

# Information Item: Governor's 25x25 Initiative



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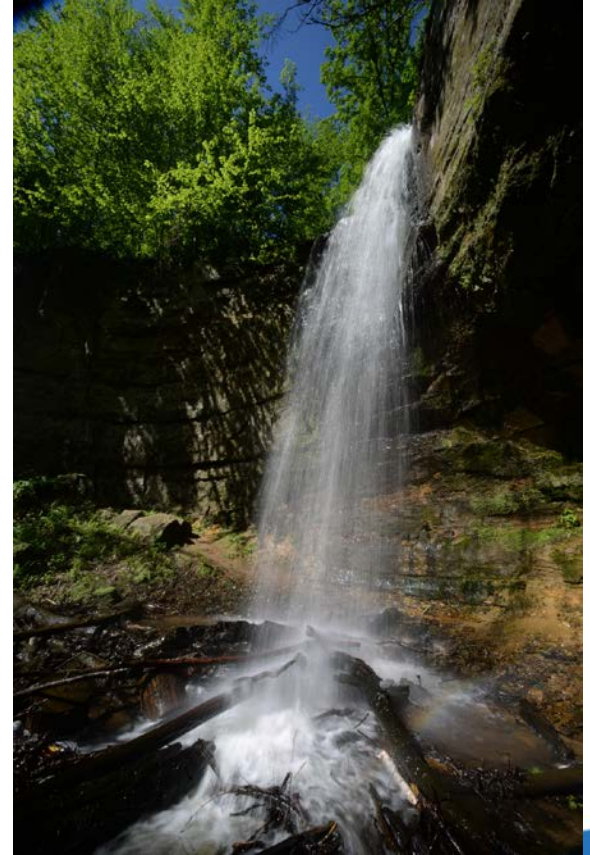
# 25x25 Initiative

Governor's goal: 25% improvement in Minnesota's water quality by the year 2025



# Who's Involved

- Lead by Environmental Quality Board
- Department of Health
- Department of Agriculture
- Pollution Control Agency
- Metropolitan Council
- Department of Natural Resources
- Board of Water and Soil Resources
- Public Facilities Authority



# Why?

Governor Dayton would like to drive a clean water ethic in the state, bringing together all Minnesotans to address our water quality challenges with an ambitious, achievable goal.





# What is the 25x25 initiative?

1. A call to action to provide flexible goals for each of Minnesota's eight local watershed regions
2. Individual regions (based on SWCD areas through the state) will decide what pollutants to address and strategies to deploy
3. No new regulations



# 25x25 Initiative Process

- Citizen engagement
- Compilation report of all gathered feedback
- Governor's Summit early next year
- Legislation and other initiatives proposed by governor in 2018



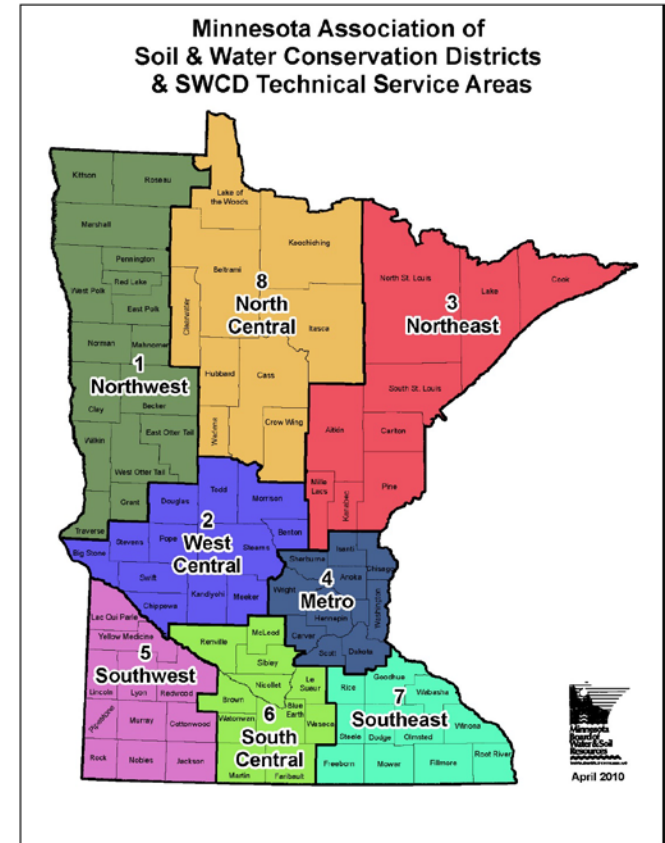
# What does success look like?

- Each region defines the 25% improvement
- Strategic water quality policy initiatives proposed for 2018 session



# What is happening this year?

- Civic engagement
  - Regional activities
  - Citizens to work together to identify priorities
  - Create a shared vision of what a 25% improvement looks like
  - Develop strategies to get there





# Civic Engagement

- Town Hall events
- Regional targeted meetings
- Locally organized meetings



# Example 25% Improvement Goals

- 25% reduction in
  - phosphorus levels in our lakes
  - beach closures
  - days when recreation is impaired by algae blooms
  - road salt use
  - water use
- 25% increase in
  - native vegetated buffers
  - agriculture lands in cover crops or perennial vegetation
  - number of private wells tested

# State Organized Town Hall Events

- 3 in the metro
  - Minneapolis- September 26
  - Burnsville- October 4
  - East Metro- October 5
- For the general public
- Brief presentations + small group discussion with state agency leadership
- Collect written input on 25x25 goals from participants

# State Organized Regionally Targeted Meetings

- Closely follow Town Halls
- With key allies, water professionals, interest groups
- Gather feedback on 25% goals and policy ideas





# Locally Organized Community Water Meetings

- Citizens and local governments host discussions
- Anyone can organize: faith groups, rotary clubs, neighborhood associations
- Access to regionally specific materials and a discussion guide online
- Submit information from the discussion guide online

# Ways to Participate

- Attend Town Halls late September/early October
- Host your own community water meeting
  - Staff available to provide support
- Encourage others you know to host a community water meeting



# Questions?

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