



**City of Detroit Lakes**

1025 Roosevelt Ave., P.O. Box 647 Detroit Lakes, MN 56502

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## **MS4 EDUCATION AND OUTREACH PLAN**

### **Introduction**

The City of Detroit Lakes Storm Water Pollution Prevention Plan (SWPPP) Minimum Control Measure (MCM) 1 addresses public education and outreach. The following plan determines the education focus for the current permit cycle through 2025 and the programs and tools to be implemented in educating the public about their roles in the protection, preservation and management of water resources.

### **Target Audience**

Educational needs are dependent on the target audience. Each target audience plays a different role in the protection, preservation and management of water resources. Thus, programs and tools are tailored to different target audiences. This plan lays out the priority area education programs and tools according to the target audiences listed below.

- Local Officials & Decision makers: appointed/elected officials such as city councils and planning commissions.
- Staff: planners, engineers, and public works staff.
- Homeowners/Landowners: citizens and students

### **Topic Areas/Issues of Concern**

- For citizens we want to increase awareness of protecting and improving the water quality of our lakes, streams and wetlands in the watershed through the proper handling of yard waste and the benefits of rain gardens.
- For public works staff we want to increase awareness on illicit discharges, illicit discharge detection and municipal operations best management practices (BMPs) concerning ice control operations with chloride.
- For students and families we want to increase awareness through fun facts and information that encourages the adoption of wonderful environmental values and positive lifelong stewardship roles (Water Festival).

### **Responding to Public Comments**

- The appropriate City staff will provide a response to any comments received regarding the SWPPP within three business days, if possible, given the nature of the comment. The public comment and City response will be saved in the SWPPP binder or digital folder of the latest or most applicable program plan or annual report.

### **Timeline, Methods and Responsibilities**

- Annually
  - The City of Detroit Lakes staff will prepare a presentation to the City Council, or provide an update to the City Administrator, on an annual basis to explain the past progress towards implementing the SWPPP provisions and what is planned for the upcoming year. This presentation will be used as an opportunity to increase Council, and/or City Administrator, on awareness of storm water runoff issues and justify the importance of implementing the SWPPP provisions. The City will cover issues relating to each of the six minimum control measures in the presentation.
- Annually
  - The City will conduct an annual public meeting to receive public opinion on the adequacy and effectiveness of the SWPPP program, and serve as an opportunity to provide public awareness of stormwater runoff issues.
- Annually
  - The City of will conduct annual employee training for the public works staff to educate employees on how to prevent and reduce stormwater pollution from activities such as park and open space maintenance, and MS4 maintenance activities in general.
- Ongoing
  - City Website and Facebook – Storm Water Education Page: The City will maintain a stormwater web page, which provides the audience with general information regarding the effects of polluted stormwater, prevention techniques, and resources for additional information. As a goal, the City will provide information on the website to address each of the six minimum control measures. Also, the City plans to post the approved SWPPP on the website for public viewing.
- Ongoing
  - The City will accept phone calls and other correspondence to report illicit discharge, provide comments regarding the SWPPP, and report construction site sedimentation and erosion violations. All comments received will be routed to the appropriate staff person. Comments will be reviewed by City staff, SWPPP revisions will be conducted as appropriate, and responses to each comment will be provided in the annual report. Also, the City will incorporate their existing complaint procedures and filing system to document calls.