

2006 Work Plan Alternative Shoreland Standards Education and Outreach

Tasks

- ❖ Assemble a Steering Committee to develop and guide an education and outreach process. (Once formed, this group can help with many of the other tasks). **{End of January}**
- ❖ Develop and implement tracking system for alternative standards inquiries, LGUs adopting the new provisions, assistance provided by staff, number of hits on the website, handouts of alternative standards, and presentations made. **{January}**
- ❖ Revise and maintain the website to reflect continuous outreach and education efforts **{January}**
 - A place to go to learn about the alternative standards
 - New brochures based on topics in the alternative standards
 - Power point presentations
 - FAQ's, comments ("Quotes")
 - "Question of the month"
 - List of LGUs that have adopted provisions within the alternative standards
 - Calendar of events, workshops, etc.
- ❖ Develop, on an ongoing basis, news releases and regular articles on the shoreland alternative standards. **{January}**
- ❖ Conduct area hydro. Training and other divisional training. **{Jan.-Feb.}**
- ❖ Develop a list of organizations and LGUs that we should plug into and provide our information and message so they can distribute through their organizational structure. **{February}**
- ❖ Provide information briefings to the 5 county boards on the alternative standards, as agreed. **{Feb.-March}**
- ❖ Develop a set of comparative documents highlighting the new improvements compared to the existing standards. **{March}**
- ❖ Develop SONAR-like document providing scientific background and rationale for the alternative standards. **{mid-March}**
- ❖ Develop comparison subdivision examples; lot block, conservation subdivision and PUDs. **{April}**

- ❖ Develop illustrative photo sets – what we want our lakes to look like. Mike Duval graphic on fish habitat as an example. **{April}**
- ❖ Assemble training materials, standalone power point presentations of different versions for different audiences (to include good visuals, picture drawings, and graphics). **{April}**
- ❖ Conduct Public Information sessions on the alternative standards. **{April thru Sept.}**
- ❖ Attend and present the alternative standards at Fall Conferences; AMC, MLA, Area Planners, etc. **{Fall '06}**
- ❖ Provide information briefings to the cities and townships in the 5-county area on the alternative standards. **{March-April}**
- ❖ Conduct informational training for other agencies such as PCA, BWSR, MN Ext. **{as time permits & interest}**

Sources of Help

Internal

- ⇒ Lakes Assistance Coordinator (New position in Region 2)
- ⇒ Dawn Flynn (Stewardship Education Coord.) - has been assigned to help.
- ⇒ Jean Goad (R2 Public Affairs Officer) – has been assigned to provide communication, news releases and other updates.
- ⇒ I & E (Adele Smith, Creative Services Supervisor)
- ⇒ Paul Radomski and Dave Milles (until June 30, 2006)
- ⇒ Mike Duval (Fisheries) providing assistance
- ⇒ DNR Waters Staff
- ⇒ Limited field assistance through expression of interest.

External

- ⇒ SL Advisory Committee members that offered help
- ⇒ NCPL Steering Committee members
- ⇒ NCPL Stakeholders
- ⇒ Organizations volunteering assistance: Association of Townships, MACPZA, Realtors, Contractors Assoc., and Builders Assoc., Minn. Waters

Financial Sources

- ⇒ Some sources of funding to help from outside: MLA, Initiative Foundation, etc.
- ⇒ Dave Wright – Fish & Wildlife Grant funds