

Public Education and Outreach Plan:

To annually inform all property owners within LeSauk Township with a combined newsletter and flyer about the Township's Annual Meeting, Cleanup day, and cover topics such as illicit discharge detection and reporting, salt and deicing material storage, pet waste, and will include at least two other high priority stormwater topics.

Partner and support the Central MN Water Education Alliance in providing input in the creation of new stormwater related messaging and materials and help direct their professional stormwater advertising campaign. Also, to utilize their materials to advance the stormwater education and outreach program of the Township.

Person Responsible – Jeff Westerlund, Township Supervisor

Permit Requirements for 2020-2025.

16.3 - During the permit term, the permittee must distribute educational materials or equivalent outreach focused on **at least two (2) specifically selected stormwater-related issues of high priority** to the permittee (e.g., specific TMDL reduction targets, changing local business practices, promoting adoption of residential BMPs, lake improvements through lake associations, household chemicals, yard waste, etc.). The topics must be different from those described in items 16.4 through 16.6. [Minn. R. 7090]

16.4 - **At least once each calendar year**, the permittee must distribute educational materials or equivalent outreach focused on **illicit discharge recognition and reporting illicit discharges** to the permittee. [Minn. R. 7090]

16.5 - For cities and townships, **at least once each calendar year**, the permittee must distribute educational materials or equivalent outreach to residents, businesses, commercial facilities, and institutions, focused on the following:

- a. impacts of deicing salt use on receiving waters;
- b. methods to reduce deicing salt use; and
- c. proper storage of salt or other deicing materials. [Minn. R. 7090]

16.6 - For cities and townships, **at least once each calendar year**, the permittee must distribute educational materials or equivalent outreach focused on pet waste. The educational materials or equivalent outreach must include information on the following:

- a. impacts of pet waste on receiving waters;
- b. proper management of pet waste; and
- c. any existing permittee regulatory mechanism(s) for pet waste. [Minn. R. 7090]

16.7 - The permittee must develop and implement an education and outreach plan that consists of the following:

- a. target audience(s) (e.g., residents, businesses, commercial facilities, institutions, and local organizations; consideration should be given to low-income residents, people of color, and non-native English speaking residents. A resource to help identify these areas is available on the Agency's environmental justice website);
- b. name or position title of responsible person(s) for overall plan implementation;
- c. specific activities and schedules to reach each target audience; and
- d. a description of any coordination with and/or use of stormwater education and outreach programs implemented by other entities, if applicable. [Minn. R. 7090]

16.8 - The permittee **must document** the following information:

- a. a description of all specific stormwater-related issues identified by the permittee in item 16.3;
- b. all information required under the permittee's education and outreach plan in item 16.7;
- c. activities held, including dates, to reach each target audience;

d. quantities and descriptions of educational materials distributed, including dates distributed; and
e. estimated audience (e.g., number of participants, viewers, readers, listeners, etc.) for each completed education and outreach activity. [Minn. R. 7090]