



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting
Wednesday, December 20, 2023

Agenda Item

Item 4. C. – Public Engagement Project

Prepared By

Linda Loomis, Administrator

Summary

Manager Salvato arranged for the LMRWD to work with a group of graduate students at the Department of Agricultural Leadership, Education and Communications at Texas A & M University. The students under the guidance of Associate Professor, Dr. Dara Wald, developed a public engagement strategy for the LMRWD. Students interviewed Manager Salvato, Della Young and me to learn about the LMRWD. The students then developed a public relations campaign, which they presented to us November 28th and it is being shared with the Board.

The campaign developed by the students can be used to inform the communication discussion that is scheduled for January 2024.

Attachments

PR Pitch Campaign – *Flowing with Responsibility, Minnesota’s Pledge to Protect and Preserve Our Water Resource*

Recommended Action

Motion to Receive and File PR Pitch Campaign and to lay discussion over to Communication and Messaging Workshop.



Flowing with Responsibility

Minnesota's pledge to protect and preserve our water resources

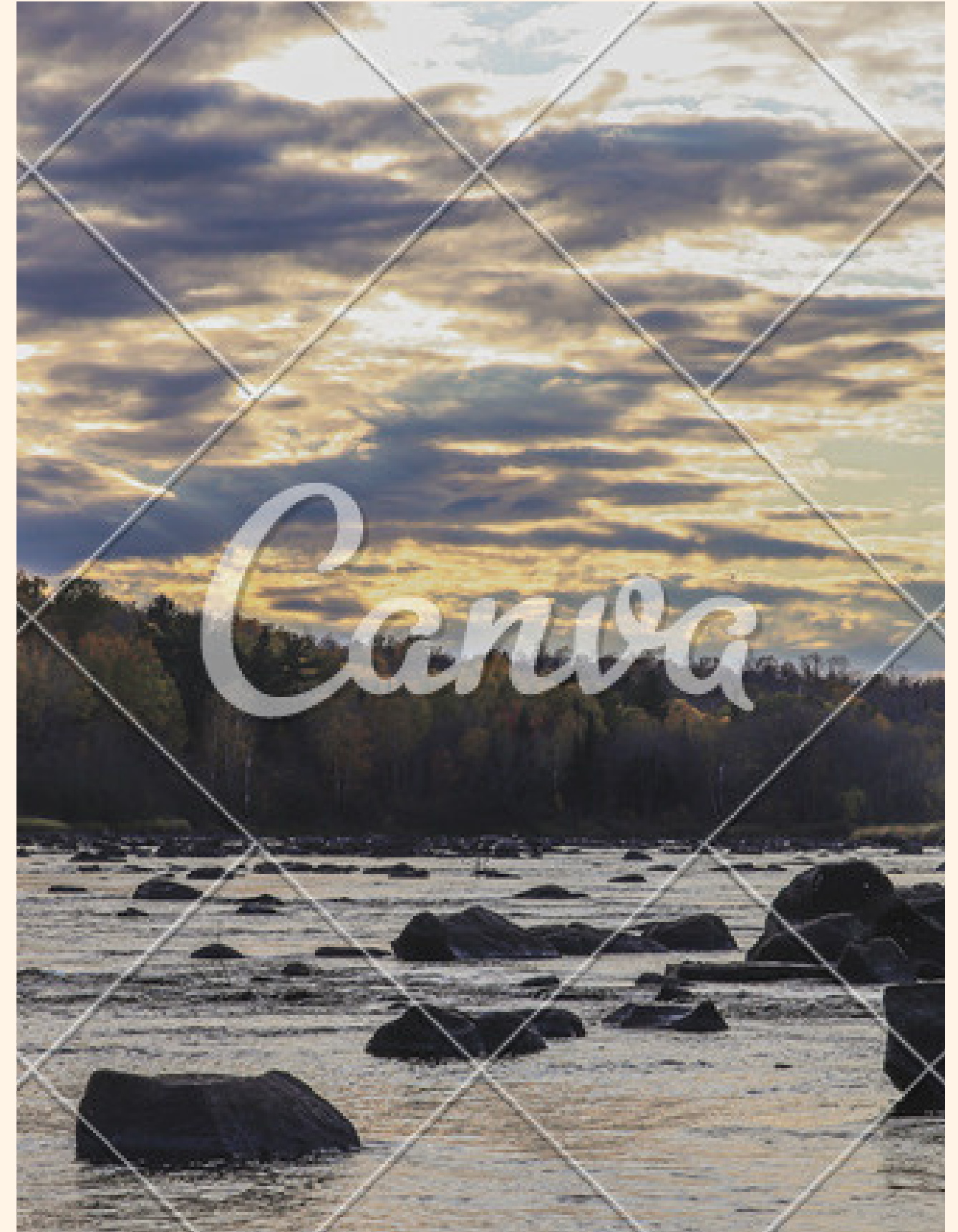


Problem:

Low amounts of engagement in-person and digitally with the Lower Minnesota River Watershed District

Audience:

Minnesota Residents, specifically ones who engage and recreationally use the Minnesota River





Watershed District Community Cleanup

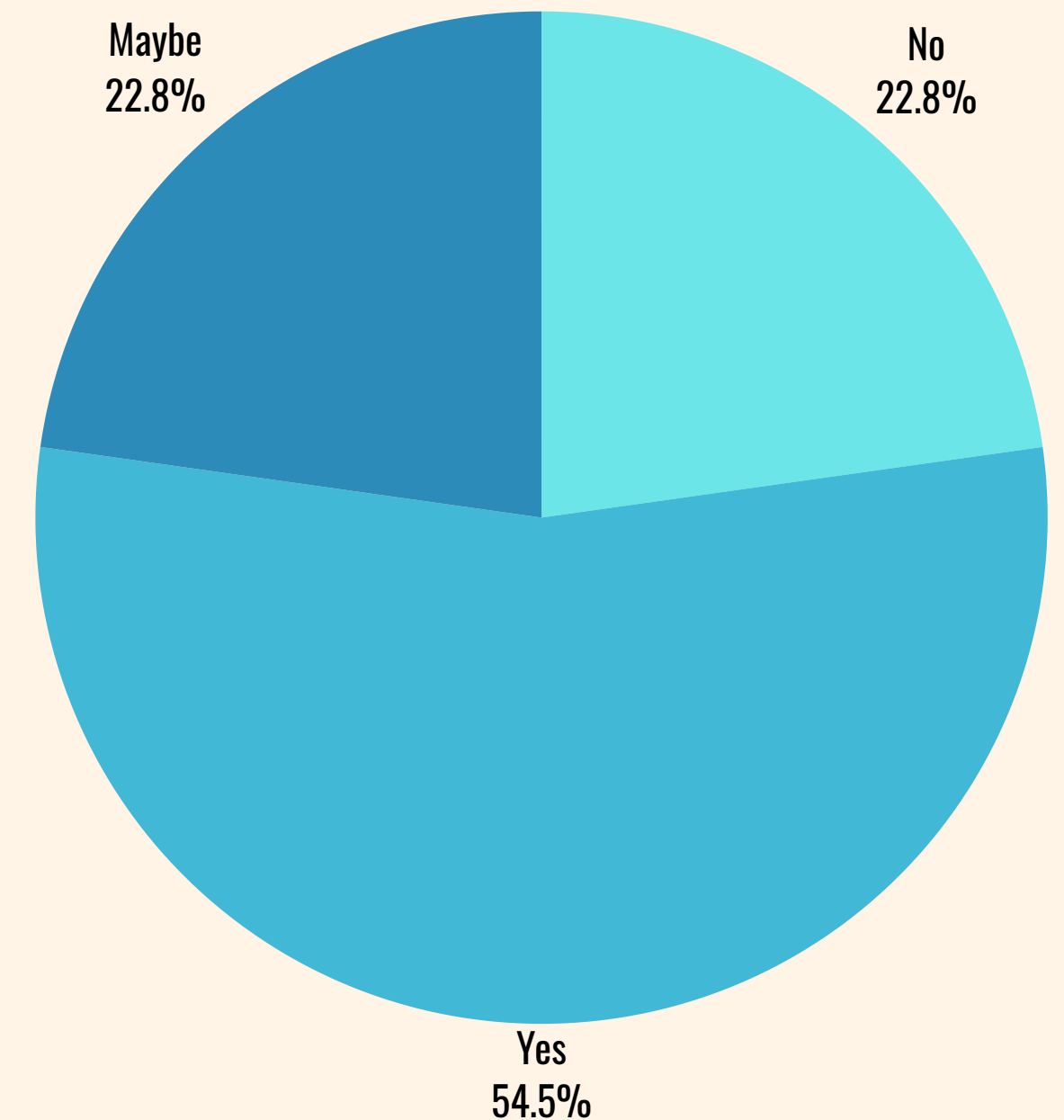


Community cleanups are the most direct way for individuals to interact with the Lower Minnesota River Watershed District.



Watershed community cleanups will help residents become educated about the LMRWD and to keep the watershed free of harmful pollutants that run off of roads, parking lots, rooftops, and other hard surfaces into storm drains, where they flow untreated into the Minnesota River.

WOULD YOU LIKE TO LEARN MORE ABOUT WHAT THE WATERSHED DISTRICT HAS TO OFFER?



note: data from primary research



Target Behaviors

Minnesota Residents

Minnesota residents will be the most useful tool to the Lower Minnesota River Watershed District. It is essential to target these individuals to gain momentum for the campaign.

Minnesota Tourist

The Minnesota River is crawling with rich history. Target the tourist to grow the efforts. These clean ups will allow them to tour rich American history.

Legislative Body

The Minnesota government should be targeted to help enforce laws regarding runoff water and ground water pollution. Minnesota has laws in place, but they need strengthening.



Barriers Limiting the Success

PEOPLE ARE
UNINTERESTED

LITTLE
RECOGNITION
OF
IMPORTANCE

LACK OF
EDUCATION



Targeting Strategy

Lower Minnesota River
Watershed District

News Outlets

Campaign Introduction
Feature Cleanup Stories
Resident Competition*

Marketing

Website
Digital Marketing

Resources

Print Material
Material Assist



1 **INTRODUCE THE CAMPAIGN**

Minnesotans have the right to clean water. We want to reach those who are passionate about where their water comes from. These individuals will be the main vessel for this campaign.

2 **CREATE A PASSIONATE FORCE**

Passion = Change. It is important to curate a group of passionate individuals to help grow this campaign. It is important to gather individuals who will communicate the passion to all Minnesota Residents.

3 **CREATE CHANGE**

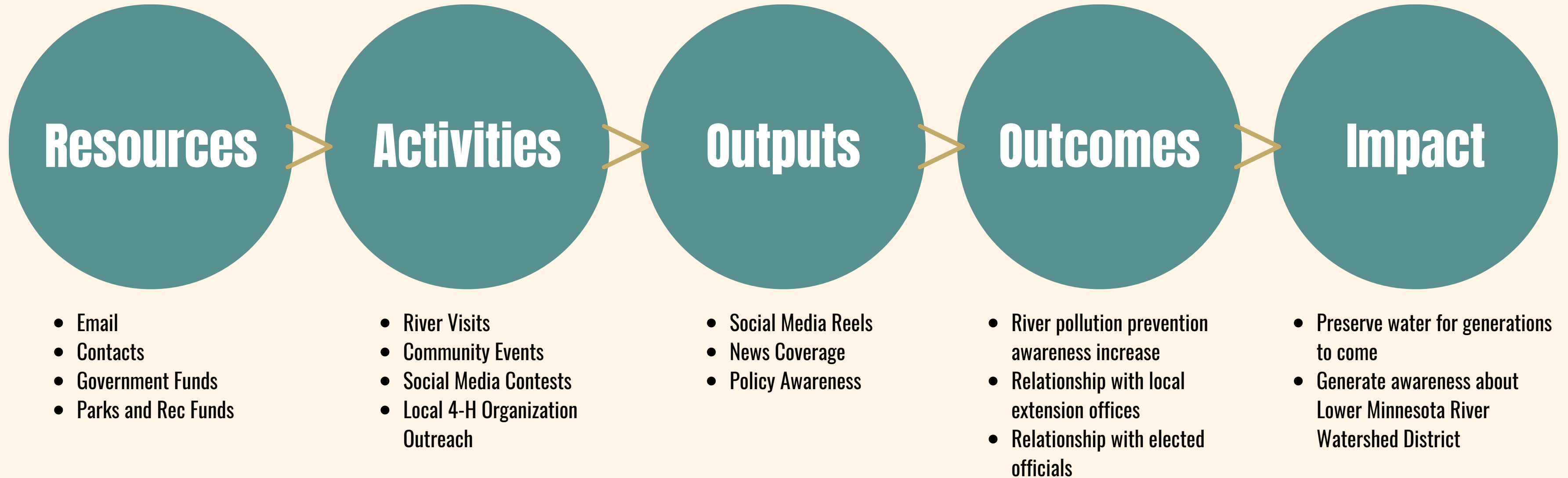
The goal here is to clean up the Lower Minnesota River Watershed District for residents to use it for recreation. This can be done through social media campaigns, community outreach, and other board appearances.



note: canva image



Logic Model





News Outlet Press Releases

- The Minnesota River filled to the brim with history and should be protected.
- Over the years, due to runoff and pesticide use, the Minnesota River has become un-usable for many great activities.
- Through a new advertising campaign we hope to educate and incentivize the cleaning and maintenance of our river.
- What starts in Minnesota helps change the world. The Minnesota River feeds directly into the Mississippi River. Helping Minnesota helps the country.



Lower Minnesota Watershed District Announces New Campaign

NEWS RELEASE

Nov.28, 2023

FOR IMMEDIATE RELEASE

Contact:

Cole Palmer, Outreach Manager

Phone: (515) 555-5555

Email: colepalmer@tamu.edu

New Campaign for the Lower Minnesota Watershed District

MINNESOTA—The Lower Minnesota Watershed District is happy to announce our new campaign. Farmers who can prove they have lowered their runoff the most win a cash prize and get to be featured in the town paper.

the Lower Minnesota River Watershed District has seen little engagement with its current social media outlets. In order for these outlets to be successful, it is imperative that research is done to analyze the potential that the Lower Minnesota River Watershed District social media outlets host. This report is aimed at understanding the outlets, whom to target with these outlets, and the evolution that is possible.

The Lower Minnesota River Watershed District (LMRWD) is unlike any other state water management organization. It was formed in 1960 as a legal entity to provide local participation to the US Army Corps of Engineers (USACE) in the construction and maintenance of a nine-foot navigation channel in the Minnesota River.

This research conducted aims to report and explore the strategic decisions to focus on for the Lower Minnesota River Watershed District. By investigating the demographics, engagement behavior, and potential impact that these platforms could have allows for strategic directions the aligns with the Lower Minnesota River Watershed District's mission and long-term goals.

The preliminary research report allows for foundation to be laid for a deeper understanding of Lower Minnesota River Watershed District audience. Through this preliminary stage, we aim to identify the scope and direction of the forthcoming efforts.

###



Feature Cleanup Stories

- This will get newswire attention. It shows the campaign is working.
- Allow the press releases to tell when the next LMRWD-sponsored cleanup is happening for news reporters to join the campaign.
- Round out the press release with a statement about what the Lower Minnesota River Watershed District

Cole Palmer

11-28-2023

Minnesota River Cleanup an Overwhelming Success

Minnesota-- The Lower Minnesota Watershed District is happy to announce our new campaign. Farmers who can prove they have lowered their runoff the most win a cash prize and get to be featured in the town paper.

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Resident Competition

- Competitions are a great incentive for farmers to use less pesticide
- The farmer that can prove he lowered his pesticide use the most will win a cash prize and get his picture taken for the local newspaper
- We realize that farmers use pesticide to help secure their profit. This is why we chose cash as our big prize
- These competitions can be held anywhere between monthly to annually



Lower Minnesota Watershed District Competition

NEWS RELEASE
Nov.28, 2023
FOR IMMEDIATE RELEASE

Contact:
Cole Palmer, Outreach Manager
Phone: (515) 555-5555
Email: colepalmer@tamu.edu

New Competition for Minnesota Farmers

MINNESOTA—The Lower Minnesota Watershed District is happy to announce our new competition. Farmers who can prove they have lowered their runoff the most win a cash prize and get to be featured in the town paper.

It really is a great campaign. The Minnesota River has been through some really rough year. The runoff caused by farmers has greatly impacted the reliability of our favorite river. What was once full of fisherman and swimmers is now empty. Hopefully this competition will be a good incentive for farmers to cut down on pesticide use.

Minnesota's new advertising campaign is set to have Tommy Lee Jones recreating some of his most iconic movie scenes except with, you guessed it, Minnesota. The first advertisement will debut on Friday.

"It really is a dream come true for us. We've been looking for a long time for a spokesperson who is both prestigious and virtuous. We now have that in Tommy Lee Jones. He exemplifies what it means to be a good Texan," said Founder.

For more information about The Lower Minnesota Water Shed District or to sign up for our newsletter, merchandise can also only be found on our official website.

Minnesota is all about serving high-quality milk. Each glass of milk can be traced back to our luscious grass fields. We also try our hardest to be animal and environmentally conscious. This means all of our cows get plenty of shade, food and even pedicures, and we reduce plastic use one glass bottle at a time.

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Website Page for Cleanup Efforts



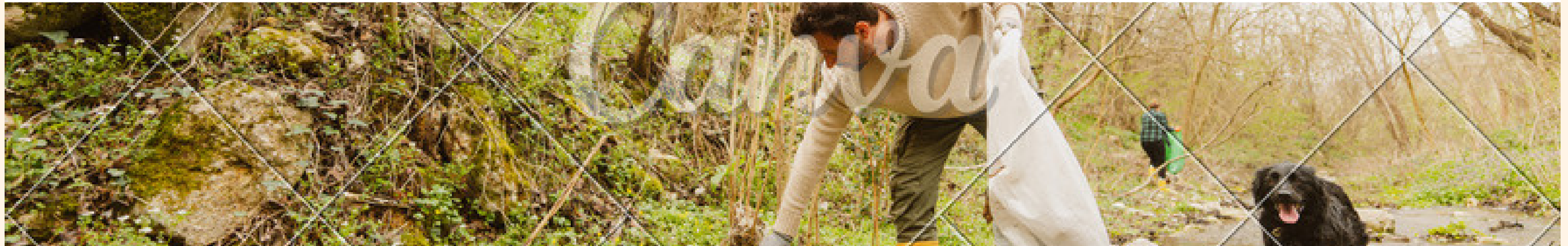
Projects ▾

Regulatory ▾

Reports ▾

Water & Natural Resources ▾

Recreation ▾



HOW YOU CAN HELP



ORGANIZE A CLEANUP



QUICK FACTS



FARMERS/ RANCHERS



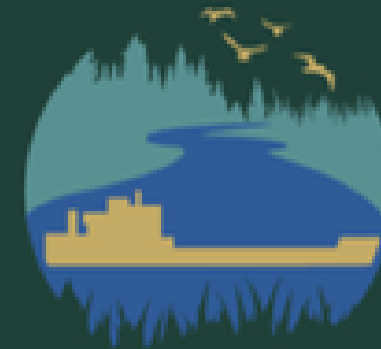
PRESS RELEASES



Website - Minnesota River Key Points

Lower Minnesota River Watershed District

 Kristen Perez



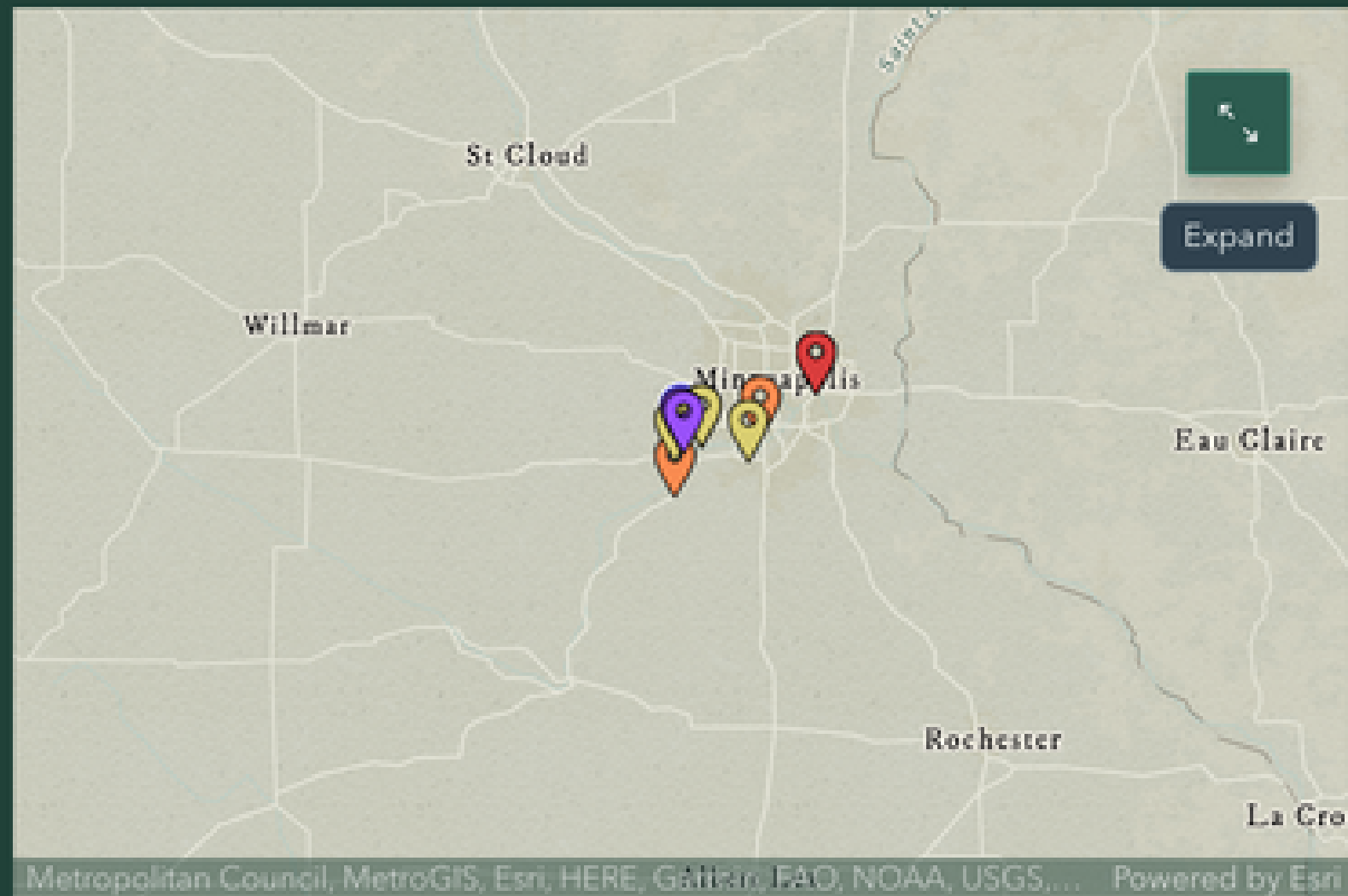
LOWER MINNESOTA RIVER
WATERSHED DISTRICT

The Lower Minnesota River Watershed District, or LMRWD, is a local, special-purpose unit of government that works to solve and prevent issues related to water. The LMRWD works to protect, improve, and provide education on valuable water resources that offer habitat for native species, recreational opportunities, and commercial barge navigation.





Website - Minnesota River Key Points



Want to see what the Minnesota River offers? Check out our map for our different activities to do, whether it be on land or water!

For the key, check below!



Digital Campaign Materials

INTRODUCTION TO MINNESOTA RIVER CLEANUP EFFORTS

Unite for a Cleaner Minnesota River! 🌊🌟 Join the movement to make waves of positive change. 🌱❤️ Our cleanup efforts aren't just about removing trash – they're a promise to protect our environment, wildlife, and communities. Together, let's turn the tide for a cleaner, healthier Minnesota River. 🧑‍🌾🌍 Click here to dive into action [\[link Minnesota River Cleanup Page\]](#)! #MinnesotaRiverCleanup #Sustainability #CleanerWaters



note: canva image



Digital Campaign Materials

TARGETING RESIDENTS: FARMERS/ RANCHERS

Calling all stewards of the land! 🌿🚜 Join the Lower Minnesota River Watershed District to preserve our waterways and elevate your farm's sustainability. Discover how you can reduce runoff and champion the health of the Minnesota River. 🌱💚 Let's cultivate a future where farming and clean water thrive together. 🌱💧 Dive into practical solutions now! [link to page]
#FarmersForCleanWater #SustainableAgriculture
#MinnesotaRiverCleanup #CleanerWaters



note: canva image



Digital Campaign Materials

TARGETING RESIDENTS: RECREATIONAL USERS

Paddle, play, and protect! 🛶 Embrace the adventure on the Minnesota River while championing its preservation. Discover how your passion for recreation can be a force for positive change. 🌊❤️ Dive into tips for responsible enjoyment, ensuring the river remains a vibrant playground for all. Let's make every splash count! [link to community cleanup page] 💧🌿
#Sustainable #MinnesotaRiverCleanup
#CleanerWaters



note: canva image



Print Materials - Cleanup Flyer



 LOWER MINNESOTA RIVER
WATERSHED DISTRICT

LMRWD Clean Up Efforts

Save the Minnesota River!

Hey Neighbors!
Join us for this event to clean up trash and debris that potentially could enter the Minnesota River!

Doing a Community Cleanup helps keep harmful pollutants like trash, leaves, and dirt from washing down storm drains and into Minnesota River.

Plus it keeps your neighborhood looking great!

What to Bring: (If you have)

- Gloves
- Shoes
- Bottled Water
- Rakes/ Trash Grabbers

RSVP with [Lower Minnesota River Watershed District Cleanup Organizer] if you can make it!

<https://lowermnriverwd.org/> | #MinnesotaRiverCleanup



Material Assist - Volunteer Checklist

The thumbnail shows a document titled "LMRWD CLEANUP CHECKLIST" from the "LOWER MINNESOTA RIVER WATERSHED DISTRICT". The document is divided into two main sections: "CLEANUP DAY CHECKLIST" and "POST CLEANUP CHECKLIST".

LOWER MINNESOTA RIVER WATERSHED DISTRICT

LMRWD CLEANUP CHECKLIST

CLEANUP DAY CHECKLIST

- Have fun!**
- Trash Pickup Plan:** Ensure each participant knows where trash needs to be gathered to begin and end your cleanup efforts
- Equipment:** Be sure all equipment needed is there: rake, brooms, gloves, trash grabbers, garbage bags, hanging scale, and safety vest. Contact the LMRWD for additional equipment.
- Get Started:** Assign volunteers to areas of responsibility. Inform each volunteer with procedures and safety protocols. Provide emergency contacts with each of the volunteers.
- Count/ Weigh/ Record:** Help measure your impact! Count the number of volunteers, number of bags collected, and use the hanging scale to produce a measurement of the total weight in bags.
- Conclude:** Gather all volunteers and thank them for their service and time for cleaning the Minnesota River. Remind them how to keep trash out of the river and have them fill out the brief survey that will be sent to their emails.


POST CLEANUP CHECKLIST

- Contact the LMRWD:** Share with them the amount of trash collected and the number of volunteers.
- Return all Borrowed Materials:** Bring back any borrowed materials to the LMRWD for future community cleanups.
- Stay involved:** Keep an eye out for other ways to get involved with the Lower Minnesota River Watershed District.

<https://lowermriverwd.org/ | #MinnesotaRiverCleanup>



Material Assist - Reporting Form

 LOWER MINNESOTA RIVER
WATERSHED DISTRICT

LMRWD Community Cleanup

Reporting Form

Name: _____
Email: _____
Date of Cleanup: _____
Location of Cleanup: _____
How Many Volunteers: _____
How many Bags of Trash Collected: _____
Total Weight in Pounds of Trash Collected: _____

Feel free to leave a brief reflection/ suggestions about the cleanup and what you would like to see for the future!

<https://lowermnriverwd.org/> | #MinnesotaRiverCleanup



Retention Suggestions

- Attract motivated volunteers
- Empower volunteers with training
- Offer direct lines of communication with the LMRWD Board Members
- Use Social Media to Build Relationships
- Predict and Listen to Stakeholders' Wants and Needs



note: canva image

THANKS!



THANK YOU!

QUESTIONS?

CITATION



From *Canva* [Photograph], by Aleksandarnakic, Getty Images Signature

From *Canva* [Photograph], by Annastills, n.a.

From *Canva* [Photograph], by Cstar55, Getty Images Signature

From *Canva* [Photograph], by Jasondoi, Getty Images Signature

From *Canva* [Photograph], by Maridav, n.a.

From *Pexels.com* [Photograph]

From *Pexels.com* [Photograph]

Lang, Z., & Rabotyagov, S. (2022). *Socio-psychological factors influencing intent to adopt conservation practices in the Minnesota River Basin*. *Journal of Environmental Management*, 307, 114466.

<https://doi.org/10.1016/j.jenvman.2022.114466>

Wang, J., Zhang, Z., & Johnson, B. (2019). *Low flows and downstream decline in phytoplankton contribute to impaired water quality in the lower Minnesota River*. *Water Research*, 161, 262–273.

<https://doi.org/10.1016/j.watres.2019.05.090>