td>ARC</td>
<td>24</td>
<td>5 local female scientists presented to students at A7C about our jobs in science and how to get involved in environmental or science fields (Cindy Hagle, Daisy Desotelle, Julie Etterson, Andrea Crouse, Viki Horson, and MN Sea Grant Intern)</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>4/5/2017</td>
<td>Incredible Water Journey Activity</td>
<td>Family Forum</td>
<td>25</td>
<td>Adams and Andrea brought the Water Cycle Game to Family Forum (3rd-5th classrooms). 2 groups participated in the activity.</td>
<td>City of Superior</td>
</tr>
<tr>
<td></td>
<td>4/17/2017</td>
<td>Tour of WWTP</td>
<td>ESD</td>
<td>6</td>
<td>Tour of WWTP with Mayor-elect, Jim Paine. Tour was led by Jon Shamla and Steve Roberts. Also in attendance was Diane Nelson, Kristy DeVere, and Andrea Crouse</td>
<td>City of Superior</td>
</tr>
</tbody>
</table>
The City of Superior has partnered with Douglas County and the WDNR to hold public meetings, workshops, and educational events in the Nemadji Watershed.

Presentations were made about land management for stormwater, specific species (ruffed grouse, woodcock, whitetail deer) and MFL approaches. Native plants and wild harvested plants/food were available for sale. Enviroland stock, and other shoreline protection methods were displayed. The City of Superior display focused on stormwater mgmt., food control program, and rain gardens.

May

4/29/2017
Nemadji Watershed Open House  50  Superior Town Hall  The City of Superior has partnered with Douglas County and the WDNR to hold public meetings, workshops, and educational events in the Nemadji Watershed.

4/25/2017
5th Grade Tours of WWTP  WWTP  371  Covered differences between storm & sanitary sewers. Handed "Report Pollution" magnets.

5/3/2017
MTO Water Technology Roundtable for stormwater management  NRR  35  Presentation on RSPT and what the role is like with RSPT in our area.

5/10/2017
Stormwater Program Update Open House  ESD  Updates to stormwater program.

5/12/2017
Classroom visit  Highland Elementary  Erica gave stormwater lesson (enviroscape demo + ppt) to 6th grade class.

5/15/2017
Classroom visit  Rice Lake Elementary  Erica gave stormwater lesson to 2nd grade class.

5/15 - 18/ 2017
River Quest  Duluth Entertainment & Conservancy  1530  Presentations on the difference between storm and sanitary sewers.

5/19/2017
Earth Tracks  Lake Superior Zoo  76  Enviroscape - nonpoint source pollution and pollution prevention.

5/20/2017
Rice Lake Newspaper Ad  Rice Lake  2600  Advertising Stormwater.

5/24/2017
Green Infrastructure Ordinance/Code Audit  EPA-MED  20  City of Duluth.

5/24/2017
Bryant School 5th Grade Lake Superior Project  Bryant School, Superior  60  5th grade students presented final projects about Lake Superior. Andrea attended to ask questions of the students and encourage further exploration of the topics.

5/25/2017
Master Water Stewards Information Session  MPCIA  12  Discuss the Master water stewards program and the possibility of expanding to the Duluth area.

5/25/2017
Garlic Mustard Pull  Kimball Bay/Superior Municipal Forest  6  City and county staff, as well as Lake Superior Reserve staff removed a stand of Garlic mustard from a recently identified location on the SLE.

5/30/2017
Classroom visit  Raleigh Edison Charter School  44  Erica gave stormwater lesson (enviroscape demo + ppt) to 5th grade classes.

6/1/2017
Smart Safing Level II training / listening session  City of Duluth  18  Training listening session by Fortin Consulting/MPCA for winter maintenance supervisors.

6/4/2017
PSA during seating at Premiere movie theater  City of Cloquet  7115  Played PSA at seating throughout the month.

6/4/2017
Radio Interview for MN Public Meeting  KDAL  Carol Andrews, Todd Carlson, and Andrea Grouse did an interview with KDAL about stormwater pollution prevention to promote upcoming public meetings in the Twin Ports.

6/6/2017
City of Duluth Annual Meeting  Superior Town Hall  5  Erik gave an intro on a box and handouts.

6/8/2017
Cloquet - Seasonal employee training  Public Works Garage  5  Topics included Flood management, IODE, Parks and Grounds Maintenance.

6/9/2017
RSPT meeting  Hartley Nature Center  19  Monthly Meeting.

6/9/2017
Cloquet - Seasonal employee training  City Hall  1  Topics included Flood management, IODE, Parks and Grounds Maintenance.

6/19 - 6/23/2017
Summer camp  Hartley Nature Center  11  Erica taught a week-long summer camp for a group of 10-12 year olds. Explored Tischer creek from where it enters Hartley Park to where it empties into Lake Superior at Glesensht. Had campers test water quality each day and discuss changes in the stream (human impacts, stormwater pollutants, erosion/flowing).

6/26/2017
City of Duluth public comment  3500  Stormwater Mgmt public comment.

July

7/1/2017
PSA during seating at Premiere movie theater  City of Cloquet  6931  Played PSA at seating throughout the month.

7/12-7/13/2017
Systems Thinking Workshop  EPA-MED  30  City of Superior presented on use of InfoMapping and Systems Thinking approach to developing a Citizen Stream Sampling Program as part of this introductory workshop into Systems Thinking tools and approaches to addressing wicked problems. Attendees included artists, scientists, consultants, educators, and writers.

7/13/2017
Green Infrastructure/BMP Bus Tour  City of Superior  14  Tour of stormwater structures in Superior (3 hour tour), participants included # city councilors and residents.

7/14/2017
Email to Engineering staff  St. Louis County  50  Asked at Engineering staff working in the field to look for and report evidence of trash discharges or other problems with stormwater systems. Received tip next day re: concrete washout concern.

7/14/2017
Lake Superior Day - Duluth  Canal Park Maritime Marine Muse  200  Display table of Enviroscape. Rex (the dog) visited and we walked up and down the pier, and on the Lakewalk. Handled out many dog poo bags.

7/16/2017
Green Infrastructure/BMP Bus Tour  City of Superior  14  Tour of stormwater structures in Superior (3 hour tour), participants included # city councilors and residents.

7/16/2017
Lake Superior Day - Superior  Superior Town Hall  300  Button making (I love Lake Superior). Rex on a Stand Up Paddleboard, interactive art and science displays and activities. Music by Woodblind and Superior Siren.

7/19/2017
RSPT meeting  MMC  15  Monthly meeting.

7/19/2017
Fair Lawn Ice Cream Social  Fair Lawn  300  Water wheel and prizes, municipal phone # magnets, RSPT seasonal activity magnets.

7/22/2017
South End Days  Webster Park  152  Water Wheel with questions about local water, wastewater, stormwater, water use etc., prizes for those who answered questions. Hand out RSPT magnets of seasonal stormwater protection tips. City of Superior phone #s, Lake Superior graphics.

7/24 - 7/28/2017
Summer camp  Hartley Nature Center  10  Erica taught a week-long camp for a group of 9-14 year olds, called Water Engineering. Kids learned about dams, bridges, erosion, wastewater, and stormwater (enviroscape demonstration).

7/1/2017
PSA during seating at Premiere movie theater  City of Duluth  40-76  Played PSA at seating throughout the month.
August

8/1/2017  Superior Speaker - SUP  Barkers Island  15  Heathen and barley talked about their business and the experience of paddling the SLENE and Lake Superior, the changes they’ve seen in the area, and the role of residents in keeping it clean.  City of Superior

8/5/2017  Billings Park Days  Billings Park/Iowa Ave Superior  100  Water Wheel with questions about local water, wastewater, stormwater, water use (ie), prizes for those who answered questions. Handout RSPT magnets of seasonal stormwater protection tips, City of Superior phone #s, Lake Superior tattoos  City of Superior

8/16/2017  RSPT meeting  WLSSD  monthly meeting  RSPT

8/19/2017  PSA during seating at Premiere movie theater  City of Cloquet  5295  Played PSA at seating throughout the month  City of Cloquet

9/9/2017  Cause for Paas  Osage Trail  50  Part of the Ocean Conservancy’s International Coastal Clean-Up and Alliance for the Great Lake’s Adopt-a-Beach program, the City of Superior hosted a clean-up at Wisconsin Point and provided clean-up kits for other businesses and orgs who participated by cleaning what they identified. Collaborations included Superior Sunrise Rotary, Midwest Energy Resources Company, LSNER, YMCA, UWS, Lorenza Rios, and Rachel Portinga National Bank of Commerce, WITC, St. Luke’s Mariner Clinic.  City of Superior

9/12/2017-9/30/2017  Superior Coastal Clean-Up  City of Superior  80  Minnesota Sea Grant hosted one station on forests, trees, and hydrology. 5th graders ran experiments to: 1. calculate how much water a tree’s leaves can hold, 2. compare runoff from a meadow and a parking lot, and 3. estimate Chester Creek velocity. Kids then discussed how trees and forests can reduce flooding and protect infrastructure.  City of Superior

9/16/2017  East End Days  East End Superior  150  Water Resources staff tabbed at this neighborhood event. We used the water wheel to gauge citizen knowledge about local water resources, stormwater, wastewater, and pollution prevention.  City of Superior

9/19/2017  Forestry Field Days  Chester Park  135  MN Sea Grant hosted one station on forests, trees, and hydrology. 5th graders ran experiments to: 1. calculate how much water a tree’s leaves can hold, 2. compare runoff from a meadow and a parking lot, and 3. estimate Chester Creek velocity. Kids then discussed how trees and forests can reduce flooding and protect infrastructure.  City of Superior

9/20/2017  RSPT meeting  St. Louis County  19  RSPT meeting  City of Superior

9/25/2017  Mailing to Concrete manufacturing  Twin Ports  7  send FOG brochure, toilets are not trashcan stickers, and toilet tabs (do check for leaks), to landlord association in Superior for distribution to tenants  City of Superior

10/12/2017  PSA during seating at Premiere movie theater  City of Cloquet  3522  Played PSA at seating throughout the month  City of Cloquet

September

October

10/16/17  Poplar Stormwater Wetland Basin-Open House  Superior  75  City of Superior’s environmental education team set up an Open House for the Poplar Wetland Basin. A dedication of the site by Mayor Jim Paine will occur at approx. 5 PM. The Poplar Wetland Basin is a constructed wetland, designed to clean stormwater from Bellknap Street and surrounding areas before it enters the St. Louis River Estuary and ultimately Lake Superior. The water that flows here previously went to the wastewater treatment plant as part of our Combined Sewer System. The wetland basin not only cleans stormwater, but it reduces the chance of localized flooding as a result of rain events. Funding for this project came from the City of Superior’s Stormwater Utility, the United States Environmental Protection Agency, and the WI Dept. of Natural Resources. Citizens can learn about design elements in the basin and find out what can be done to manage stormwater on private property. City staff served grilled brats (from Superior Meats) and hotdogs, plus plenty of other sides and beverages! Activities for kids and adults alike, including prize giveaways of native plants from Shoreview Natives, among other items.  City of Superior

10/18/17  RSPT meeting  St. Louis County  10  RSPT meeting  City of Superior

10/21/17  Superior Spooktacular  Superior  150  Our message at this Halloween-themed family event was reducing waste and litter. Children and adults could color and make buttons with messages about reducing waste (“Litter Bugs Me” “Scoop the Poop” and “Garbage? It’s in the Bag”).  City of Superior

11/1/17  UMD Sustainability Fair  UMD-Kelby-Rafter  300  Safe-top display about stormwater pollution  City of Cloquet

11/15/2017  RSPT meeting  MN DOT  14  RSPT meeting  City of Cloquet

November

11/21/2017  Clean Water Act and NPDES presentation for UWS  48  presented on clean water act and NPDES, discussed stormwater infrastructure, pollution, prevention, and permitting  City of Superior

11/29/2017  Noon Shore School Leg League, Presenting Noon Shore School  17  Presentation on storm and sanitary sewers and how these systems function  City of Duluth

11/30/2017  Citizen Science panel discussion  Duluth Folk School  15  City of Superior, Duluth, Superior SLRE and Lake Superior, the changes they’ve seen in the area, and the role of residents in keeping it clean.  City of Duluth

December

12/5/17  Engineering dept - annual stormwater training  Cloquet - City Hall  5  Topics covered - IDDE, Parks & Grounds, Fleet maintenance, street maintenance  City of Cloquet

12/7/17  Street dept - annual stormwater training  Cloquet - City Hall  12  Topics covered - IDDE, Parks & Grounds, Fleet maintenance, street maintenance  City of Cloquet

12/7/17  Police Dept - annual stormwater training  Cloquet - Police Dept  25  Topics covered - IDDE  City of Cloquet

12/14/17  Namadi Watershed Wrap-Up Meeting  Village of Superior Town Hall  9  Discussed future planning process for the region (Western Douglas Co. 3-Key Element Plan) and solicited participation in the stakeholder groups  City of Superior, Douglas Co.

12/15/17  Utility dept - annual stormwater training  Cloquet - City Hall  6  Topics covered - IDDE, Parks & Grounds, Fleet maintenance, street maintenance  City of Cloquet

12/15/17  Station Two - annual stormwater training  Cloquet - Station Two  5  Topics covered - IDDE, Parks & Grounds, Fleet maintenance, street maintenance  City of Cloquet

12/20/17  RSPT meeting  City of Duluth - City Hall  14  RSPT meeting  City of Duluth

63,934 Total Reach for RSPT in 2017
www.LakeSuperiorStreams.org in 2017 continued a trend of increasing use since 2011, with the highest usage to date since it began in late 2002. It was still used more in Spring and Fall, presumably from student/teacher use. Overall website activity in 2017 totaled 4.6 million requests (similar to “hits” or “visits”) and 1.8 million page requests (i.e. webpages downloaded).
Advertisement for June 2017 Public Stormwater meeting

Audience: 1 citizen (elected official, attended to learn more)
Advertisement for November 2017 Sustainability Fair (stormwater booths featured)

Audience: 100+ UMD students, staff, faculty

November 9th 10-1pm Rafters Caramel Apple Bar Presentation by Peace Coffee Fun and games for all!
On #stormwater, Chemistry & Advanced Materials Sci building (CAMS) = visible swales, to put sustainability on display. #BuildingGreen17

Butterflies and 🐝 everywhere on the rain gardens along pedestrian/bike path to Woodland Ave today! #fallflowers #nativeplants #stormwater
Bees are busy working on May Night salvia along the Woodland path. This perennial tolerates cold weather & clay soils, so it thrives at UMD!

Rainy days @UMNDuluth are great for planting TREES! Dozens of new trees are being planted today around campus. Thanks @UMD_FM Grounds crew!
UMD students practice a stormwater planning prez @UMDNRR11 today, to prep for Sustainability & Energy Expo @UMNionE next week! #readytorock

Dirty snowbanks leave behind grit. Rest assured @UMNDuluth puts snow piles where runoff is filtered before entering streams! #WaterWednesday

Students Tackle Stormwater umdsustain.wp.d.umn.edu/students-tackli...
Plastic: Water’s Worst Enemy?
umdsustain.wpd.umn.edu/plastic-waters...

Stormwater planning @UMDNRRI & student sustainability engagement presented by @UMNDuluth students at sustexpo17 learn lead share

Warmer weather = melting snow & ice. If you see debris outside, pick it up & dispose of it properly. Keep your local bodies of water clean!

What are the top three water issues you want @GovMarkDayton and @tinalflintsmith to know about? #MNWaterSummit

12:03 PM - 14 Feb 2017

2/10 PM - 7 Apr 2017

2:43 PM - 24 Jan 2017
MEMORANDUM OF UNDERSTANDING

to establish a
REGIONAL STORMWATER PROTECTION TEAM

A. INTRODUCTION
This Memorandum of Understanding (MOU) formalizes coordination of the Regional Stormwater Protection Team (RSPT), an information networking task force of agencies and jurisdictions including, but not limited to the signatory entities listed, established in April, 2004.

The RSPT mission is to protect and enhance the region's shared water resources through stormwater pollution prevention by providing coordinated educational programs and technical assistance. Team members are committed to preventing and resolving issues of mutual concern for environmental protection on a regional watershed scale. This commitment is reinforced by policies internal to each agency. To sustain long-term commitment, the signatories agree to establish and implement the Interagency Stormwater Pollution Prevention Initiative described herein.

The goals of this initiative are to foster stormwater pollution prevention as the preferred environmental protection strategy within local and state agencies and to support and promote similar efforts within the private sector. Benefits of working together include offering a focal point for stormwater pollution prevention, reducing expenses by sharing knowledge and resources, minimizing duplication of effort and increasing grant application success, all of which will help significantly enhance the protection of Lake Superior, the St Louis River and Estuary and their tributaries.

In the spirit of these objectives, the agencies and entities represented by the signatories on this document agree to maintain a cooperative working relationship to promote stormwater pollution prevention.

This MOU does not create enforceable legal obligations, but rather is an expression of intent by the signatories to work together as partners to reduce stormwater pollution.

Nothing in this agreement is intended, nor shall it act in any way to alter, impede, or interfere with the authorities and procedures of the member agencies and entities involved in carrying out their regulatory and law enforcement responsibilities or their individual missions.

B. PURPOSE
Through this document, the members of the Regional Stormwater Protection Team establish a common agenda to work together on pollution prevention objectives and specific goals in a
cost effective and consistent manner. Successful implementation of this collaboration effort will help to:

- Incorporate stormwater pollution prevention measures into local jurisdiction and agency programs and planning.
- Avoid a piecemeal approach to stormwater pollution prevention and program development.
- Share resources for stormwater pollution prevention projects.
- Provide consistent and regionally appropriate environmental messages.
- Improve communication and interrelationships between agencies and local jurisdictions.
- Support existing RSPT member agency and entity missions and partnership agreements.
- Reduce stormwater peak flows and pollutant loads within the Western Lake Superior Watershed.
- Work to enhance citizen knowledge about stormwater pollution prevention.

C. AREAS OF AGREEMENT:

The signatories agree to promote stormwater pollution prevention and pursue issues of mutual concern. In particular, the parties will strive to:

1. Seek opportunities to collaborate on stormwater pollution prevention projects of mutual interest, to demonstrate pollution prevention technologies and techniques.
   a) Stage periodic environmental show and tell events.
   b) Develop educational materials and co-sponsor workshops focused toward specific audiences.
   c) Maintain an information clearinghouse.
   d) Identify areas where policies conflict and may need to be revised to achieve goals.
   e) Develop collaborative grant proposals.

2. Share information on stormwater pollution prevention technologies and techniques through periodic meetings and joint training programs.
   a) Share strategies and progress in implementation.
   b) Provide relevant technology updates.
   c) Participate in environmental roundtable discussions.
   d) Share innovative ideas.

3. Demonstrate watershed-wide environmental leadership in stormwater pollution prevention.
   a) Promote stormwater pollution prevention through press releases and other interpretive programs conducted by participating agencies.
   b) Enhance watershed-wide efforts to increase communications and education about the importance of stormwater pollution prevention.

4. Seek opportunities to eliminate or reduce stormwater pollution and encourage use of efficient pollution prevention technologies and techniques.
a) Identify root causes of stormwater pollution and take steps to reduce or eliminate wastes through stormwater pollution prevention techniques.
b) Identify and overcome barriers to adoption of stormwater pollution prevention practices.
c) Educate the general citizenry about stormwater pollution prevention through formal and informal education.

5. Cooperate in evaluating stormwater pollution prevention generally.
   a) Evaluate needs and goals of participating agencies.
   b) Determine what information is required to meet goals and needs.
   c) Measure progress in reducing stormwater pollution.

6. Collaborate to seek funding to develop and demonstrate environmentally benign and beneficial alternatives to current non-sustainable practices.

D. ORGANIZATION STRUCTURE (see Attachment A)
Each participant shall designate at least one contact to monitor pollution prevention coordination activities within their jurisdiction. These individuals shall provide input to the RSPT on the initiative. The RSPT will oversee the development and implementation of the interagency initiative to facilitate communication and coordination on stormwater pollution prevention.

Members include MS4 (dues paying and voting) and non-MS4 (non-dues paying and non-voting) members.

The RSPT meets regularly. All ideas are encouraged and welcome. Appropriate projects, workgroup formations, and courses of action are determined by a consensus of the members.

E. CHANGES TO THE AGREEMENT:
Amendments or additional appendices may be developed and implemented by mutual written agreement of the signatories at any time without renegotiating the entire MOU. A party may also terminate its participation in this agreement after providing 30 days written notice to the other parties.

F. EFFECTIVE DATE OF AGREEMENT:
This agreement is effective on the date of the signature of the entity and will remain in effect for all parties unless and until they choose to formally terminate.

G. SIGNATORIES
Attachment A

BY-LAWS

Regional Stormwater Protection Team Operational Structure

The Regional Stormwater Protection Team shall work in the following areas:

I. Data collection and analysis
   A. Develop and maintain regional audiences’ mailing lists and list of groups, organizations and trade associations.
   B. Develop and maintain a measurement system that analysis and assays outreach and communication efforts.

II. Outreach
   A. Develop a joint stormwater pollution prevention message and share it with companies, organizations, associations and the general citizenry.
   B. Develop and maintain educational materials to achieve awareness and compliance on a cooperative basis from citizens and businesses.

III. Communication
   A. Meet monthly to discuss stormwater pollution prevention issues facing the region.
   B. Communicate status of local, regional, state or national activities.
   C. Communicate on the status of specific regulatory decisions to the extent such decisions affect development of a regional stormwater pollution prevention management system.
   D. Develop technical assistance roundtable discussion groups.
   E. Share information about current and planned written materials.
   F. Develop additional relationships with related groups and organizations.

IV. Organization
   A. Chairperson: This position will serve no less than 12 months and is responsible for organizing and leading meetings.
   B. Vice Chair: This position will serve no less than 12 months and will prepare to serve as chair for the following 12 months.
   C. Fiscal Agents: Fiscal Agents identified in each successful grant application will prepare and present periodic fiscal statements to the Team.
   D. Treasurer: This position will serve no less than 12 months. The treasurer shall track and keep all finances related to the RSPT budget and update the group at regular meetings.
   D. Secretary: This position will serve for no less than 12 months and is responsible for keeping and distributing meeting minutes to the Chair / Co-Chairs for distribution.
MEMORANDUM OF UNDERSTANDING  
to establish a  
REGIONAL STORMWATER PROTECTION TEAM

A. INTRODUCTION  
This Memorandum of Understanding (MOU) formalizes coordination of the Regional Stormwater Protection Team (RSPT), an information networking task force of agencies and jurisdictions including, but not limited to the signatory entities listed, established in April, 2004.

The RSPT mission is to protect and enhance the region's shared water resources through stormwater pollution prevention by providing coordinated educational programs and technical assistance. Team members are committed to preventing and resolving issues of mutual concern for environmental protection on a regional watershed scale. This commitment is reinforced by policies internal to each agency. To sustain long-term commitment, the signatories agree to establish and implement the Interagency Stormwater Pollution Prevention Initiative described herein.

The goals of this initiative are to foster stormwater pollution prevention as the preferred environmental protection strategy within local and state agencies and to support and promote similar efforts within the private sector. Benefits of working together include offering a focal point for stormwater pollution prevention, reducing expenses by sharing knowledge and resources, minimizing duplication of effort and increasing grant application success, all of which will help significantly enhance the protection of Lake Superior, the St Louis River and Estuary and their tributaries.

In the spirit of these objectives, the agencies and entities represented by the signatories on this document agree to maintain a cooperative working relationship to promote stormwater pollution prevention.

This MOU does not create enforceable legal obligations, but rather is an expression of intent by the signatories to work together as partners to reduce stormwater pollution.

Nothing in this agreement is intended, nor shall it act in any way to alter, impede, or interfere with the authorities and procedures of the member agencies and entities involved in carrying out their regulatory and law enforcement responsibilities or their individual missions.

B. PURPOSE  
Through this document, the members of the Regional Stormwater Protection Team establish a common agenda to work together on pollution prevention objectives and specific goals in a
cost effective and consistent manner. Successful implementation of this collaboration effort will help to:

- Incorporate stormwater pollution prevention measures into local jurisdiction and agency programs and planning.
- Avoid a piecemeal approach to stormwater pollution prevention and program development.
- Share resources for stormwater pollution prevention projects.
- Provide consistent and regionally appropriate environmental messages.
- Improve communication and interrelationships between agencies and local jurisdictions.
- Support existing RSPT member agency and entity missions and partnership agreements.
- Reduce stormwater peak flows and pollutant loads within the Western Lake Superior Watershed.
- Work to enhance citizen knowledge about stormwater pollution prevention.

C. AREAS OF AGREEMENT:
The signatories agree to promote stormwater pollution prevention and pursue issues of mutual concern. In particular, the parties will strive to:

1. Seek opportunities to collaborate on stormwater pollution prevention projects of mutual interest, to demonstrate pollution prevention technologies and techniques.
   a) Stage periodic environmental show and tell events.
   b) Develop educational materials and co-sponsor workshops focused toward specific audiences.
   c) Maintain an information clearinghouse.
   d) Identify areas where policies conflict and may need to be revised to achieve goals.
   e) Develop collaborative grant proposals.

2. Share information on stormwater pollution prevention technologies and techniques through periodic meetings and joint training programs.
   a) Share strategies and progress in implementation.
   b) Provide relevant technology updates.
   c) Participate in environmental roundtable discussions.
   d) Share innovative ideas.

3. Demonstrate watershed-wide environmental leadership in stormwater pollution prevention.
   a) Promote stormwater pollution prevention through press releases and other interpretive programs conducted by participating agencies.
   b) Enhance watershed-wide efforts to increase communications and education about the importance of stormwater pollution prevention.

4. Seek opportunities to eliminate or reduce stormwater pollution and encourage use of efficient pollution prevention technologies and techniques.
a) Identify root causes of stormwater pollution and take steps to reduce or eliminate wastes through stormwater pollution prevention techniques.

b) Identify and overcome barriers to adoption of stormwater pollution prevention practices.

c) Educate the general citizenry about stormwater pollution prevention through formal and informal education.

5. Cooperate in evaluating stormwater pollution prevention generally.
   a) Evaluate needs and goals of participating agencies.
   b) Determine what information is required to meet goals and needs.
   c) Measure progress in reducing stormwater pollution.

6. Collaborate to seek funding to develop and demonstrate environmentally benign and beneficial alternatives to current non-sustainable practices.

D. ORGANIZATION STRUCTURE (see Attachment A)
Each participant shall designate at least one contact to monitor pollution prevention coordination activities within their jurisdiction. These individuals shall provide input to the RSPT on the initiative. The RSPT will oversee the development and implementation of the interagency initiative to facilitate communication and coordination on stormwater pollution prevention.

Members include MS4 (dues paying and voting) and non-MS4 (non-dues paying and non-voting) members.

The RSPT meets regularly. All ideas are encouraged and welcome. Appropriate projects, workgroup formations, and courses of action are determined by a consensus of the members.

E. CHANGES TO THE AGREEMENT:
Amendments or additional appendices may be developed and implemented by mutual written agreement of the signatories at any time without renegotiating the entire MOU. A party may also terminate its participation in this agreement after providing 30 days written notice to the other parties.

F. EFFECTIVE DATE OF AGREEMENT:
This agreement is effective on the date of the signature of the entity and will remain in effect for all parties unless and until they choose to formally terminate.

G. SIGNATORIES

Revised 2/15/2017
Attachment A

BY-LAWS

Regional Stormwater Protection Team Operational Structure

The Regional Stormwater Protection Team shall work in the following areas:

I. Data collection and analysis
   A. Develop and maintain regional audiences’ mailing lists and list of groups, organizations and trade associations.
   B. Develop and maintain a measurement system that analysis and assays outreach and communication efforts.

II. Outreach
   A. Develop a joint stormwater pollution prevention message and share it with companies, organizations, associations and the general citizenry.
   B. Develop and maintain educational materials to achieve awareness and compliance on a cooperative basis from citizens and businesses.

III. Communication
   A. Meet monthly to discuss stormwater pollution prevention issues facing the region.
   B. Communicate status of local, regional, state or national activities.
   C. Communicate on the status of specific regulatory decisions to the extent such decisions affect development of a regional stormwater pollution prevention management system.
   D. Develop technical assistance roundtable discussion groups.
   E. Share information about current and planned written materials.
   F. Develop additional relationships with related groups and organizations.

IV. Organization
   A. Chairperson: This position will serve no less than 12 months and is responsible for organizing and leading meetings.
   B. Vice Chair: This position will serve no less than 12 months and will prepare to serve as chair for the following 12 months.
   C. Fiscal Agents: Fiscal Agents identified in each successful grant application will prepare and present periodic fiscal statements to the Team.
   D. Treasurer: This position will serve no less than 12 months. The treasurer shall track and keep all finances related to the RSPT budget and update the group at regular meetings.
   D. Secretary: This position will serve for no less than 12 months and is responsible for keeping and distributing meeting minutes to the Chair / Co-Chairs for distribution.
Memorandum of Understanding (Revised 2/15/2017)

Signatory Page

The Regional Stormwater Protection Team mission is to protect and enhance the region's shared water resources through stormwater pollution prevention by providing coordinated educational programs and technical assistance. Clean Stormwater is Superior Water.

By signing the Memorandum of Understanding your agency becomes an official member of the Regional Stormwater Protection Team (RSPT) and is able to submit all outreach activities the RSPT participated in as part of your municipality's Municipal Separate Storm Sewer System (MS4) annual report. Public education and outreach activities are a required permit activity and are a critical component of stormwater pollution prevention.

John Rashid, University of MN Duluth
Director - Facilities Management

Date: 3/27/17