



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting

Wednesday, February 17, 2021

Agenda Item

Item 6. G. - Education and Outreach

Prepared By

Linda Loomis, Administrator

Summary

i. Citizen Advisory Committee (CAC)

According to MN Statutes, watershed districts Boards must annually appoint an advisory committee to advise and assist the managers on all matters affecting the interests of the watershed district and make recommendations to the managers on all contemplated projects and improvements in the watershed district. While Statute requires the appointment of at least five members, only four are being recommended at this point. LMRWD staff will endeavor to find additional members and will recommend appointment once interested individuals are found that are willing to serve. The recommended appointments have been invited to join the meeting on February 17th. A memorandum from Young Environmental containing brief bios of CAC appointments and detailing LMRWD staff efforts to solicit members is attached.

The Board should make a motion to adopt Resolution 21-05 - 2021 Citizens Advisory Committee Appointments.

ii. LMRWD website review

One of the first tasks the CAC will be asked to undertake for the District is to make recommendations to improve the functionality of the LMRWD website. The first step, which was identified in the Education and Outreach work plan approved by the Board at the August 2020 meeting of the Board of Managers, has been completed and a report of the outcome of that task is attached as Technical Memorandum - LMRWD Website Review dated February 8, 2021. Work has begun to make the changes to the website identified in the report.

iii. LMRWD Proposed Social Media Plan

Many other Water Management Organizations have Social Media pages such as Facebook, Instagram, etc.. Young Environmental has prepared a Social Media Plan which is attached. Staff would like direction from the Board before moving ahead with the Plan. This item was not in the E & O work plan approved by the

Board in August and I have asked Young Environmental to be prepared to estimate the cost of this plan to the District.

Attachments

Technical Memorandum - Applicants under Consideration for LMRWD CAC dated February 8, 2021

Resolution 21-05 - 2021 Citizen Advisory Committee Appointments

Education and Outreach Work Plan approved August 19, 2020

Technical Memorandum - LMRWD Website Review dated February 8, 2021

Technical Memorandum - LMRWD Proposed Social Media Plan dated February 8, 2021

Recommended Action

Motion to adopt Resolution 21-05 - 2021 Citizen Advisory Committee Appointments

Provide direction to staff regarding Social Media Plan

Technical Memorandum

To: Linda Loomis, District Administrator
Lower Minnesota River Watershed District

From: Jen Dullum, Education and Outreach Coordinator
Della Schall Young, PMP, CPESC

Date: February 8, 2021

Re: Applicants under Consideration for LMRWD Citizen Advisory Committee

In early January, on behalf of the Lower Minnesota River Watershed District (District), Young Environmental Consulting Group (Young Environmental) contacted seven residents who expressed interest in joining the Citizen Advisory Committee (CAC). Young Environmental developed an online application form that was shared with the interested residents and made available on the District's website. Three residents of Eden Prairie have completed the application process. An additional resident of Newport, MN, who expressed interest in being an ex officio member, also completed the application process. Below are short bios of all candidates:

- Jenny Karkowski is an experienced marketing specialist interested in supporting a healthy environment for current and future citizens.
- Judy Berglund wants to see better water quality and protect wildlife for future generations of children in her retirement. She has written and received four cost-share grants with the District intended to improve water quality for her homeowners' association retention pond, which flows into the Minnesota River. She is an active volunteer in the Eden Prairie chapter of Wild Ones and other garden organizations.
- Craig Diederichs is retired from manufacturing operations. Before retirement, Craig worked as a director of operations for large, publicly held companies. He would like to better understand how the citizens who live in the area can help minimize the impact on the watershed district. He believes it is important to reduce the impact on the watershed while allowing citizens as much leeway as possible to do what they would like on their property. He believes it is possible to support both.

- Greg Genz is a consultant on river issues and a business owner. He has been involved in District issues for many years, mostly dealing with the nine-foot channel. Greg also served on the District's CAC before it became inactive. He has experience working in barge operations, river dredging, and construction projects. Greg has been involved with numerous organizations, including, but not limited to, the Upper Mississippi Waterway Association, Friends of Pool 2, Friends of the Minnesota Valley, the Red Wing Marine Museum, and the Red Wing Harbor Commission.

We recommend that the board approve these candidates for one-year appointments to serve on the CAC. Our work with this group will align with watershed management plan Policy 9.1, Strategy 9.1.1, which proposes that they act as liaisons between the District and its residents to increase public awareness and educate residents about actions to protect and improve water resources and habitat within the District. They would also advise managers and staff on issues important to residents.

Young Environmental will continue to work with partnering communities to place additional residents of the watershed district on the CAC.

RESOLUTION 21-05

RESOLUTION OF THE LOWER MINNESOTA RIVER WATERSHED DISTRICT BOARD OF MANAGERS

2021 Citizen Advisory Committee Appointments

Manager _____ offered the following Resolution and moved its adoption, seconded by Manager _____:

WHEREAS, pursuant to Minnesota Statute 103D.331, the Lower Minnesota River Watershed District (LMRWD) Board of Managers must annually appoint a Citizen Advisory Committee (CAC); and

WHEREAS, the CAC is being organized to assist the LMRWD Board of Managers on matters affecting the interests of the watershed district; and

WHEREAS, statute requires the committee consist of at least five (5) members; and

WHEREAS, the District advertised openings for new CAC membership on the LMRWD website, and distributed the notice through a press release to all LMRWD partners and stakeholders; and

WHEREAS, three applications were received for new 2020 membership; and

WHEREAS, LMRWD staff have reviewed all applications based on background and experience, community service and geographic representation across the watershed.

NOW, THEREFORE, BE IT RESOLVED NOW, THEREFORE, BE IT RESOLVED that the Lower Minnesota River Watershed District Board of Managers hereby appoints the following individuals to the 2021 Citizen Advisory Committee:

Judy Berglund

Craig Deiderichs

Greg Genz

Jenny Karkowski

The question was on the adoption of the Resolution and there were ___ yeas and ___ nays as follows:

| | <u>Yea</u> | <u>Nay</u> | <u>Absent</u> | <u>Abstain</u> |
|----------|--------------------------|--------------------------|--------------------------|--------------------------|
| FREY | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| HARTMANN | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| RABY | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| SALVATO | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Upon vote, the President declared the Resolution adopted.

Jesse Hartmann, President

ATTEST:

Lauren Salvato, Secretary

I, Lauren Salvato, Secretary of the Lower Minnesota River Watershed District, do hereby certify that I have compared the above Resolution with the original thereof as the same appears of record and on file with the District and find the same to be a true and correct transcript thereof.

IN TESTIMONY WHEREOF, I hereunto set my hand this ____ day of _____ 2021.

Lauren Salvato, Secretary

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

Technical Memorandum

To: Linda Loomis, Administrator
Lower Minnesota River Watershed District

From: Jen Dullum, Education and Outreach Coordinator
Della Schall Young, PMP, CPESC

Date: February 8, 2021

Re: LMRWD Website Review

Watershed Management Organization (WMO) professionals reviewed the District's website as outlined in the Young Environmental Consulting Group (Young Environmental) education and outreach workplan approved on August 19, 2020. We contacted several WMOs to review the District's website, and the following individuals provided comments on the look, functionality, and presentation of information for public consumption as summarized in the attachment:

- Erica Sniegowski, Nine Mile Creek Watershed District, Program and Project Manager
- Carrie Magnuson, Ramsey Washington Metro Watershed District, Geographic Information Systems Technician
- Marcy Bean, Barr Engineering Co., Senior Landscape Architect and previously with Mississippi Watershed Management Organization

The Citizen Advisory Committee will complete the second phase of the website review.

Before joining Young Environmental, Jen Dullum oversaw maintenance and upkeep of a WMO website and several social media accounts. She remains available to assist with the District website as needed.

Enclosure: Compiled LMRWD Website Review Comments

[From Home Page](#)

1. Users found the homepage busy. A hierarchy could be developed to help a user find information easier. Another user noted that as they scrolled down, the home page feels scattered.
2. The new 60th Anniversary information should be brought up higher, or bold. It is a bit buried.
3. **Popular Links** – It is our understanding that these links are based on views and likely to change. Grants & Cost Share and Watershed Education need to have links in the top dropdown menu in order to be accessible if/when they are not under popular links. Our suggestion is that both Grants & Cost Share and Watershed Education should be located Resources.
4. The embedded map is redundant with the “View District Map” button at the top, unless, as noted above under Popular Links, the buttons change due to user clicks.
5. On the home page, link the “circles” (below) to a page on each topic. Users want to click on the circles with the resources listed. This takes up a lot of space without being able to get more information out of it. Also, consider shortening the words in the dots. Example: shorten Fish & Wildlife Habitat to “Habitat”, Recreational opportunities to “Recreation” etc.

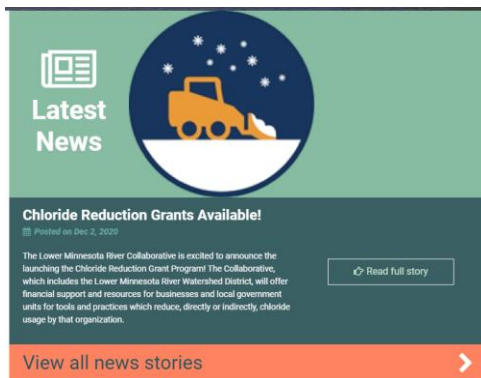
Protecting our water resources

Our 80-square-mile boundaries include the Minnesota River Valley from Carver, Minnesota, at the west, to the confluence with the Mississippi River at historic Fort Snelling, near the airport, at the east.

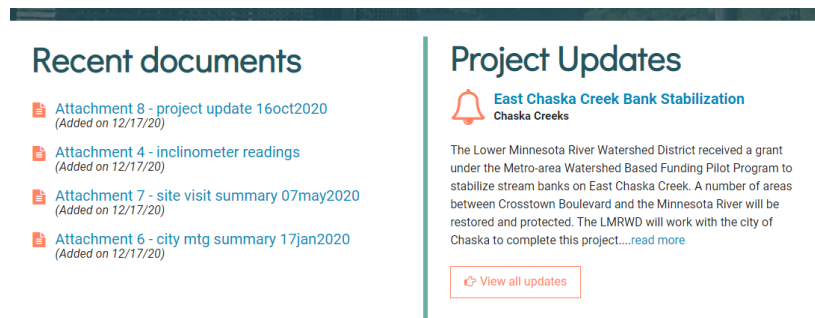
We protect, improve, and maintain:



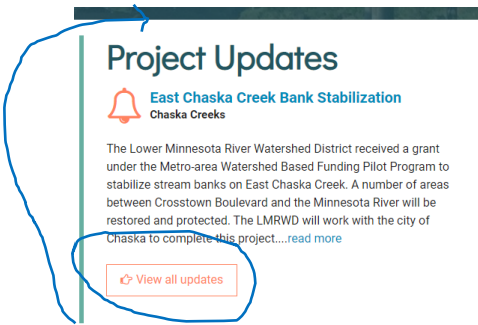
6. Latest News and View All News Stories should open on a new tab



7. Each Recent Document(s) and Project Updates should open on a new tab, but the file names are not intuitive. Rename to “Area 3 [be more specific about location] Slope Stability Project Update 10/16/20” for example.



8. View all Updates (projects bottom of home page) brings you back to the top of the home page. Needs to open on [CIP page](#)



9. The blocking in the middle of the home page is confusing. Is the “lower MN River District adopts rules” a news section or part of the section above on protecting our water resources? And does channel maintenance and water management go with protecting our water resources or this adopting rules? Consider rearranging the lower blocking on the homepage.



District Map: This is so great. Interactive, landmarks, clear boundary. Nice work.

Contact us: I like that there is a general form but also a specific person, phone number and email to go to if the user wants to be more direct.

Grants & Cost Sharing (under popular links)

10. The application deadline is out of date

> Grants & Cost Sharing

Grants are available for projects that protect and improve water and natural resources within the Lower Minnesota River Watershed

2020 Cost Share Incentive and Water Quality Restoration Program
 The Lower Minnesota River Watershed District ("LMRWD") values and supports efforts made by residents to help achieve the goals of the LMRWD. Through the Cost Share Incentive and Water Quality Restoration Program (the "Program"), the LMRWD hopes to engage citizens in community actions that protect local lakes, rivers, streams, wetlands and fens.

Purpose
 Cost share funds are available to public or private landowners within the LMRWD to carry out projects that support one or more of the following goals:

- Improve, protect or restore water quality of lakes, rivers, streams, wetlands and fens
- Increase the capacity of the watershed to store water
- Reduce bluff, streambank, or mainstem erosion
- Protect or restore groundwater resources
- Enhance navigation on the Minnesota River, excluding dredging projects.
- Reduce the impact of invasive species on lakes, streams, rivers, wetlands and fens
- Preserve, protect or restore native plant and wildlife habitats with emphasis on lakes, streams, rivers, wetlands and fens.
- Provide public education benefits and engage the public in stewardship.

Grant funds are available to residents, associations, nonprofits, schools, businesses, and cities for projects located within District boundaries.

Many types of projects are eligible for grant money. A few examples include: raingardens, shoreline restoration, permeable pavers, buckthorn removal with native restoration, and more!

Grant Funding
 Grants will be awarded for up to 50% of a project's cost, on a reimbursement basis, for materials, labor, engineering, and consulting fees. The minimum grant award is \$500.

Maximum grant award:

- \$2,500 for residential projects
- \$7,500 for townhome, condominium, or lake associations
- \$20,000 for commercial, government, or nonprofit projects

Application Form

Cost Share Program Guidelines

Cost Share Worksheet

Eligibility

- Residents
- Non-profit and religious organizations
- Local government units
- Public and private schools
- Businesses and corporations

Funding Agreement

Each applicant selected is required to enter into a Cost Share Grant and Maintenance Agreement with the LMRWD defining the obligations of the applicant and the LMRWD. The amendment of any terms of the agreement will be by mutual written agreement signed by all parties to the original agreement.

The agreement includes, but is not limited to, such items as promoting and acknowledging LMRWD sponsorship, reporting, payment schedule, terms of the agreement and use of funds, cost overruns and cancellation. The agreement also allows the LMRWD access to the project area for evaluation and promotion of the project. The applicant is responsible for securing all permits necessary for the work.

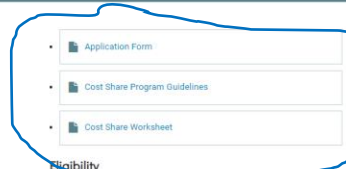
For projects receiving \$10,000 or more, the LMRWD may require an agreement for maintenance of the project up to ten (10) years.

Remove arrows. Common theme through multiple pages

Remove last bullet

Remove arrows

Add spaces btwn paragraphs



These links should each open in a new window. Common theme through multiple pages.

Move Funding Agreement and Reporting Requirements from side bar to bottom of page

Remove bullet and justify to the left

Grant Guidelines

You must review the [cost share grant guidelines](#) before filling out and submitting your application. The grant guidelines contain important information about eligible projects and expenses, reporting requirements, and application requirements.

Eligible Expenses

It is the primary intent of the program to reimburse the cost of materials. Labor and volunteer time will be considered an in-kind contribution from the recipient. Grants will be awarded for up to 50% of the eligible expenses. Projects that are completed or in progress prior to application are not eligible for funding. Eligible Best Management Practices (BMPs) could include:

- Buffer strips
- Rain gardens
- Shoreline, streambank, or riverbank restoration
- Pervious pavers and porous concrete or asphalt
- Unique solutions for soil erosion and sediment control practices
- Native habitat restoration with priority given to waterways, lakes, buffers and ponds
- Volume reduction and runoff treatments practices (infiltration basins & trenches, cisterns, green roofs & bio-filtration)

Any other innovative stormwater runoff treatment or volume reduction management practice Eligible studies/investigations could include:

- Water quality management and restoration
- Water quantity management and restoration
- Groundwater management and restoration
- Unique resource (fens, trout stream) management and restoration
- BMP feasibility and restoration

[Cost Share Worksheet Tool](#)

Application Submittal and Approval

The LMRWD will accept new applications until April 15, 2020. If funds remain, applications will continue to be accepted until all funds are used. Applications can be downloaded from the LMRWD website. Completed applications can be submitted via e-mail or US mail and must include all information requested.

Once available funding has been consumed, applications will no longer be reviewed and applicants will be informed of the situation. Applicants are required to submit a grant application that includes the following:

1. Signed and dated application form
2. Narrative of proposed project
3. Location map
4. Record of property ownership
5. Construction/installation site plan, designs and specifications
6. Estimate of water captured and pollution removed (if applicable)
7. Itemized budget
8. Contractor bid (if using)
9. Plant list (if applicable)
10. Accounting of in-kind contribution of labor and materials, if any

The application must be signed and dated. Applications can be submitted electronically. If submitting electronically, submit as one complete document, with the work plan, budget and supporting materials integrated into the document.

Application can be sent via e-mail to:

naiadconsulting@gmail.com

Applications can be sent via US Mail to:

Linda Loomis Lower Minnesota River Watershed District 112 E. 5th Street #102 Chaska, MN 55318

Reporting Requirements

Within 30 days of the completion, a summary report must be submitted with paid receipts before final reimbursement can be dispersed. Grantees will be required to include original receipts of the expenses, digital or hard copy photos of events, and electronic copies of all education materials produced.

For More Information

Please review the [Cost Share Program Guidelines](#). If you have additional questions contact the Lower Minnesota River Watershed District by e-mail at naiadconsulting@gmail.com or by telephone at 763-545-4659.

11. Watershed Education page

- a. This page, when completed, should reside under the Resources tab
- b. This page should have information about volunteer programs, CAC, and general public education materials

12. [2018-2027 Watershed Management Plan](#)

[Home](#) > [2018-2027 Watershed Management Plan](#)

The Board of Managers adopts the updated Comprehensive Watershed Management Plan

In October 2016, upon a recommendation from the Technical Advisory Committee (TAC) the Board directed the preparation of an amendment to the Comprehensive Watershed Management Plan (the Plan). Standards in the Plan have been updated to protect steep slopes, high value resource areas (fens and trout streams) and floodplains.

In September 2018, the Minnesota Board of Water & Soil Resource (BWSR) approved the Plan. The Plan will be in effect for the District until 2028, when the District will be required to review the Plan and update it as deemed appropriate.

The Board of Managers adopted the Plan at the October 24, 2018 meeting.

District developing rules

The Lower Minnesota River Watershed District generally does not require permits, it does however require that agencies with land use authority, referred to as Local Governmental Units (LGUs), adopt official controls to ensure District standards are enforced. Official controls must be in place to meet the standards contained in the plan within 18 months of the plan adoption.

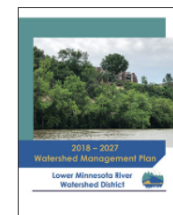
During the Plan amendment process, it became apparent that certain areas and types of projects have no regulating governmental authority (projects within unincorporated areas of the District and some transportation improvement projects). Minnesota Statutes give Watershed District authority to regulate these types of projects. The Board of Managers therefore determined the District should develop rules to govern these areas and projects. The rules development process should be completed by spring of 2019.

Standards for development are discussed in [Section 3](#) of the plan. Specific standards and criteria are in [Appendix K](#).

If you have questions, please call the administrator, Linda Loomis, at 763-545-4659. Or email her at the address given on the [contact page](#).

Because state, local, and federal agencies regulate water projects, you must check to find out which agencies require permits in your area: [State DNR Water-Related Permit Contacts](#)

Read the Plan



Executive Summary

- [Executive Summary](#)

Full Plan Document

- [Plan Document \(no appendices\)](#)

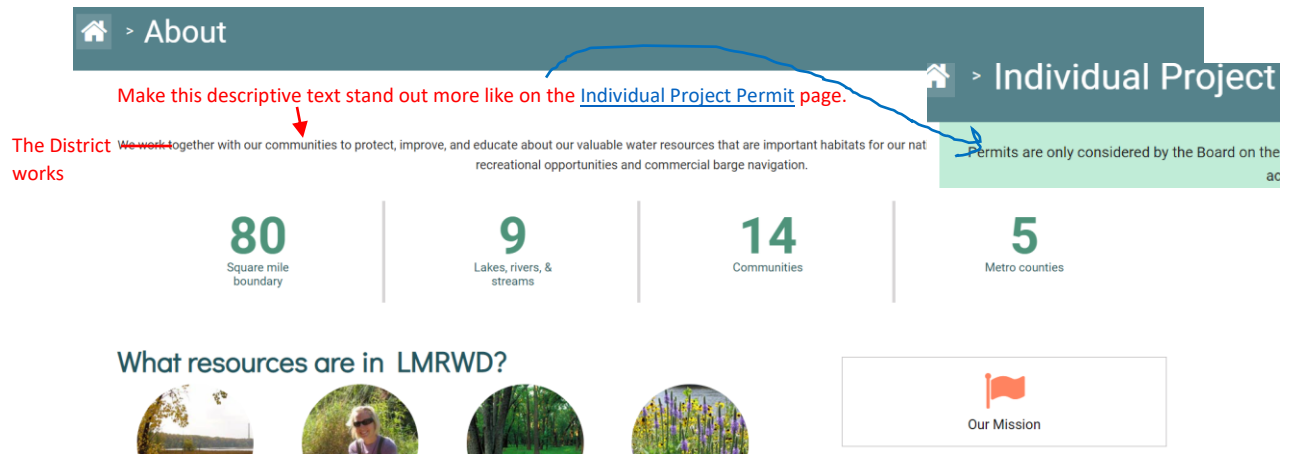
Sections

- [Section 1: Land and Water Resources Inventory](#)
- [Section 2: Issues and Problems Assessments](#)
- [Section 3: Goals, Policies, and Strategies](#)
- [Section 4: Implementation Program](#)
- [Section 5: Impact of Implementation](#)
- [Section 6: Administration](#)
- [References and Sources](#)
- [Appendices](#)

Top Bar

About

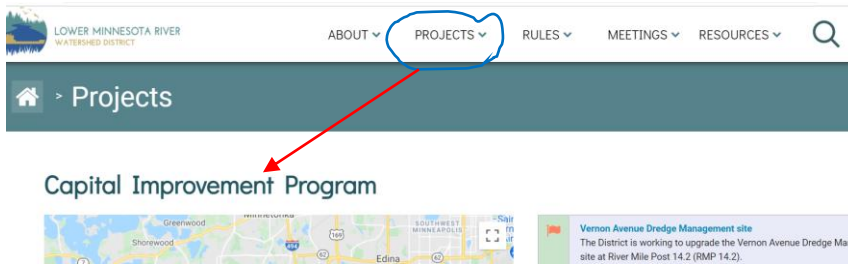
13. About: The CAC application is clear and easy to get to. Consider having it open in a new tab so they don't lose their place on your website.
14. Users would like to click on the "resource" circles to get more information. Where are the trout stream? What is a fen? Etc.



15. The numbers at the top could lead to maps or more information about each number
 - a. [Our History](#)
 - i. I like the timeline feature on the right. Nice snapshot. Let's fill in some dates between 1961 and 2011.
 - ii. Why is the overall plan important?
 - iii. Why is the Third Generation plan important?
 - iv. Add more photos as you scroll down through the timeline
 - v. the original petition
 1. Add the date it was written
 - b. [Our Board and Staff](#)
 - i. Who is the main audience for the webpage and who do you want then to be directed to for information and help? I would give some brief info about your board and staff, and perhaps make the primary contact person's information visible. If I came to this page, I wouldn't know who to reach out to for more information.
 - ii. Could be structured to give a better sense of how the administration works. Is the Board the governing body? How does staff/consultants relate to that? What does the TAC do?
16. CAC - This is great – gives in intro, a bit of information, and directions how to use that information. This could be applied to many of the pages.

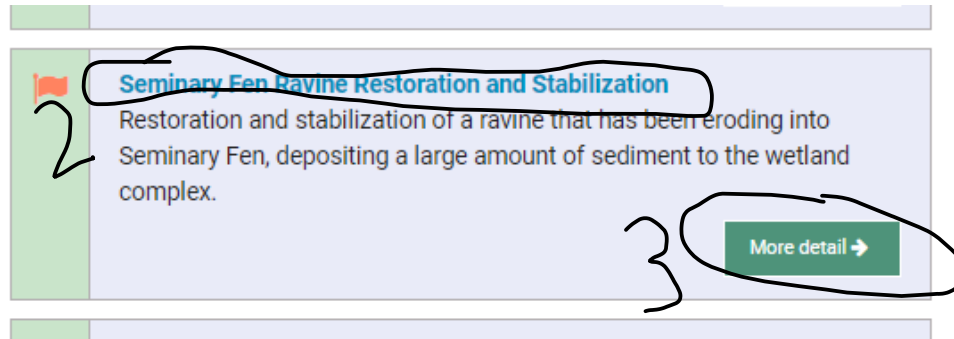
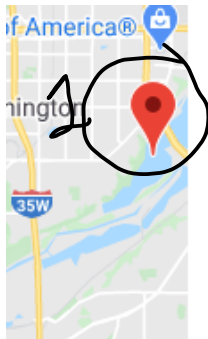
Projects

17. Projects: Nice combination of map and summary with links to details.
18. Do you want a "projects" page because when you click on "projects" you go [CIP](#). You could make the "projects" page descriptive of CIP, Cost Share, Grants, Channel Maintenance, etc... and add those headings to your drop-down menu for Projects.



c. Capital Improvement Program

- i. Number the map and the projects on the right side so they align with each other
- ii. On this page, there are three ways to access the same information (points on the map and two links on the sidebar). This is redundant. Maybe eliminate hyperlink in the title of the project (2-below).



iii. The map

- 1. Streamline the text. And a photo on each popup.
 - 2. Map is nice, but would like the projects at the right to tie to them – numbers? Symbol changes depending on the type of project? Seems like it could be a scrolling list instead of clicking into pages 1-4, or click on the map to bring up the list...
 - 3. More photos would be great.
 - iv. Spelling and formatting edits need to be made to several project pages.
- d. Channel Maintenance – needs to be finished

Rules

19. Change Rules to Permits then move LMRWD Rules and Watershed Plan under Resources.

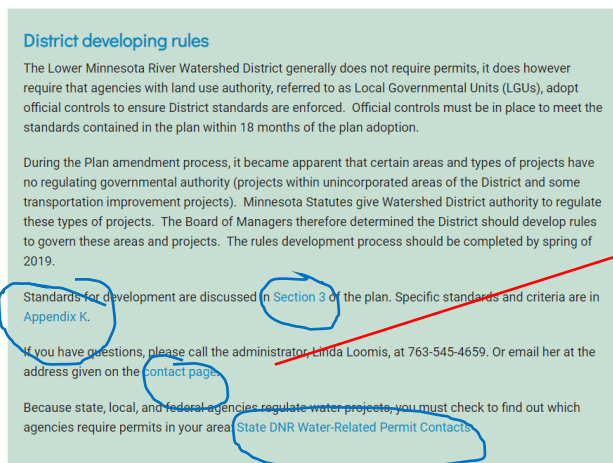
e. Rules page

- i. No other page has a drop-down bar quite like this. I think it should be removed as those same menu items are in the Rules drop-down.



- ii. How do the rules apply to a regular person that comes to this site? Why should they care? Is the level of hierarchy for the rules important here? Could it be embedded under Our Mission or History?
- iii. Different information is on >Rules vs. >Rules>LMWRD Rules
- iv. I like the rules graphic – easy to follow.

- v. Links direct to the rule summary is very helpful – perhaps direct links if a permit is required?
- vi. What type of project requires a permit? A construction project? A redevelopment project? A homeowner doing work on an individual lot?
- vii. “District developing rules” is out of date
- viii. Rules: consider moving the (really great) map off of the main Rules/Permit page. It takes a while to load and it’s not clear what it’s in reference to on that page. Having it on the LMRWD Rules page connects to the text, so that makes sense.
- f. [LMRWD Rules](#)
 - i. [What Rules Apply to You?](#)
 - 1. High Value Resources Area (HVRA) Overlay Districts – link to map to show these areas
- g. [Individual Project Permit](#)
 - i. LMRWD Individual Project Permit Application (on right sidebar) should open on a new tab
 - ii. Need to finish the LMRWD Templates
- h. [Municipal \(LGU\) Permit](#)
 - i. [LMRWD Municipal \(LGU\) Permit Application should open on a new page](#)
- i. [Watershed Plan](#)
 - i. The links under District Developing Rules need to open on separate pages



Make the Standards “standout” a bit more on this page.

Open links on new tab.

Meetings

- 20. Minutes and Agendas: super clear and organized. Nice work.
- 21. Do you want a “meetings” page because when you click on “meetings” you go meetings calendar. You could make the “meetings” page descriptive of all the meetings the district has, or change the heading.
- 22. Same info on >Meetings as on >Meetings>Meeting Calendar (not same structure for each category (About, Projects, Rules, etc.), so could miss information if you don’t hunt around...)
- 23. Is the Board the only entity that meets? Would there be other events/activities that would be posted on this calendar?

Resources

- 24. map> I’m sure this is known, but when clicking on a lake on the map, the link in the popup leads to a blank page.

25. Do you want a “resources” page because when you click on “resources” you go [reports](#). You could make the “resources” page descriptive of all the resources the district has.

26. Button for “Read the Plan” is broken.

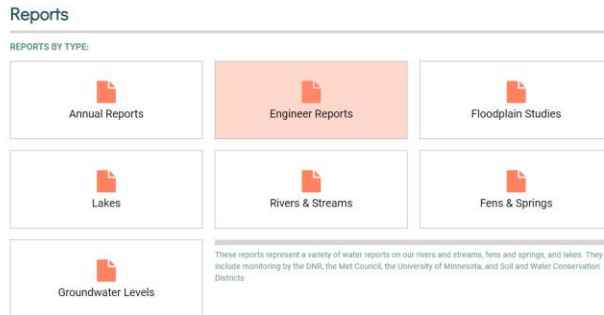
27. Could there be additional information here about watersheds? What residents can do? Example: <https://www.mwmo.org/learn/>

28. [Reports](#)

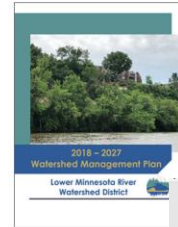
j. I love the reports by waterbody map. Still need to finish this.

k. [2018-2027 Watershed Management Plan](#) should open on a separate tab

l. Read the Plan button on the bottom of the right side is a broken link. Page should open to plan on separate page.



2018-2027 Watershed Management Plan



Page Not Found

No page could be found at this address. [Back to Home.](#)

About the Plan
The Lower Minnesota River Watershed District's Watershed Management Plan describes how the District will address water resources management over the next 10 years. The plan includes management standards and procedures for addressing surface water, wetland, and groundwater issues, as well as navigation issues along the Minnesota River.

[Read the Plan](#)

m. [Annual Reports](#)

i. Remove arrows

ii. Each report should open on a separate page



The District is required to formulate an annual report each and every year. Providing the following:

- An activity report for the previous calendar year
- An audit report for the preceeding fiscal year

This document summarizes what we've been doing during the year and where we may be going in the near term.

Annual Reports

- [2018 Annual Report](#)
- [2017 Annual Report](#)
- [2015 Annual Report](#)
- [2014 Annual Report](#)
- [2010 Annual Report](#)

Open links on new tab.

iii.

n. [Engineering Reports](#)

i. Remove arrows

ii. All engineering reports should open on a separate page

efforts we undertake to keep the river navigable.

Groundwater reports

As the 2005 groundwater report puts it, "Historically, the District has been involved to a relatively minor degree in groundwater management and monitoring, as the numerous fens and trout streams within the District are state-protected resources and the state has been fairly active in monitoring the higher profile resources." In an era of budget cuts and limited state funds, however, the District can help manage water resources in a more systematic way.

The groundwater reports:

- Introduce the District's hydrology
- Assess the most important water resources
- Recommend a monitoring program for several creeks, streams, and fens
- Remark on erosion, invasive species, and fen restoration efforts

Dredge management plans

Engineering Reports

- [Minnesota River Bank and Bluff Stabiliz Minnesota \(Feb. 2010\)](#)
- [Groundwater Monitoring Strategy Repo](#)
- [Executive Summary of Guidance Report](#)
- [Final Guidance Report \(May 2004\)](#)

Open links on new tab.

o. [Floodplain Studies](#)

i. All floodplain studies on right should open on a separate page

p. [Lakes](#)

- i. [Sediment Accumulation in the Floodplain Lakes of the Lower Minnesota River Watershed](#) should open on a separate page
- q. Rivers & Streams
 - i. Need more information on this page



From this page you have access to a rich variety of historical reports on the conditions of our rivers and streams.

- r. Fens & Springs
 - i. Need heading on the top bar
 - ii. All reports should open on a separate page



From this page you have access to a rich variety of historical reports on the conditions of our fens and springs. Seminary Fen, on the eastern edge of Chaska, in Carver County, is a rare calcareous unique habitat for threatened plant species.

Dakota County Fen Well Reports

The following reports include Quarry Island, Ft. Snelling, and Nichols fens.

- Fen Well Monitoring, 2018 report

Scott County Fen Well Reports, etc.

The following reports include information on Savage Fen, water quality of Eagle Creek, and water quality of Dean Lake and Prior Lake channel.

- Scott County Monitoring, 2019 report

- s. [Groundwater Levels](#) should open on a separate page
- 29. [Budget & Audits](#)
 - t. Only put up the past 3 years for Budget and Audit Reports.
 - u. Each reports should open on a separate page
- 30. [Links](#)
 - v. Change this page title to Watershed Education?
 - w. Need to finish this page

I am a...

- 31. [Resident](#)
 - x. Need to finish this page
- 32. [Developer/Commercial Property Owner](#)
 - y. Lets develop this page more unless we plan to just redirecting to the Standards.

Final Notes:

Overall: Very well done and easy to maneuver. Consider putting time and money into photos, especially those with water and a variety of people to make it feel more approachable and relevant.

Example: At the MWMO, staff and outside users tested out the hierarchy, or architecture, of the site to try to make the information as easy to access as possible. They used a tool like this card sort, completed with the information on the site, and users put it into what they considered logical structure.

<https://www.uxtweak.com/card-sort-tool>

Overall, it seems the site is written to show the rules. The information about the natural resources, why people should care about the work the watershed does, could really be played up more. Key information that would be interesting to people is available on the home page but you can't navigate to it from elsewhere on the site, and it gets somewhat lost on the homepage.

Technical Memorandum

To: Linda Loomis, Administrator
Lower Minnesota River Watershed District

From: Jen Dillum, Education and Outreach Coordinator
Della Schall Young, CPESC, PMP

Date: February 8, 2021

Re: Lower Minnesota River Watershed District—Proposed Social Media Plan

Social media helps the Lower Minnesota River Watershed District (District) accomplish education and outreach by providing watershed messages and educational content to inspire District residents to engage in water quality, water quantity, and habitat projects on their own land or in a volunteer capacity. This plan assumes that Young Environmental Consulting Group (Young Environmental) will be responsible for and will facilitate the District's social media platforms in consultation with the District's administrator. This plan should be revisited and updated as District goals change.

Following your review of the information presented, please provide a decision on whether Young Environmental should proceed with implementing the plan as prescribed.

SOCIAL MEDIA GOALS AND OBJECTIVES

Young Environmental will support the strategies of the District public education and outreach program as identified in the 2018 Lower Minnesota River Watershed Management Plan:

- Maintain the Citizen Advisory Committee
- Develop an outreach program
- Engage volunteers
- Provide opportunity for public input

Young Environmental will support opportunities for people to participate in projects, events, or planning that will improve water quality, water quantity, or habitat:

- Educate stakeholders within the watershed about actions to protect and improve water resources and habitat
- Promote meetings, presentations, programs, events, training, and outreach activities
- Promote recreational opportunities within the District

- Recognize and celebrate stewardship

Young Environmental will establish social media as a vibrant communication platform:

- Maintain an active presence on all accounts
- Increase engagement levels (i.e., ask for retweets and shares)
- Monitor and respond to comments, mentions, and shares when appropriate
- Build relationships with external organizations by tagging when relevant
- Increase exposure of social media accounts via other communication channels (e.g., email signatures, newsletters, and print material)

TARGET AUDIENCE

- Watershed residents
- Elected officials
- Stakeholders and partners

SOCIAL MEDIA GUIDELINES

Best Practices

1) Client Services

- a. Young Environmental will respond to comments in a timely manner, typically within twenty-four hours of the comment.
- b. Interactions on social media are public, and responses should reflect that. Young Environmental will use sound judgement.
- c. Young Environmental will use multiple social media platforms to incorporate the benefits of each platform. The District's message will be more effective if it is provided in different locations.

2) Use of Video and Photos

- a. Young Environmental will understand the social media platforms' terms and services. Young Environmental will also understand how the audience will access content on each platform and how it will display.
- b. Video content will avoid acronyms, jargon, technical information, and heavy data, whenever possible.

Monitoring

- The District will reciprocate shares and links that align with social media goals and objectives.
- Whenever possible, Young Environmental will link to the LMRWD website.
- Young Environmental will monitor accounts to make sure there are no dead links, expired URLs, or deleted videos on social networks.

Posting Guidelines

- Young Environmental will strive for transparency.
- Young Environmental will work to be authentic.
- Young Environmental will use common sense on social media. Young Environmental will listen attentively, use appropriate language, and provide timely content. Social media posts will be suitable for all ages.
- All interactions on social media platforms will be respectful and positive. Any contentious conversations should be taken off-line as soon as possible.
- Young Environmental will acknowledge mistakes. If a mistake has been made, Young Environmental will acknowledge there has been an error and be clear about how it will be addressed.
- Young Environmental will not publish, post, or release any information that is considered confidential or private. If there are questions about what is considered confidential, Young Environmental should check with the district administrator.

Social Media Image Size

Social media image sizes are different on each platform.

- Facebook
 - Facebook profile photo—180p x 180p
 - Facebook cover photo—851p x 315p
 - Facebook link image—1200p x 627p
 - Facebook shared image—1200p x 1200p
- Twitter
 - profile photo—400p x 400p
 - Twitter header—1500p x 500p
 - Twitter shared photo—1024p x 512p
- Instagram
 - profile picture—161p x 161p
 - Instagram image feed—510p x 510p

Social Media Calendar

Young Environmental will develop quarterly content calendars to maintain pace and to plan and schedule content. See Table 1—LMRWD Proposed Quarter 1 Social Media Plan. Young Environmental will strive to maintain the following posting frequency:

- Once per week on Facebook
- Twice per week on Twitter
- Once per week on Instagram

Young Environmental will create a District-specific hashtag to use in social media posts to drive traffic and create brand.

| Week | Dates | Topic | Platform | Post |
|------|-----------------|---|-----------|--|
| 7 | Feb. 14–Feb. 20 | 60th Anniversary | Facebook | The Lower Minnesota River Watershed District just celebrated 60 years of protecting rare calcareous fens, trout streams, and beautiful bluffs overlooking the Minnesota River while supporting the commercial navigation of Minnesota goods and products bound for locations near and far. Join the Lower Minnesota River Watershed District in celebrating 60 years of service to the environment, to people, and to commerce with this video! https://player.vimeo.com/video/478234518 |
| | | | Instagram | |
| | | | Twitter | |
| | Feb. 17 | LMRWD Board Meeting | Facebook | Please join the LMRWD at its next board meetings. Board meetings are currently being held virtually on the third Wednesday of the month beginning at 7:00 p.m., unless otherwise noted. |
| 8 | Feb. 21–Feb. 27 | Snow and Ice Removal | Facebook | Being prepared for winter snow and ice means having the right tools! Using a shovel, snowblower, or plow can be more effective than putting down salt. It is also a great way to prevent salt from polluting local waterways. https://www.cleanwatermn.org/wp-content/uploads/AaD_TipsCard_Salt_v2.pdf |
| | | | Instagram | |
| | | | Twitter | |
| | Feb. 24 | Tree Pruning | Facebook | Mid-to-late winter is a great time for tree pruning! Read the following article for all you need to know about tree pruning. https://extension.umn.edu/planting-and-growing-guides/pruning-trees-and-shrubs |
| 9 | Feb. 28–Mar. 6 | Seminary Fen Ravine Restoration and Stabilization | Facebook | In 2013, the Watershed District applied for and received a Clean Water Grant to restore and stabilize nearly 2,150 linear feet of a ravine, including portions of three side channels that were adding sediment to the Seminary Fen wetland complex. Seminary Fen, in Carver County, is a 600-acre complex that supports one of only 500 calcareous fens in the world. It has been characterized as one of the most significant natural areas in the Twin Cities. The fen's unique hydrology, soils, plants, and habitats are highly sensitive to water quality and sedimentation stress. The project stabilized the ravine to reduce the movement of sediment to the fen's wetland complex. This project reduced the sediment load to Seminary Fen by 63 percent. http://lowermnrivewd.org/projects/bwsr-clean-water-fund-grant-administration |
| | | | Instagram | |
| | | | Twitter | |
| | Mar. 3 | World Wildlife Day (Mar. 3) | Facebook | World Wildlife Day 2021 will be focused on the livelihoods of indigenous peoples and of rural and local communities who rely on forests. You can read more about World Wildlife Day here: https://cites.org/eng/Forests_and_livelihoods_sustaining_people_and_planet_WWD2021_theme_announced_23112020 |
| 10 | Mar. 7–Mar. 13 | Landscaping for Clean Water | Facebook | We're skipping winter and jumping to spring! Landscaping for Clean Water workshops in Dakota County start in February when the snow blower is broken and the plow dumps a foot of snow at the end of your driveway. Wouldn't it be nice to skip winter and plan for spring—you can! For workshop dates, additional information, or to register, visit www.dakotaswcd.org or call 651-480-7777. |
| | | | Instagram | |
| | | | Twitter | |
| | Mar. 10 | Pick up after Your Pet | Facebook | Want to avoid a mess in your yard next spring? Take some time to pick up your pet's waste this winter. It's also a great way to prevent that waste and bacteria from being swept into storm drains and local waterbodies when the snow melts in the spring. |

| Week | Dates | Topic | Platform | Post |
|---------|-----------------|--------------------------------------|-----------|--|
| 11 | Mar. 14–Mar. 20 | Targeted BMPs for Downtown Shakopee | Facebook | This project analyzed the current stormwater systems in downtown Shakopee to identify opportunities to implement best management practices (BMP) before stormwater is discharged into the Minnesota River. The study included the identification of potential BMP opportunities. The study will summarize sediment reduction benefits and provide a cost-benefit analysis. http://lowermnriverwd.org/projects/targeted-bmps-downtown-shakopee |
| | | | Instagram | |
| Twitter | | | | |
| | Mar. 15–21 | Fix a Leak Week (Mar. 15–21) | Facebook | Did you know that household leaks waste nearly 1 trillion gallons of water annually nationwide? That's a lot of water! Chase down those leaks to save water and save money! https://www.epa.gov/watersense/fix-leak-week#:~:text=Mark%20your%20calendars%20for%20EPA's,and%20money%20all%20year%20long. |
| 12 | Mar. 17 | LMRWD Board Meeting | Facebook | Please join the LMRWD at its next board meetings. Board meetings are currently being held virtually on the third Wednesday of the month beginning at 7:00 p.m., unless otherwise noted. |
| | Mar. 21–Mar. 27 | Compost Bin and Rain Barrels | Facebook | The time is almost here to order your rain barrels and compost bins! Rain barrels catch fresh water as it pours from your downspouts. That water would otherwise make its way into storm sewers only to be wasted. Compost bins are an easy way to discard food and yard waste. You can keep those items out of the waste stream and turn them into rich soil for your plants and garden. https://recycleminnesota.org/work/compost-bins-rain-barrels/ |
| | | | Instagram | |
| Twitter | | | | |
| | Mar. 21 | International Day of Forests | Facebook | Did you know that forests are the most biologically diverse ecosystems on land, home to more than 80 percent of the terrestrial species of animals, plants, and insects? Today, during the International Day of Forests, take time to reflect on everything the forest ecosystem gives us. https://www.un.org/en/observances/forests-and-trees-day |
| 13 | Mar. 28–Apr. 3 | East Chaska Creek Bank Stabilization | Facebook | East Chaska Creek has been identified as a source of sediment entering the Minnesota River. Since the 2016 East Chaska Creek report was completed, the LMRWD has begun implementing channel stabilization projects, and the City of Chaska has completed some identified maintenance projects. In 2018, the LMRWD submitted this project for funding under the Metro-Area Watershed-Based Funding Pilot Program offered by the Minnesota Board of Water & Soil Resources. The goals of the project will include reassessing previously identified maintenance and erosion sites, identifying new erosion sites that may have developed, and updating cost estimates for completing the remaining stabilization work. http://lowermnriverwd.org/projects/east-chaska-creek-bank-stabilization |
| | | | Instagram | |
| Twitter | | | | |
| | Mar. 31 | Six Things for Water Quality | Facebook | When you are out this weekend enjoying the spring weather, take a few minutes to do one thing for clean water. Here are six easy actions you can choose from! http://cleanwatermn.org/6-actions-to-take-at-home/ |

Measurement

Young Environmental will measure social media analytics on a quarterly basis. Measurements will help staff assess content strategies and modify content as necessary.

- 1) Google Analytics
 - a) Measure the number of visits to the website from social media accounts.
- 2) Facebook in-page analytics
 - a) Measure the reach, likes, and comments of individual posts.
- 3) Twitter analytics
 - a) Measure impressions, engagements, likes, link clicks, and retweets.