



# Program Update

## *Education & Outreach*

February 8, 2024





## Education & Outreach

- Identified in Watershed Management Plan
- Increase public knowledge of and appreciation for human impacts to surface water, groundwater, and natural resources
- Communicate District programs, projects, and other initiatives





## Education & Outreach

### Three Themes from the WMP:

- Increase knowledge on specific water-related topics to create behavior change & adoption of environmental practices (Goal 1)
- Promote the general activities of the District to increase understanding of and support for the District (Goal 2)
- Promote specific activities of the District to increase understanding of and support for the District (Goal 2)





## Metrics & Priorities

Priority **behavior change outcomes** relate primarily to Goal 1 and include, but are not limited to:

- Reduced instances of **yard waste** disposal in wetlands, ditches and other water resources and/or conveyances
- Reduced instances of noncompliance with **District rules and regulations** which may include performance of work without required permits, improper erosion and sediment control practices, violation of lake/stream/wetland buffer requirements
- Increased instances of deep-rooted native vegetation along lake **shorelines and streambanks**
- Reduced **chloride** usage whether through road/sidewalk salt application, water softener usage, and/or other vectors

Metrics for measuring **program outputs** relate to both Goal 1 and Goal 2 and include, but are not limited to:

- Increased number of **outgoing communications** to the public
- Increased number of users reached by **social media** posts
- Increased number of new **email addresses** added to the District's notification list
- Increased number of District-sponsored **meetings and events**
- Increased **attendance** numbers for District-sponsored meetings and events
- Increased **participation** numbers for District programs such as cost-share grants under the Nonpoint Pollution Abatement Program (3004)



## E&O Annual Implementation Plan

- Moving from reactive to proactive
- Coordinated planning & implementation with project & program staff
  - Interagency Communication





# E&O Annual Implementation Plan

## 2024 Identified Priorities:

- 25<sup>th</sup> Anniversary
- Staffing: E&O Coordinator
- Program, Project, & Partner Support
- Shorelines
- Bone Lake De-Listing
- Resiliency Planning & Community Engagement
- PR & Crisis Communication Planning
- Workshops & Programming
- Consistent and Expanded Social Media Presence





## Project, Program, & Partner Support

- Improved Communication, Materials, & Branding
  - 2023 Year-In-Review Infographic & Annual Yearend Report & Progress Report
  - Tools & Rules
  - AIS: Flowering Rush Homeowner Information
  - Permitting, Inspection, & Site Visit Materials
    - Door hangers
    - Proactive email to permittees related to warm weather
  - Arts in the Park 2024



## Project, Program, & Partner Support

- Partnerships
  - Dead End Streets
  - Shared Communications with City & FLLA to New Lake Property Owners
  - Wetland Dumping
  - Local Schools & Organizations
  - Blue Thumb, EMWREP, Adopt a Drain, Watershed Partners Resources
  - Presentations – Regional Groups, BWSR Academy, MN Watersheds, DNR Roundtable, MN Watersheds
  - Articles & Media Relations
  - Partnership Grant Seeking Efforts





# Shorelines



- Support the Comprehensive Shoreline Program
- Communication for Shoreline Inventory
  - Presentations to Lake Associations & Stakeholders including Tribal Entities
  - Postcards
- Promoting District Technical & Financial Resources
- Lake Association Communications & Resources
- Shoreline Workshops
  - Piloting Lake-Targeted Workshops
- Letters to New Shoreline Owners on Forest Lake w/ City & FLLA



# Bone Lake De-Listing

- **Bone Lake Association Collaboration**
  - Planning Kick-Off Meeting February – March 2024
  - Event, promotions, articles
  - Targeted workshop tied to shoreline inventory – pilot





# Resiliency, PR, Crisis Communication Planning

- Resiliency Planning
  - Community Engagement / Workshop – 3/24
- Shoreline PR
  - MP+G Surveys & Focus Groups to Support Shoreline PR Plan – 3/24 – 4/24
  - PR RFP
- Crisis Communication Plan
  - Draft Q1
  - Professional Review





# Workshops & Programming



**PROFESSIONAL TRAINING** for **SHORELINE CONTRACTORS**  
**MONDAY, MARCH 4, 9-11AM**

## Shoreline Workshop for Contractors

- March 4<sup>th</sup> w/ EMWREP
- Will Coordinate Others



## Shoreline Workshops

- March 2024
- Piloting Lake-Specific Workshops to Support the Shoreline Inventory



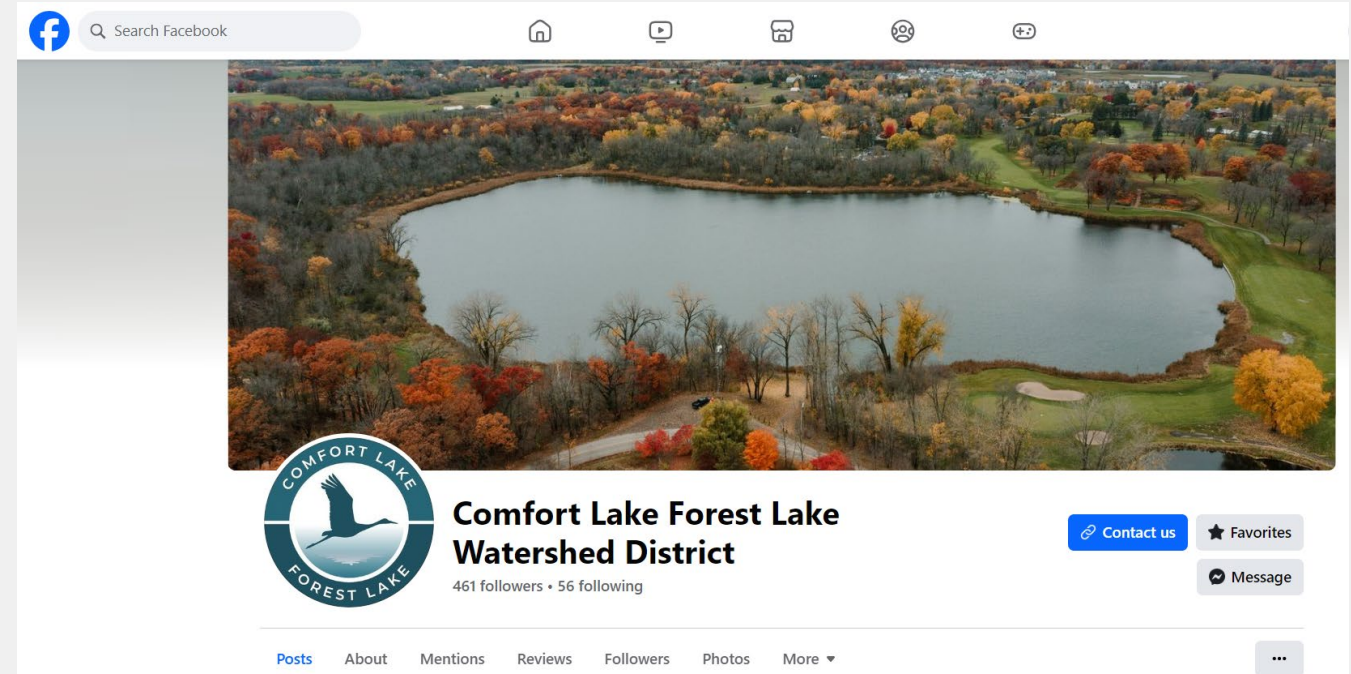
## Other Programming

- Workshops - Scheduling
  - Realtor Workshop
- Community Ed
- Library Programming
- Art in the Park
- State of the Watershed



## Social Media

- Consistent & Frequent
- Scheduled Editorial & Social Media Calendar



### Supporting Three Themes of E&O Program

- Increasing knowledge on water-related topics
  - Promoting general activities of the District
  - Promoting specific activities of the District



## Growth

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- Outreach Activities Build Upon Each Other
- Positioning the District as a Trusted Source of Information & Collaboration
- Comprehensive – Connecting Programs to People
- Outcomes & Goals - Watershed Management Plan
- Assessment & Progress





## Contact Information

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