

Metro Watershed Partners 2018 Annual Program Report



Metro Watershed Partners is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



MINNESOTA WATER
LET'S KEEP IT CLEAN

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Metro Watershed Partners 2018 Report

Introduction

Metro Watershed Partners is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



WATERSHED
PARTNERS

The mission of the Metro Watershed Partners is two-fold:

- to provide and promote collaborative watershed education programs with consistent messages to the general public, local government staff and elected officials, and
- to provide WSP members a place and means to share information, generate ideas, and coordinate and support collaborative watershed education programs.

In 2018 members contributed \$30,762 to support monthly meetings, exhibit checkout, administrative functions, and state fair outreach to hundreds of thousands of people. Members contributed \$90,287 to support the Clean Water Minnesota outreach campaign.

Leadership

The work of **Metro Watershed Partners** is guided by a steering committee that includes stormwater education professionals from watershed organizations, non-profits and government agencies. In 2018, our steering committee members were:

Alisa Reckinger, Hennepin County Environment and Energy

Angie Hong, Washington Conservation District (*convenor*)

Deirdre Coleman, Freshwater Society

Jen Dullum, Vermillion River Watershed JPO

Jessica Bromelkamp, Capitol Region Watershed District

Lyndon Torstenson, National Park Service, Mississippi National River & Recreation Area

Mike Trojan, Minnesota Pollution Control Agency

Telly Mamayek, Minnehaha Creek Watershed District

Tracy Fredin, Center for Global Environmental Education, Hamline University



MINNESOTA WATER
LET'S KEEP IT CLEAN

Clean Water MN

2018 Outreach Projects Report

Clean Water MN is the collaborative outreach project of the Metro Watershed Partners. Working together, we provide resources, training, and support to partners as they work to inspire homeowners in the Twin Cities metro area to keep water clean and healthy.

The steering committee of the Metro Watershed Partners oversees the work of Clean Water MN. Jana Larson from Hamline University manages campaign fundraising and the creation and implementation of communication and outreach programs. As part of this work, we regularly ask stakeholders to tell us how to best serve the needs of MS4s.

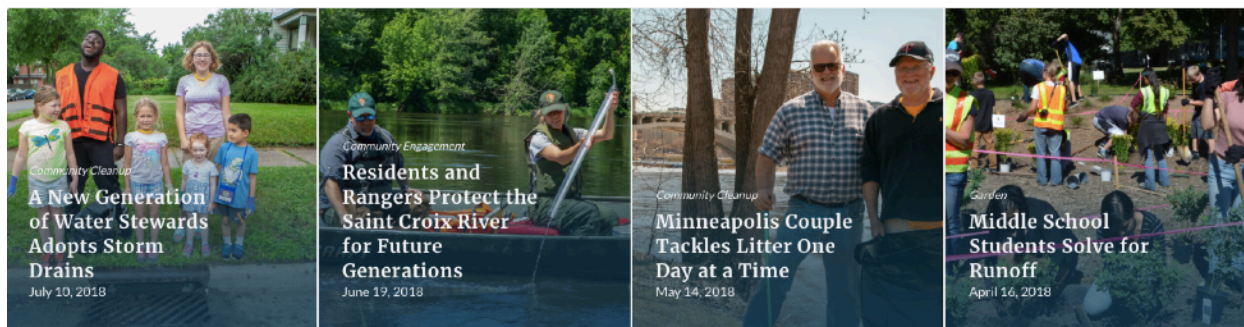


Cleanwatermn.org features seasonally appropriate stories about metro area residents taking action at home and in their lives to keep Minnesota water clean and healthy. The stories are designed for partners to use in their own communications—via websites, Facebook, Twitter, newsletters, and such.

Along with each story we create a suite of professional photographs,

accessible to partners online for use in their own stories and publications. Additionally, each story links to informational resources on our own site and other websites. In 2018 we published 12 new stories.

The cleanwatermn.org website also features informational pages, calls to action, a “Find My Watershed” map, information about the partnership, educational resources, and a list of our partners. We will continue to develop and add content to the site in 2019 and beyond.

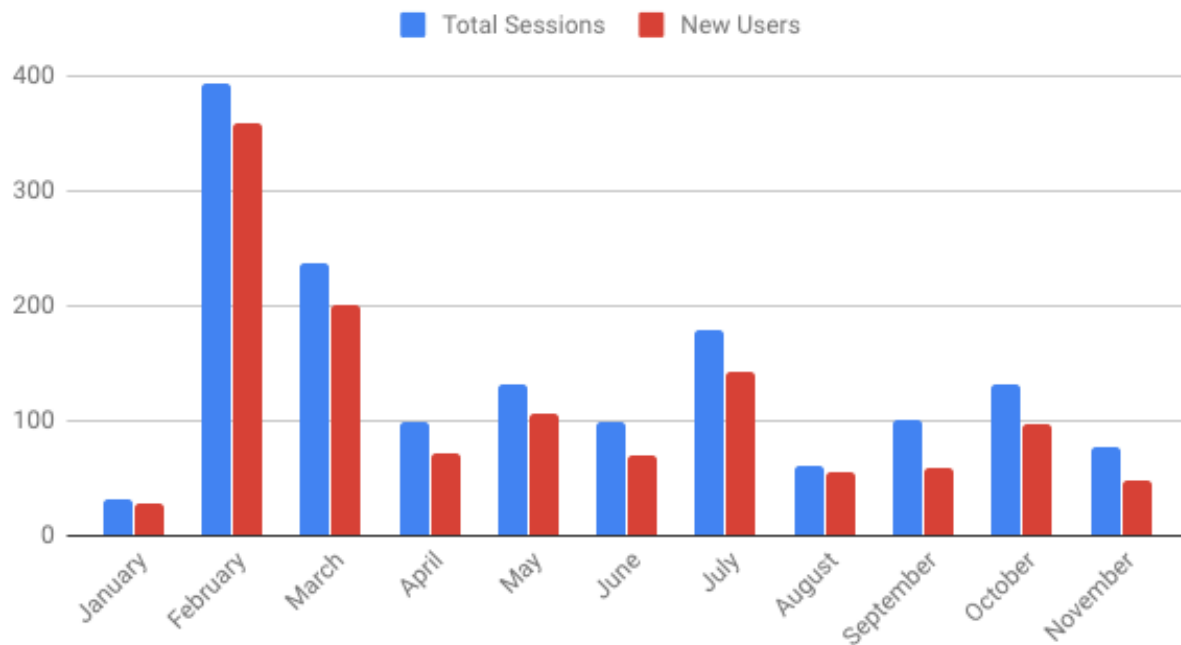


Campaign Analytics

In order to provide some measure of the impact of our work, we have created a system of unique, trackable links for our partners to use when they publish a story from Clean Water MN. This allows us to measure click-through rates to CleanWaterMN.org for each partner individually. Below you will find a summary of these analytics, which paint a general picture of engagement with each story. These numbers do not reflect, however, the total number of readers for any given story, since trackable links are not always used, and some readers may not click on the link to read the full story. Analytics reports with a breakdown for each partner can be found at: <http://bit.ly/2rxvGE6>

Month	Blog Title	Total sessions	New users	Pages per visit	Average duration
January	Water and Soil Conservation Practices Sustain Dairy Farm	31	27	1.38	0:00:59
February	Road Salt: Less is More	393	359	1.13	0:00:25
March	Monarch Mile: Pollinators Plant Seeds of Change	236	200	1.34	0:00:57
April	EcoFaith Network Puts Creation Care in Action	99	72	1.23	0:00:34
May	Middle School Students Solve for Runoff	131	105	1.30	0:00:39
June	Minneapolis Couple Tackles Litter One Day at a Time	99	69	1.27	
July	Residents and Rangers Protect the Saint Croix River for Future Generations	178	142	1.17	
August	A New Generation of Water Stewards Adopts Storm Drains	61	54	1.43	
September	Roots Return Farm Turns Rainwater into Pollinator Paradise	101	59	1.48	0:00:23
October	Maintaining Rain Gardens through the Changing Seasons	132	96	1.33	0:00:44
November	Community Gardens Plant Seeds of Peace in Rondo	76	48	1.24	0:01:26
December	Artful Environmental Education at Highpoint Center for Printmaking				
Total click-throughs to CWMN site		1537	1231		

Clean Water MN 2018 blog traffic



The blog posts that received the most traffic through social media were:

- *Road Salt: Less is More* (February)
- *Monarch Mile: Pollinators Plant Seeds of Change* (March)
- *Residents and Rangers Protect the Saint Croix River for Future Generations* (July)

Clean Water MN activities in 2018

2018 was a year of focus groups, listening sessions, pilots, evaluations, surveys, and findings.

In March, we created an online survey to evaluate the strengths and weaknesses of the **Clean Water MN website and blog**.

Responses from 26 partners helped us to modify blog posts, photographs, informational PDFs, and the website to better serve partner communications needs. This included creating new **PDF resources on a variety of subjects including lawn care, salt, and rain garden maintenance**.

In spring, an **online survey of Minneapolis Adopt-a-Drain participants** gave us additional insights into barriers, motivations, and demographics of program participants.

Researchers from the University of Minnesota began an in-depth baseline study of Adopt-a-Drain in Minneapolis focused on understanding how to promote and implement Adopt-a-Drain so that it resonates with underserved communities. This research will also inform the development of a pilot program aimed at including businesses and community organizations in Adopt-a-Drain. This multi-faceted evaluation project, funded by the City of Minneapolis, will continue through 2020.

In April, we hired Karen DeYoung to lead a **listening session with 50 partners aimed at understanding how to structure the Adopt-a-Drain program** to best serve the partnership. Her report helped us adapt our existing program to provide multiple levels of partner engagement and recognition for the 2019 rollout of Adopt-a-Drain. Partner feedback and suggestions from this session also helped us to design a more dynamic user interface for the new Adopt-a-Drain website.



Join us for a
neighborhood clean up!

DATE:

TIME:

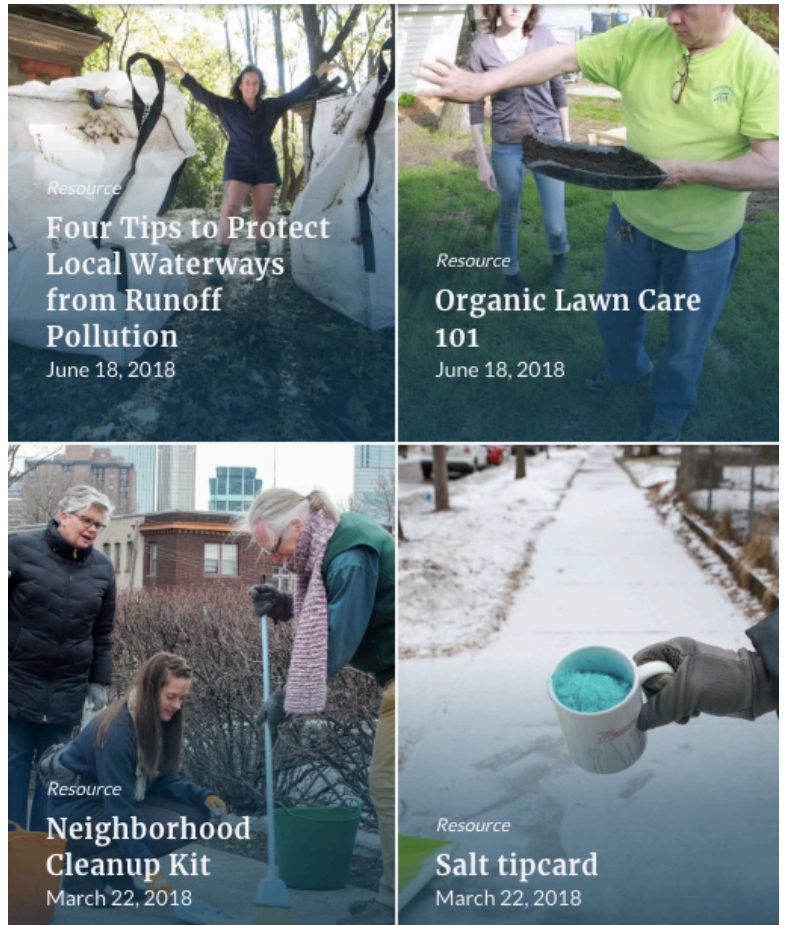
WHERE:

RSVP & CONTACT

In spring, we piloted the **Clean Streets, Clean Water Neighborhood Cleanup Kit** in neighborhoods across the metro area. We gave printed outreach materials for free to groups who participated in the pilot and, in exchange, event leaders participated in one of two follow-up **focus groups led by Lune LLC** to give feedback on what worked well and how to improve the kit. Lune LLC also workshopped the kit with partners at our September meeting and collected feedback. We are using the findings from these sessions to modify and update materials. These will be available online for the March launch of Adopt-a-Drain.

In November, the roundtable event was a **listening session, facilitated by Lune, llc, focused on planning the next three years of work for the partnership.** We found that

partners are particularly fired up about the Adopt-a-Drain program, and about using the coming years to understand how to reach underserved audiences with our messages and programs. The findings from the roundtable were presented at the December meeting, and the 35 partners who were present used a dot-voting activity to help rank the items in terms of priorities for the partnership.



Adopt-a-Drain—metro wide launch in March, 2019!

Adopt-a-Drain is a pilot program created in 2014 by Hamline University with support from the City of Saint Paul and Capitol Region Watershed District. Adopt-a-Drain allows residents to claim responsibility for a storm drain near their home and keep it clear of trash and organic debris in order to reduce water pollution.

Since launching the program in Saint Paul, Hamline has expanded implementation, adding new neighborhoods and cities. There are currently more than 2,000 residents in five cities participating in the program, who have together diverted tens of thousands of pounds of trash and organic debris from local waterways.



In August 2018, we opened registration for the Adopt-a-Drain program to all metro area residents during the State Fair. The response was fantastic; 700 Minnesota residents signed up to adopt a drain over the twelve days of the fair.

Work on a new Adopt-a-Drain site began in 2018; the new website will launch in March, 2019. This new site will include the GIS data of all 280,000 storm drains in the seven-county metro area, and supporting members of the Metro Watershed Partners will have an administrative interface to view program data for their service area.

With your continued support, in addition to launching the metro-wide Adopt-a-Drain program, we will continue to update and improve cleanwatermn.org, publishing monthly blog stories, with new photographs, and informational PDFs.

Please find the proposed budget for 2019 on page 17 of this report. The invoice for 2019 membership can be returned with payment to to: Hamline University, CGEE, 1536 Hewitt Ave. MS-A1760, Saint Paul, MN 55104

2018 Accomplishments of the Metro Watershed Partners

Networking and Sharing Resources

The Watershed Partners hold monthly meetings that provide members a way to gather, share information, generate ideas, and form partnerships that support watershed education in the state of Minnesota. These meetings keep our members up to date on new developments in the field of water resources and water education by featuring presentations by experts in fields such as watershed management, education, marketing, legislation and outreach.

In 2018, the Watershed Partners held 11 meetings. Meeting attendance totaled 386; attendance varied from 15 to 115 but on average 35 partners attended each meeting. We're pleased to see that partners continue to value our meetings, and demonstrate energy for collaboration and information sharing; we plan to continue offering workshops and events our partners will find useful in 2018 and beyond.

2018 PARTNER MEETINGS — TOPICS AND PRESENTERS

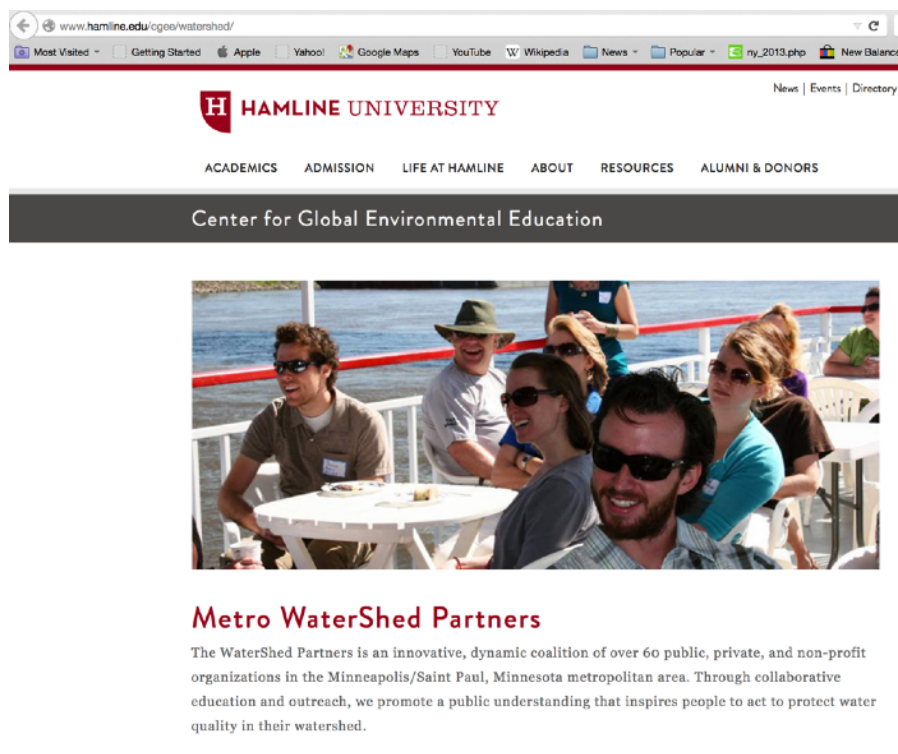
January	Smart Salting	Brooke Asleson, MPCA
February	Legislative Update	Trevor Russell, FMR
March	Climate Change Communication: Introduction to Strategic Framing	Abby Moore, MWMO
April	Working with niche audiences: Engaging Homeowners' Associations to implement Clean Water projects; Engaging Faith-based Communities; Getting Seniors Outdoors	Angie Hong, EMWREP Randy Thoreson, NPS
May	The Quest for Equity and Environmental Justice: Outreach and Education WITH vulnerable communities and traditionally underserved watershed stakeholders.	Kimberly Carpenter, Metro Blooms
July	Our St. Croix: Preserving a Natural, Recreational, and Economic Amenity	
August	Walker Art Center: Tour of the water reuse features of the sculpture garden	Marcy Bean, MWMO Jacqueline Stahlmann, Walker Art Center Abby Moore, MWMO
September	Clean Streets, Clean Water: Key findings & recommendations from a focus group-based evaluation of the Neighborhood Cleanup Toolkit	Emma Ramsbottom, LUNE, Ilc
October	The Remand Rule and New Concepts for the Draft MS4 General Permit	Cole Landgraf, MPCA
November	Watershed Partners roundtable: Scripting the future of the partnership and your role in achieving outcomes.	Jana Larson, Hamline University, Amanda Meyers, U of M, Vanessa Perry, LUNE, Ilc
December	Potluck, Year-in-Review, Adopt-a-Drain model partnerships	Erica Sniegowski, Nine Mile Creek Watershed District

The internal website for the Metro Watershed Partners

is hosted by Hamline University at: www.hamline.edu/cgee/watershed.

The site contains:

- information about our monthly meetings
- an archive of minutes, agendas and presentations from past meetings
- the most recent annual report
- information on becoming a member and contributing membership funds to support our partnership and outreach activities
- a directory of partners
- information on borrowing exhibits
- information about outreach activities at the Minnesota State Fair
- general information and a brief history of the partnership



The screenshot shows a web browser window displaying the website www.hamline.edu/cgee/watershed/. The browser's address bar and tabs are visible at the top. The website header features the Hamline University logo and navigation links: ACADEMICS, ADMISSION, LIFE AT HAMLINE, ABOUT, RESOURCES, and ALUMNI & DONORS. Below the header is a dark grey banner with the text "Center for Global Environmental Education". The main content area includes a photograph of a group of people sitting at a white table on a boat, smiling and talking. Below the photo is the heading "Metro WaterShed Partners" in red, followed by a paragraph: "The WaterShed Partners is an innovative, dynamic coalition of over 60 public, private, and non-profit organizations in the Minneapolis/Saint Paul, Minnesota metropolitan area. Through collaborative education and outreach, we promote a public understanding that inspires people to act to protect water quality in their watershed."

Please contact Jana Larson if you have questions or need help finding the information you are looking for: jl Larson25@hamline.edu.

Watershed Partners listserv

The Metro Watershed Partners listserv is a forum for watershed educators, legislators and industry professionals throughout the state to share information and resources.

In 2018, the Metro Watershed Partners listserv continued to provide more than two hundred user-members with an effective tool to promote educational programs, share information about professional programs, and exchange information with other watershed educators, legislators and businesses. The email address for the listserv is: watershedpartners@listserv.hamline.edu. If you would like to send and receive listserv emails, send a request to Jana Larson: jl Larson25@hamline.edu.

Education and Outreach at the Minnesota State Fair



2018 was another record year for the state fair, with total attendance breaking 2 million visitors. The Watershed Partners hosted an exhibit in the Eco-experience where approximately 250,000 people were exposed to our message about taking action to protect Minnesota's lakes and rivers.

The Metro Watershed Partners partnered with Hamline University to host the Adopt-a-Drain photo booth and exhibit at Eco Experience. The exhibit features: an Adopt-a-Drain photo booth (re-designed in 2018), air hockey, foosball, an Adopt-a-Drain sign-up station, a video table with in-depth interactive information about the Mississippi River, and three portable tabletop exhibits focused on the science of Eutrophication, taking action to reduce run-off, and the urban water cycle. Together, these exhibits raise awareness about the importance of protecting water in Minnesota and ask people to commit to take action at home to prevent run-off pollution. For the first time this year, the exhibit provided a chance for visitors to formalize their commitment by signing up to adopt a drain.





There were more than 250,000 visitors to the Eco-experience in 2018. Approximately 8,000 of them took a photo in the Adopt-a-Drain photo booth. (We took and printed 3,441 photos during the fair, with an average of 2.5 people per photo.) 50% of photos were shared via email or text.

Over the twelve days of the fair, 700 Minnesota residents from 73 cities signed up to adopt a storm drain. Those who adopted a drain were able to take home an informational packet and a small yard sign that reads “We Protect Minnesota Lakes, Rivers and Wetlands.”

There was a Watershed Partner or Master Water Steward present during 60 of the 144 hours of the fair, to interact with the public, answer questions, and promote water-friendly behaviors.

Thank you for all your help making the exhibit a success!



Education and Outreach at Community Events:

Throughout the year, the Metro Watershed Partners make our tabletop exhibits available free of charge to organizations doing education and outreach on non-point source pollution and preservation of clean water. If you are interested in checking out one of our kiosks or table-top exhibits (see below) for an event in your community, you can find more information and a check-out form at: <http://www.hamline.edu/education/environmental/cgee/watershed/exhibit/index.html>



Exhibit-in-a-Box on Eutrophication.

2018 Financial Report

In response to our fundraising requests, 48 supporting members contributed: \$30,762 to the Watershed Partners in support of meetings, state fair outreach, administration, exhibit maintenance, development and checkout; and \$90,287 to support the Clean Water MN website and public outreach campaign.

Supporting Members of the Metro Watershed Partners and the Clean Water MN Media Campaign in 2018

Andover	Minnetonka
Apple Valley	Minnetrista
Bassett Creek WMC	MNRRRA
Blaine	Mound
Bloomington	New Brighton
Brown's Creek WD	Nine Mile Creek WD
Canon River WP	Pioneer-Sarah Creek WC
Capitol Region Watershed District	Prior Lake
Carver County	Rice Creek WD
Chisago Lakes Improvement District	Riley-Purgatory Bluff Creek WD
Columbia Heights	Rochester
East Metro Water Resources	Roseville
Eden Prairie	Ramsey-Washington Metro WD
Edina	Saint Louis Park
Elm Creek WMC	Saint Paul
Excelsior	Shingle Creek WMC
Faribault	Shoreview
Farmington	South Washington WD
Hennepin County	Vadnais Lake Area WMO
Hilltop	Vermillion River Watershed JPO
Lauderdale	Washington County
Lower Mississippi River WMO	Wayzata
Minneapolis	West Mississippi WMC
Minnehaha Creek WD	Woodbury

Clean Water MN/Watershed Partners 2018 Financial Report

	IN-KIND	CASH	TOTAL
REVENUE			
CWMN funds rollover		\$15,284.66	\$15,284.66
Watershed Partners coordination	\$53,800.00	\$22,770.00	\$76,570.00
Watershed Partners exhibit	\$22,000.00	\$7,992.00	\$29,992.00
Media campaign	\$5,500.00	\$90,287.00	\$95,787.00
Meeting registration fees			
Total revenue	\$81,300.00	\$136,333.66	\$217,633.66
EXPENSE			
1. Watershed Partners Coordination			
Principle Investigator	\$2,500.00	\$5,488.61	\$7,988.61
Program Coordinator	\$12,000.00	\$12,000.00	\$24,000.00
Steering Committee	\$32,400.00		\$32,400.00
Meeting room rental fees	\$4,500.00	\$600.00	\$5,100.00
Technology maintenance	\$2,400.00		\$2,400.00
Meeting expenses		\$1,858.00	\$1,858.00
Postage and printing		\$200.00	\$200.00
Accounting/indirect fees		\$2,625.00	\$2,625.00
Subtotal	\$53,800.00	\$22,771.61	\$76,571.61
2. Watershed Exhibit Implementation			
Exhibit coordination	\$4,500.00	\$5,500.00	\$10,000.00
State fair expenses	\$15,000.00	\$9,463.13	\$24,463.13
Storage and check-out	\$2,500.00		\$2,500.00
Subtotal	\$22,000.00	\$14,963.13	\$36,963.13
3. Clean Water MN			
Campaign coordination	\$5,500.00	\$45,000.00	\$50,500.00
Printing and postage		\$431.30	\$431.30
Blog writing and photography		\$14,675.00	\$14,675.00
Web hosting and maintenance		\$2,500.00	\$2,500.00
Graphic design		\$5,820.00	\$5,820.00
Web design and programming		\$0.00	\$0.00
Focus group research		\$5,027.00	\$5,027.00
Adopt-a-Drain program support		\$15,000.00	\$15,000.00
Meeting expenses		\$431.00	\$431.00
Accounting/indirect fees		\$7,477.94	\$7,477.94
Subtotal	\$5,500.00	\$96,362.24	\$101,862.24
TOTAL	\$81,300.00	\$134,096.98	\$215,396.98
ROLLOVER TO 2019		\$2,236.68	\$2,236.68

Clean Water MN/Watershed Partners 2019 Budget

	IN-KIND	CASH	TOTAL
REVENUE			
CWMN funds rollover		\$2,236.68	\$2,236.68
Watershed Partners coordination	\$53,800.00	\$23,400.00	\$77,200.00
Watershed Partners exhibit	\$9,500.00	\$20,500.00	\$30,000.00
Clean Water MN	\$5,500.00	\$46,900.00	\$52,400.00
Adopt-a-Drain		\$80,000.00	\$80,000.00
Total revenue	\$68,800.00	\$173,036.68	\$241,836.68
EXPENSE			
1. Watershed Partners Coordination			
Principle Investigator	\$2,500.00	\$4,500.00	\$7,000.00
Program Coordinator	\$12,000.00	\$12,000.00	\$24,000.00
Steering Committee	\$32,400.00		\$32,400.00
Meeting room rental fees	\$4,500.00	\$1,200.00	\$5,700.00
Technology maintenance	\$2,400.00		\$2,400.00
Meeting expenses		\$3,000	\$3,000
Postage and printing		\$200	\$200
Accounting and indirect fees		\$2,500.00	\$2,500.00
Subtotal	\$53,800.00	\$23,400.00	\$74,700.00
2. Watershed Exhibit Implementation			
Exhibit coordination	\$4,500.00	\$5,500.00	\$10,000.00
State fair expenses		\$15,000.00	\$15,000.00
Storage and check-out	\$5,000.00		\$5,000.00
Subtotal	\$9,500.00	\$20,500.00	\$30,000.00
3. Clean Water MN			
Campaign coordination	\$5,500.00	\$20,000.00	\$25,500.00
Printing and postage		\$400	\$400
Blog writing and photography		\$15,000.00	\$15,000.00
Web hosting and maintenance		\$2,500.00	\$2,500.00
Graphic design		\$2,000.00	\$2,000.00
Focus group research		\$500.00	\$500.00
Meeting expenses		\$2,000.00	\$2,000.00
Cleanup kit resources		\$500.00	\$500.00
Accounting and indirect fees		\$4,000.00	\$4,000.00
Subtotal	\$5,500.00	\$46,900.00	\$52,400.00
4. Adopt-a-Drain			
Site license		\$30,000.00	\$30,000.00
Program coordination		\$20,000.00	\$20,000.00
Program implementaion		\$15,000.00	\$15,000.00
Social media, photography and media production		\$7,000.00	\$7,000.00
Program evaluation		\$5,000.00	\$1,000.00
Accounting and indirect fees		\$5,000.00	
Subtotal	\$0.00	\$82,000.00	\$73,000.00
TOTAL	\$68,800.00	\$172,800.00	\$241,600.00