



# NATIONAL WORKSHOP TO ADVANCE STATE TMDL PROGRAMS

## Stakeholder Communications: Lessons Learned from Minnesota



*Jeff Risberg, Minnesota Pollution  
Control Agency*

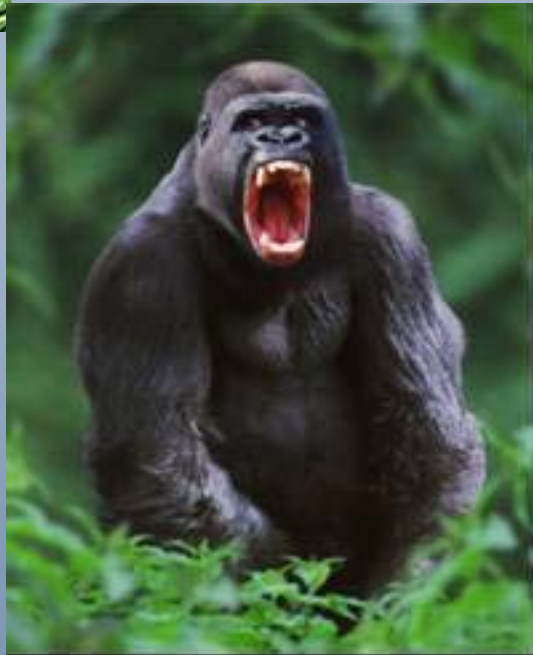
*June 2008*



# Key Objectives in Stakeholder Communications

- Establish Legitimacy
- Understand Stakeholder Needs and Expectations
- Strive for Full Participation at all levels
- Build Shared Responsibility for Results

# Challenge: Striking a balance between...



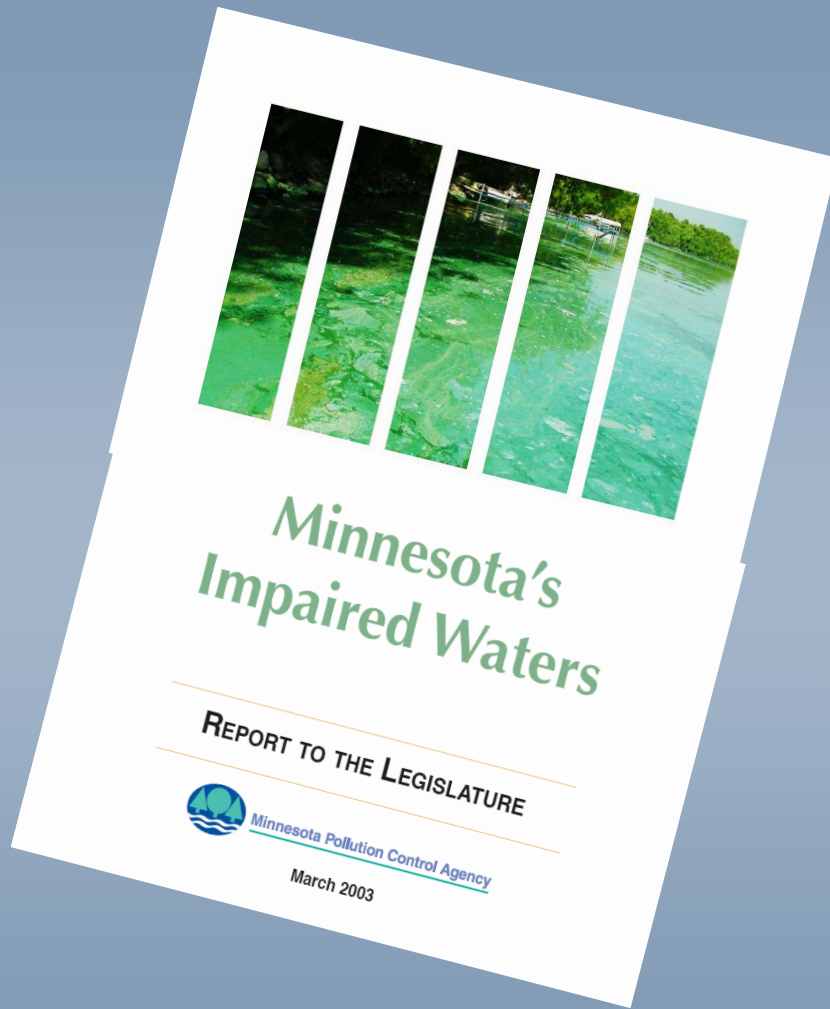
# Statewide Example: Clean Water Legacy Act



*The Auditor is your friend???*



# Legacy Act History: A Case Study on the Power of Partnerships



Impaired Waters  
Stakeholder Process

**POLICY FRAMEWORK**  
July 2003 – February  
2004

**MINNESOTA  
> ENVIRONMENTAL <  
INITIATIVE**



# Stakeholder process

- Governor outlined clean water vision in June 2003
- Policy Work Group organized (“Group of 16”)
- Partners Group (“Group of 40”)
- Public Stakeholder Input Group (200+)
- **Process essential to:**
  - bring diverse interests to the table
  - reach consensus on policy framework



# Stakeholder Groups

- Business
- Ag producer groups
- Environmental organizations
- Educational institutions
- Tribal governments
- Soil and Water Conservations Districts
- Watershed Districts
- Local units of government
- State agencies
- Federal agencies



# Stakeholder products

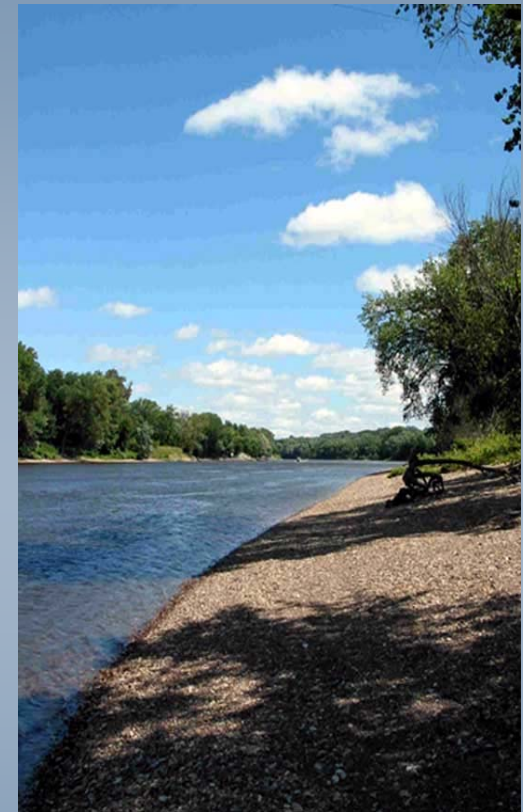
- Drafted Legislation and Funding Options - \$80 million+ per year:
  - Assessment
  - TMDL
  - Restoration
  - Protection
- Developed Policy Framework for Program
- Proposed Clean Water Council





# Passage of Clean Water Legacy Act

- Passage in 2006
- Provided \$25 million for FY07, \$54 million FY08-09 for:
  - Monitoring
  - TMDLs
  - Restoration
  - Protection
- New policies/priorities
- Clean Water Council





# Summary: Keys to Legacy's Success

- “Sticks” gave it Legitimacy:
  - Federal Requirement
  - Impairments are growing: ~40% of assessed waters found to be impaired
  - **Impacts on Economic Growth and Lawsuits**
  - Fear of Regulation
- “Carrots” met Needs and Expectations :
  - Met needs of Large Coalition of diverse interests – something for everybody
  - Provided Local Capacity – funding for 3<sup>rd</sup> Party TMDLs, protection and restoration
  - Met public's top priority - Water Quality.

# Keys to Success at the Local Level





# Shingle Creek Chloride TMDL

- Needs and Expectations: 3<sup>rd</sup> Party TMDL
- Full Participation: Early and Ongoing Involvement
- Begin with the End in Mind: Implementation discussed throughout TMDL development
- Shared Responsibility: Stakeholders craft solutions that work for them and draft implementation plan (required for funding per Legacy Act)
- Peer Pressure: Leaders emerged that stretched others
- Voluntary Market Incentives for private parties



# Parting Thoughts: How can EPA help?

- Flexibility: Allow more flexibility to help regulated stakeholders build solutions that work
- Marketing: Fund good examples of success and market them nationally
- “Circuit Riders”: They have credibility that can help build trust with stakeholders
- Other ideas?



# Questions?

