



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting
Wednesday, August 19, 2020

Agenda Item

Item 7. G. - Education & Outreach

Prepared By

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Summary

The Education and Outreach work plan was included in the Budget presentation, because there are costs associated with the plan above what was budgeted. It is included here for the Board to consider for approval and to authorize implementation.

Attachments

Education and Outreach work plan

Recommended Action

Motion to approve Education and Outreach work plan and authorize implementation

LOWER MINNESOTA RIVER WATERSHED DISTRICT

2020–21 Public Education and Outreach Plan

WORK PLAN—August 10, 2020

Summary

<i>Outcome:</i>	2020–22 Public Education and Outreach Plan
<i>Project partners:</i>	City partners, residents, and businesses of the District; US Fish and Wildlife Service (USFWS); US Army Corps of Engineers (USACE); and non-governmental organizations (NGOs)
<i>Timeline for completion of project:</i>	August 2020–December 2021
<i>Total project budget:</i>	2020: \$27,625 – \$34,575 2021: \$61,275 – \$73,325

Objective 1. 60th Anniversary

Task 1-1: Commemorative 60th anniversary YouTube video. This year signifies the District’s 60th year of operation. To commemorate the milestone, a YouTube video will be developed, integrating the historical significance of the organization, its current realities as managers strive to protect high-value resources (calcareous fens, trout waters, and the beautiful Minnesota River Bluffs), and the District’s future. The video will include interviews from past and current board managers and partners.

Task 1-2: Newspaper article. As a companion piece to Task 2-1, an article will be developed for the website. The article will include infographics and a historical timeline. In addition, the team will contact environmental reporters at NPR and the *Star Tribune* to publish pieces on the District.

Timeline for Completion: August 2020–December 2020

Deliverables: YouTube video, newsletter, and articles on NPR and in the *Star Tribune*

Estimated budget: \$18,900–\$23,500

Objective 2. Citizen Advisory Committee (CAC)

Task 2.1: Organize a CAC of five members or more. The District has been without a CAC, an integral part of its mission, since 2009. This has been due in large part to the boundaries of the District, which largely contains commercial and natural areas. Over the past four to five years, the District has sponsored the Freshwater Society’s Master Water Stewards program. The hope is some of those sponsored stewards would volunteer to serve on the CAC. Nevertheless, there will be an intensive search to find CAC members using social media, municipal partners, and other groups within the District for assistance.

Task 2.2: Plan and facilitate the CAC inaugural meeting. Young Environmental will develop the agenda and draft a committee membership agreement and responsibilities list, as well as a tentative meetings schedule. At the meeting, members will review and revise the information and develop a vision statement. One of the potential tasks for the CAC would be to review and evaluate the website through the citizen’s lens.

Task 2.3: Monitor and assist the CAC. Young Environmental will coordinate the development of the meeting agenda and meeting summary/notes with the secretary, provide technical information, and support and host the virtual meetings.

Timeline for completion: September 2020–December 2021

Deliverables: CAC membership roster, inaugural meeting agenda, summary, membership agreement, and tentative meeting schedule

Estimated budget: \$22,900–\$28,300

Objective 3. Website

Task 3.1: Website review and updates. Young Environmental will contact three education and outreach professionals from other watershed management organizations to review the look, functionality, and presentation of information for public consumption. Additionally, the CAC will be asked to review the website and provide comments. The comments generated will be presented to the administrator and managers for consideration. Once approved, the website will be revised accordingly. Because the website must be dynamic, the CAC will be asked to review the website annually.

Timeline for completion: September 2020–January 2021

Deliverables: Letter to three WMOs requesting assistance and outlining the assignment and timeline; CAC assignment and timeline; collation of the information and recommendations for the administrator and managers

Estimated budget: \$4,000–\$5,700

Objective 4. Articles

Task 4.1: Publish four articles annually. Produce and publish an article per quarter about District projects, initiatives, sponsored water stewards and their projects, and other issues. The articles will be used to help residents, stakeholders, and partners “see” the District and what it engages in. Initial articles will be on the Dredge and the East Chaska Creek Projects.

Timeline for completion: January – December 2021

Deliverables: Quarterly articles published on the District’s website and shared with stakeholders and partners

Estimated budget: \$8,600–\$9,600

Objective 5. District Signage

Task 6.1: Signage. Identify sign locations for LMRWD projects and other District resources. Make recommendations to the administrator for proposed sign locations, such as Minnesota River crossings, calcareous fens, trout streams, and high-value resource areas. Develop mock-up examples, and provide an estimate for the cost of five priority sites, including design and fabrication.

Timeline for completion: January–March 2021

Deliverables: Recommendations for District sign locations and fabrication cost memorandum

Estimated budget: \$5,300–\$5,800

Objective 6. Schools and NGOs Engagement

Task 7-1: Partnership assessment. Complete an assessment of the LMRWD boundary to find potential partners in local schools, nonprofits, and NGOs. Evaluate existing and established education or sustainability programs and partners (USFWS, Ft. Snelling, National Wildlife Refuge, Cargill, Minnesota Valley Refuge Friends, Minnesota Valley Trust Board, Partner Schools Program, 3 Rivers Fishing Adventures, etc.).

Task 6-2: Education strategy. Develop an education strategy to explore the opportunity to partner with schools and what the partnership might look like. Present findings to the board and open to discussion. Consider after-

school programs as a strategy. An education strategy plan will be developed with a list of recommended partners and activities for the 2021–22 academic year. This plan will be presented to the board for approval.

Task 6-3: Strategy implementation. TBD, pending approval of the education strategy plan in Task 3-2.

Timeline for completion: March 2021–August 2021

Deliverables: Education strategy plan and presentation to the board

Estimated budget: \$29,200–\$35,000