

Issue



Cities asked to be stormwater educators

The Minnesota Stormwater Permit requires 150 cities and other local units of government to educate on stormwater pollution prevention.

Education is to extend beyond the general public reaching such other audiences as design professionals, construction trades, facility managers, and municipal staff.

A daunting tasks for cities who have little staff for, or experience in, educational programming!

Vision

Bring efficiency and consistency to stormwater education

Stormwater pollution prevention messages cities need to share are largely similar, making collaboration logical.

Metro WaterShed Partners, an association of 40 water resource educators in the Twin Cities, has undertaken the *Minnesota Water – Let's Keep it Clean* program to facilitate collaboration by:

1. Making ready-to-adapt educational materials available.
2. Placing messages in mass media.
3. Assuring message consistency.



MINNESOTA WATER
LET'S KEEP IT CLEAN

Activities



Fall ad in daily papers

Quirky lake obituary ad ran five times total in Twin Cities' two daily papers. Story picked up by television and radio news. Ad placement cost = \$1,500



Spring ad in weekly papers

Green crayon ad placed in eleven Twin Cities weekly community papers. Ad placement cost = \$3,000



Spring radio ads and PSAs

Paid "Algae World" radio ads and PSAs, and paid sponsorships on Public Radio. Total of 800 placements. Ad placement cost = \$16,000.



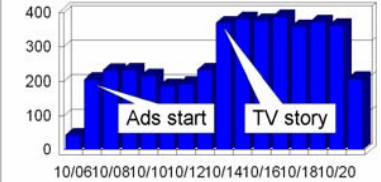
Resource center website

Both a resource for general public and for stormwater educators. All communications direct people to www.cleanwatermn.org

Results

Website visits

Fall = 4,300 Spring = 1,500



Fall website activity

Funds

Total grant = \$110,000 (1.5 years)
Product creation & placement = \$77,000

Continuation funding:
Not secured - strategies include:

- Corporate sponsorship of website
- City supported media campaign via annual fee
- State funding via stormwater program

MINNESOTA WATER – LET'S KEEP IT CLEAN; A Twin Cities Stormwater Education Collaboration

Collaborators:

Metro WaterShed Partners – Project Oversight
Periscope Inc., Minneapolis – Media/Creative Consultant
Minnesota Office of Environmental Assistance – Funding
Minnesota Pollution Control Agency – Funding
Twin Cities Metropolitan Council - Funding

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