

- 1) Groundwater
 - a) Message Mediums
 - i) Website (page/content development)
 - ii) Newsletter
 - iii) Utility Bill Insert
 - iv) QCTV
 - b) Timeline
 - i) Website—page and content development
 - (1) June/July – continued as new information is available and/or developed
 - ii) Newsletter (target next full issue, August/September, for 1st article)
 - (1) Article development (June to early July)
 - (a) Groundwater basics (what is it, where is it)
 - (b) Consumption (information on annual and monthly consumption), Rates, and Conservation Practices
 - (c) Impacts of Aquifer Depletion (e.g. White Bear Lake, Surface Water Treatment Plant)
 - (d) Review of Current Standards to Reduce Pressure on Aquifer(s)
 - iii) Utility Bill Insert (2nd Quarter Billing 2016)
 - (1) Water Conservation Tips/Reminders
 - (a) This would serve as a quick reminder heading into next year's irrigation season about the importance of conservation practices, what City requirements are (even/odd sprinkling days, timeframes, etc.)
 - iv) QCTV (Late Fall/Early Winter 2015)
 - (1) Overview of information compiled for newsletter articles.

- 2) Stormwater
 - a) Message Mediums
 - i) Website (page/content development)
 - ii) Newsletter
 - iii) Community Event(s)
 - iv) QCTV
 - b) Timeline (TBD)
 - i) Website—page and content development and/or enhancement, creating a ‘clearinghouse’ for stormwater information
 - (1) Much information exists, whether on the City’s site or through the DNR, Anoka County (Know the Flow), Pollution Control Agency, etc.
 - ii) Newsletter
 - (1) Article development
 - (a) What is Stormwater
 - (b) Management Requirements
 - (c) Stormwater Management Charge Explanation
 - (d) Impacts (degradation of surface waters such as lakes, rivers, streams, wetlands)
 - (e) Best Management Practices
 - (f) What the Public can do to Help
 - iii) Community Event(s)
 - (1) Happy Days
 - (a) Develop content for display board
 - iv) QCTV