



**CLFLWD**  
WATERSHED DISTRICT



# FOREST LAKE ALUM TREATMENT

## Education & Outreach Plan



DOCUMENT DATE

05/01/2023



# TABLE OF CONTENTS

## PURPOSE



The Forest Lake Alum Treatment Project will mark a milestone in achieving Forest Lake’s water quality goals resulting in cleaner and clearer Forest Lake.

The purpose of this document is to provide a detailed description of the timeline, efforts, and materials that will be utilized by the Comfort Lake–Forest Lake Watershed District (CLFLWD) to educate and engage District stakeholders in the upcoming alum treatment on Forest Lake. The District reserves the right to utilize adaptive management to make changes to this plan on an as-needed basis.

SECTION

### 01 Materials

Topics	04
Print Materials	04
Digital Materials	04

SECTION

### 02 Events

District Hosted Events/Meetings	06
Partner Hosted Events/Meetings	06

SECTION

### 03 Timeline

Gantt Chart	07-08
-------------	-------

SECTION

### 04 Resources

Project Staff	09
Online Resources	10

## SECTION 01

## MATERIALS



The District will develop, adapt, and distribute a wide variety of educational and informational materials regarding the Forest Lake Alum Treatment. These materials will come in a variety of formats for both print and digital use.

Education and outreach materials for this project will cover a variety of topics related to the Forest Lake Alum Treatment. The main objective for these materials is to communicate the **purpose** and expected **outcomes** of the alum treatment.

Materials may be added or removed at the discretion of District Staff.

Photo: Image of alum application barge on Moody Lake

## TOPICS

## Frequently Asked Questions

- » What is an alum treatment?
- » What is the purpose of an alum treatment?
- » When & where will the application occur?
- » What will the application look like?
- » Why wait until now to do the project?
- » Why is the project split over two years?
- » Why is the application only occurring on 2nd lake?
- » Is it safe for people, pets, and wildlife?
- » Is recreation allowed during the application? (swim, boat, fish, etc.)

## Managing Expectations

- » What does a healthy lake look like?
- » What other lakes have had alum treatments? (Moody, Shields, Bald Eagle)
- » What will Forest Lake look like after the treatment? (Immediate outcomes vs. long-term outcomes)
- » How will the plant community be affected?
- » How long will the results last?
- » Will shoreline property values be affected?

## PRINT MATERIALS

## Articles/Press Releases

- » East Metro Water Blog
- » Forest Lake Times
- » The Lowdown
- » The Peach
- » City Utility Mailer
- » FLLA Member E-mails

## Informational Materials

- » Newsletter
- » Postcards
- » Door hangers
- » Tri-fold brochures
- » Reference sheet for partners/agencies
- » Watercraft Inspector handouts

## Signage

- » Standing display for events/tabling
- » Barge signage
- » Brochure holder at public access
- » In-progress signage

## DIGITAL MATERIALS

## Social Media

- » Facebook  
Informational Posts & Updates
- » NextDoor  
Informational Posts & Updates
- » YouTube  
Video mini-series addressing FAQ and expectations

## Website

- » News section blog posts
- » Detailed Project Webpage with photo gallery and FAQ section
- » Home page pop-up alert
- » Project events & meetings included on calendar

## SECTION 02

## EVENTS

The District will host several educational and informational meetings and events prior to the Forest Lake Alum Treatment Project. In addition to these hosted events, the District will also attend several partner and community events to promote awareness of the project and answer questions.

Outreach events for the Forest Lake Alum Treatment Project will occur throughout the summer of 2023. The purpose of these events is to promote awareness of the project, address community concerns, and manage project outcome expectations.

Outreach events are divided into two categories: Partner Meetings and Public Events.

Events may be added or removed at the discretion of District Staff.



Photo: Alum applicator answers questions regarding the Moody Lake alum treatment and give visual tour of the application barge.

## PARTNER MEETINGS

Partner communications will begin in late March with initial meetings between key stakeholders including, but not limited to, the Forest Lake Lake Association Board, the City of Forest Lake Staff, and the Minnesota DNR. While many of these organizations have already been informed of the intent to conduct the alum treatment, the purpose of the initial key partner meetings is to provide District partners with key project facts and to solicit feedback on the outreach plan (this document) and the project timeline.

## PUBLIC EVENTS

Public communications will begin in mid-May with the annual meeting of the Forest Lake Lake Association serving as the initial kick-off point. This delay between the initial partner meetings and start of public communications will allow time for the District to process and act-on the feedback received from partners and to finalize the development of the materials discussed in Section 01.

Public events are divided into two categories: District Hosted Events and Partner/Community Events.

**District Hosted Events**

- » [Project Ordering \(May 11\)](#)  
Weekday, Evening @ Board Meeting
- » [In-Person Information Sessions \(June/July\)](#)  
Weekday, Evening @ Hardwood Creek  
Weekend, Morning @ Hardwood Creek
- » [Virtual Public Information Session \(June\)](#)  
Weekday, Evening @ Zoom, Recorded
- » [Project Open House \(August\)](#)  
Weekday, 8am-8pm @ CLFLWD Office
- » [Application Kick-Off \(TBD\)](#)  
Weekday, morning @ Public Access

**Partner/Community Events**

- » [Forest Lake Lake Association](#)  
Annual Meeting (May 17)  
Member Barbecue (July)
- » [City of Forest Lake](#)  
Arts in the Park (June, July, August)
- » [Hardwood Creek Library](#)  
Forest Lake Reads (Summer, TBD)
- » [American Legion](#)  
Independence Day Festivities (July 4)

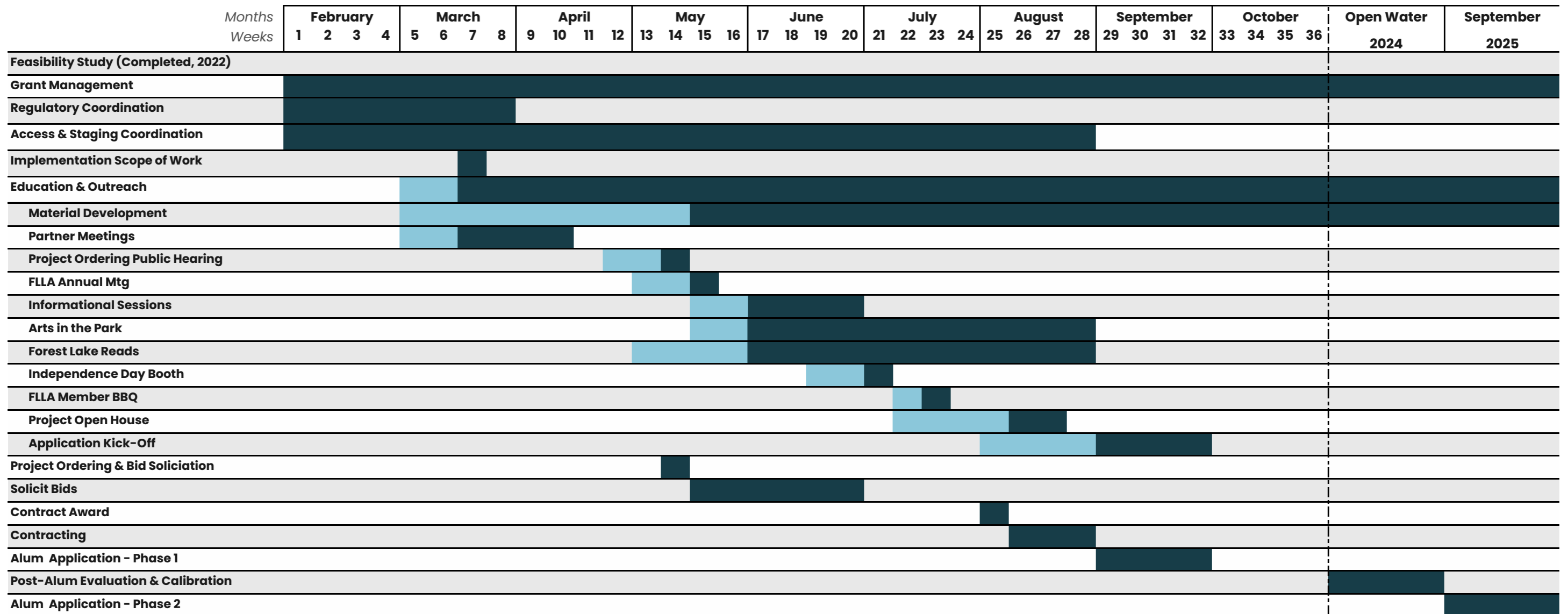
Additional public events will be scheduled for 2024 prior to the second alum application.

# SECTION 03

# TIMELINE

The gantt chart included below provides a visual representation of the various timelines related to the planning, promotion, and implementation of the outreach materials and events outlined in this plan. These timelines are tentative and may be adjusted at the discretion of District Staff. This chart does not include material or event timelines for the second application in 2025. Details for those items will be solidified in spring of 2025.

Key ■ Planning/Promotion Period ■ Implementation Period



## SECTION 04

# RESOURCES

The CLFLWD recognizes that the Forest Lake Alum Treatment Project is a large project not only in terms of scale, but also in terms of public visibility. The District has assigned a team of qualified professional staff to implement the project and engage the community. As with all of the District's projects, the CLFLWD will also be utilizing the scientific expertise of several consulting firms.

### PROJECT STAFF

#### PROJECT LEAD



**Mike Kinney**  
Administrator

Mike will be the overall lead for the Forest Lake Alum Treatment Project. He has been with the District since 2014 and has successfully lead the District through two prior alum treatments on Shields and Moody Lake.

#### IMPLEMENTATION



**Blayne Eineichner**  
Project Coordinator

Blayne will be leading all of the implementation efforts for the Forest Lake Alum Treatment Project. He has been with the District since 2019 and has a background in biology, applied ecology, and project management.

#### OUTREACH



**Jessica Lindemyer**  
Operations & Outreach

Jessica will be leading all of the outreach efforts related to the Forest Lake Alum Treatment Project. She has been with the District since 2016 and has a background in visual arts, biology, and environmental education.

Photo (right): Forest Lake's middle basin as seen from the Willow Point public access



The latest information on the Forest Lake Alum Treatment, and all of the District's other capital improvement projects can be found at the resources below.



#### WEBSITE

The CLFLWD website will be the main hub of information related to the Forest Lake Alum Treatment Project.  
[www.clflwd.org](http://www.clflwd.org)



#### SOCIAL MEDIA

Regular updates will be posted to the District's social media channels including Facebook and Instagram  
[@clflwd](https://www.instagram.com/clflwd)



#### BOARD MEETINGS

Updates will be given at the District's monthly board meetings as part of the project update agenda item.  
[www.clflwd.org](http://www.clflwd.org)

