



LOWER MINNESOTA RIVER WATERSHED DISTRICT

Executive Summary for Action

Lower Minnesota River Watershed District Board of Managers Meeting

Wednesday, February 21, 2024

Agenda Item

Item 9. F. - Education and Outreach (E&O) Program Recommendations Summary Report

Prepared By

Linda Loomis, Administrator

Summary

On January 11, 2024, the LMRWD Board of Managers and the Citizen Advisory Committee held a workshop facilitated by Young Environmental Consulting Group. A summary of the workshop, outcomes and recommendations is attached.

Attachments

Transmittal Letter - Education and Outreach (E&O) Program Recommendations Summary Report dated February 15, 2024

Recommended Action

Motion providing direction to staff



Transmittal Letter

To: Linda Loomis, Administrator
Lower Minnesota River Watershed District (LMRWD)

From: Della Schall Young, PMP, CPESC, CTF, Principal Scientist
Suzy Lindberg, Communications Manager

Date: February 15, 2024

Re: Education and Outreach (E&O) Program Recommendations Summary Report

Young Environmental facilitated a joint workshop for the LMRWD Board of Managers and Citizen Advisory Committee (CAC) in January to discuss the 2024 priorities for the ongoing E&O Program as they connected to the board-approved 2024 work plan. During the workshop, it became clear that the collective group was eager to discuss not only the approved 2024 E&O work plan but a more comprehensive, organization-wide approach to education and outreach. The following documents have been provided to comprise a summary report of the workshop and proposed next steps to advance the programmatic goals identified in January.

Technical Memo—Education and Outreach (E&O) Program 2024 Priorities Workshop Summary

The resulting workshop discussion is summarized in the attached technical memo. What took place in January was a rich discussion filled with strategic ideas and a commitment to the organization's doing its best to use resources effectively to engage the appropriate targeted audience. Through a series of facilitated activities, the group brainstormed targeted audiences and the desired messages for each audience. At the end of the discussion, it was determined that Young Environmental would synthesize information from the workshop to facilitate next steps.

Draft Action Plan

Following the workshop, our team developed a draft Action Plan document (attached).

This plan explores the audiences identified in the workshop and begins to link them to internal E&O program tasks and/or potential partners who are already working in this space. The draft Action Plan ensures that the LMRWD is using its programmatic budget most effectively and not working in a way that duplicates the efforts of partner organizations. The draft Action Plan is considered a living document that all LMRWD staff and managers can use to define work plan priorities, partnerships, and gaps in offerings needed to successfully engage with its targeted audience. The draft Action Plan can be provided as a Word document to facilitate ongoing strategic discussion as a tool to effectively advance education and outreach priorities.

Draft Responsible, Accountable, Consulted, Informed (RACI) Matrix

The workshop also highlighted the need for a breakdown of roles and responsibilities among the various contributors to the LMRWD's vision, including the Board of Managers, LMRWD staff, CAC, and the E&O program consultant. Young Environmental has established the attached draft RACI matrix to document the E&O work plan tasks and other desired deliverables outside of this contract. The chart identifies who is Responsible (performing the work), Accountable (authorizing and approving the work), Consulted (providing feedback and guidance to those performing the work), and Informed (receiving updates on ongoing work). The draft RACI document includes two sheets for (1) the E&O work plan (tasks contracted to be performed by Young Environmental) and (2) additional priorities outside of the work plan (i.e., website updates, public relations, and special projects).

Please note: the current layout of the draft RACI matrix requires more discussion and final approval.

- Sheet 1 has already been approved as Young Environmental's existing work plan. Young Environmental is responsible for these tasks.
- Sheet 2 is considered a living draft document that details LMRWD staff and managers' roles and responsibilities, identifying areas of confusion that need to be resolved. Having a highly functional team moving in parallel without duplication will allow the LMRWD to continuously reach and exceed its goals.

Attachments

- Technical Memo: Education and Outreach E&O Program—2024 Priorities Workshop Summary
 - Attachment 1: Presentation on History of LMRWD E&O Program
- Draft Action Plan
- Draft RACI Matrix



Technical Memorandum

To: Linda Loomis, Administrator
Lower Minnesota River Watershed District (LMRWD)

From: Della Schall Young, PMP, CPESC, CTF, Principal Scientist
Suzy Lindberg, Communications Manager

Date: February 15, 2024

Re: Education and Outreach Program—2024 Priorities Workshop Summary

On January 11, 2024, Young Environmental facilitated a joint workshop for the LMRWD Board of Managers and Citizen Advisory Committee (CAC) to discuss the 2024 priorities for the ongoing Education and Outreach (E&O) program, connected to the work plan approved at the October 2023 Board meeting.

The workshop was designed to inform program goals, including the following:

- Continuing a successful program that connects the goals and objectives of the Board, CAC, and staff with the intended audience, driving engagement and action
- Creating and delivering key messaging through education and outreach campaigns, high-priority materials, and memorable events

The three-hour workshop was held at the Chaska Community Center to provide educational background information on the program; foster a facilitated conversation; and provide a space for the Board, CAC, and staff to collaborate with one another. The meeting was designed to identify priorities for the E&O program, establish consensus on shared goals, and create a targeted wish list for ongoing watershed district education and community outreach. Additional goals included establishing benchmarks and metrics to assess the success of the E&O program and a process to adjust the strategy as needed.

Below is a summary of the workshop and recommended next steps.

Summary

Welcome Message

A welcome message was shared with the group, noting the meeting objectives:

- Identify and set the priorities for the E&O program.
- Establish consensus on shared goals and a targeted wish list for ongoing watershed district education and community outreach.
- Establish benchmarks and metrics to assess the success of the E&O program and a process to adjust the strategy during the year, if needed.
- Provide a space for the Board managers and the CAC to connect and get to know one another.

Introductions

The group in the room/hybrid shared introductions, noting their name/role/bio/one thing they wished the public knew about the district. Several members were absent because of scheduling conflicts or illness.

- **Joseph Barisonzi, President | Board of Managers.** Joseph's background is in community economic development, and he has worked professionally for venture capital firms for impact investment projects. He is a regular volunteer with several environmental organizations that work closely with the LMRWD. He would like the public to know what a great place [the LMRWD] is for recreation.
- **Lauren Salvato, Secretary | Board of Managers.** Lauren is the policy and programs director at the regional Upper Mississippi River Basin Association and lives in downtown Chaska by the Minnesota River. She brings a background understanding of water challenges through her day-to-day work on a regional level. She would like the public to know about [LMRWD's] struggle because the organization does not conform to a typical watershed district, and its challenges are unique. She noted that an understanding of this situation would be helpful.
- **Patti Thompsen, CAC Member.** Patty is a retired elementary school art teacher who taught in Arizona but came to Minnesota to care for her parents, who live by the Minnesota River. She wishes people knew about pollution; human-caused climate change; and the devastating effects such as algae blooms, salt pollution, and flooding issues.
- **Lee Peterson, CAC Member.** Lee is a retired farmer and youth conservation worker from Northeast Iowa who has always had conservation in his blood. He is a former teacher. Lee would like the public to know, "What is one thing I could tell my neighbor that would make the [Minnesota River] better?"

- **Greg Genz, CAC Member.** Greg has been involved in the Minnesota River through his work and living by the river in Newport, Minnesota. He is also involved with Friends of the Minnesota Valley and Friends of Pool 2. Greg noted ongoing worry about what is going on in the Minnesota River Valley and started paying attention to the LMRWD 35 years ago because of the dredging. He would like the public to know about what is happening with development in the LMRWD and with the watershed spreading out. He noted that 1,500 ravines in Scott County drain to the river and that rain is moving through the watershed much more quickly than it has historically, which is a point of concern.
- **Nathan Dull, Board of Managers.** Nathan noted he is participating in the January 11 meeting as a member of the public but will be sworn into the Board of Managers at the January 17 meeting, representing Scott County. Nathan's background is in energy and consensus-building for renewable energy. He works with farmers, landowners, and community and resources groups. He wishes people would know what they can do in their everyday lives to not pollute the Minnesota River but improve it.
- **Theresa Kuplic, Vice President | Board of Managers.** Theresa has an environmental studies degree, works with nonprofit groups, and is trying to work with farmers to reduce runoff and increase cover crops. She would like the public to know how much the Minnesota River has contributed runoff to the Mississippi River and, ultimately, the Gulf of Mexico.
- **Linda Loomis, Administrator | Staff.** Linda has been the LMRWD administrator since 2014 and was previously the mayor of the city of Golden Valley. She would like people to take the time to learn how small changes they make can have a big impact on the environment.
- **Suzy Lindberg, E&O Program Staff Member | Young Environmental Consulting Group.** Suzy is the communications manager at Young Environmental, where she supports the work products of the E&O program. She has 15 years of marketing and communications experience, 10 of which have been in the water and natural resources field. She wishes the public knew how long the watershed district has existed because its history gives it a lot of credibility in managing complex and important resources.
- **Della Schall Young, E&O Program Manager | Young Environmental Consulting Group.** Della is the owner and principal scientist of Young Environmental, the company that leads the E&O program and provides technical guidance for the LMRWD day-to-day. She has nearly 30 years of experience in the water and natural resources industry and is a practicing hydrologist.

E&O Program Background

Young Environmental shared background information about the history of the E&O program, the key work pillars, and successes and challenges to date, with the goal of creating a shared understanding of the E&O program. *See Attachment 1: Presentation.*

Questions and requests for clarifications led to the following discussion about the history and current pillars of the program:

- Cost-share programs are not specifically part of the E&O program.
- The group requested additional definition of what is specifically part of the E&O program contract (e.g., Ted Suss and the County Fair contract; funding of the River Watch Program and the CAC).
- The LMRWD has funded E&O programs that fall outside of the watershed district (e.g., the Metro Children's Water Festival).
- There was a request to lay out the comprehensive Education and Outreach priorities outside of the Young Environmental E&O program contract, including all of the LMRWD's efforts such as those noted above and the Texas A&M students and barge tours
- The group noted that the mayor of Carver decided to run for mayor after being impacted by a barge tour: The group noted that it is difficult to quantify the impact of the E&O program work when many of the most positive outcomes are anecdotal versus quantitative.
- The group noted they would like priorities to be organized and communicated so that everyone has the same understanding of what the LMRWD is leading.
 - The LMRWD provided sponsorship for the Bolton & Menk, Inc. chloride symposium. The LMRWD could lead more work on chloride instead of lobbyist spending and should consider all the ways to target messages rather than spreading itself too thin. The LMRWD should define how deep it wants to go on each topic.
 - A question was asked about how LMRWD measures its success. For social media, the LMRWD can see the clicks and measurements, and that information is tracked against data from other districts to determine whether it aligns. For outreach programs to schools, the LMRWD can track the number of recipients. By capturing everything under the same umbrella, the LMRWD can start identifying what is working and generating the metrics to measure success. The LMRWD can decide what format is preferred and what should be included in these reports.

Workshop to Generate 2024 E&O Program Priorities

Participants were then put into teams by their tables and participated in two activities.

In the first activity, the teams identified target audiences. These are the outcomes of each group narrowing in on their target audiences:

Table 1

1. Residents who live inside district
2. Commercial businesses and industry inside district
3. New residents—welcome basket with informational papers (people who have just moved into the area)
4. People who live upstream from the LMRWD whose behavior influences water quality
5. Everybody in the world!

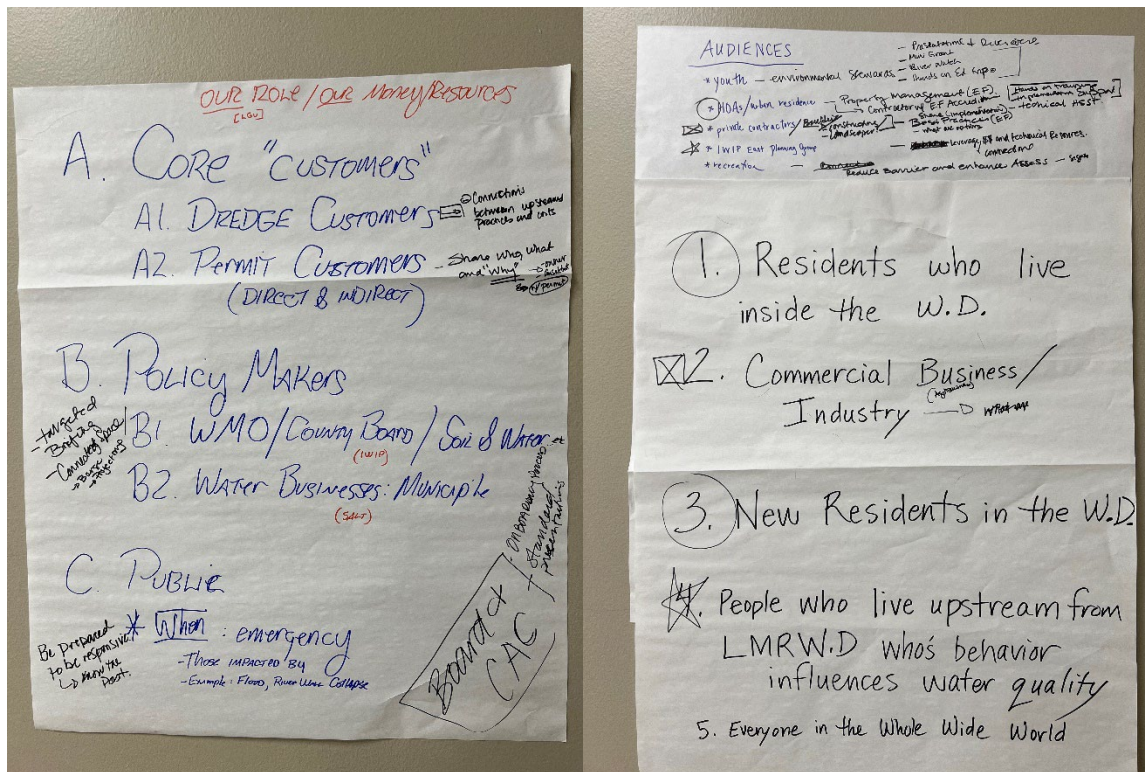
Table 2

1. Youth
2. Homeowners associations (HOAs)/urban residents
3. Private contractors
4. One Watershed, One Plan (1W1P) East Planning Group (this is a way to reach farmers through the planning group—reaching farmers through this group of Soil and Water Conservation Districts [SWCDs], farmer participants)
5. Recreationists

Table 3

1. Core customers = people who need [the LMRWD] to complete the dredging
Note: Companies that dredge are CHS, Cargill, Superior Minerals; they pay a private company to come in and load their barge slips
2. Core customers = permit customers
3. Policymakers = Watershed districts and watershed management organizations, county boards, SWCDs
4. Policymakers = municipal; we need [policymakers] to buy into [the LMRWD's] mission
5. Public—it takes a lot of money to reach the public; if there is an emergency along the river, people will be paying attention, and we can be there with our stories/messages at that time

Whiteboard Notes on Audience



At this point, the group acknowledged that there were 15 individual audiences that could not be grouped together any further, and participants voted on their top audiences in the hopes of narrowing them further.

Participants deliberated on the efficacy of voting for top audiences, with varying opinions on the ability to address broader strategic concerns regarding the organization's focus. Participants discussed resource allocation, particularly in relation to the LMRWD's objectives and alignment with the Minnesota River Congress. Participants acknowledged past barge tours for their mixed impact, and there was a proposal to continue them while engaging policymakers. The potential of the 1W1P group to meet LMRWD goals sparked a conversation about delegating tasks to other entities.

Participants then made suggestions to strengthen relationships across different levels within the organization and to improve communication beyond the traditional E&O program to capitalize on missed opportunities. As a result of the deliberations, the group pivoted to brainstorming the educational needs of each identified audience.

In the second activity, the group brainstormed the educational needs of our target audience that programming must address:

- **Youth:** This audience needs to care about water resources and understand what their impacts are on the resources and how to spread the word to peers and families. Specific examples referenced included River Watch program or hands-on experiences, excursions, and classroom programs. The group noted that youth today are visual, and options to get them on the river, view speakers in classrooms, or experience projects through educator mini grants are the most effective. The group suggested presentations and river events.
- **HOAs/urban residents:** This audience needs property management (i.e., grass and salt). The LMRWD can recommend contractors who are using the practices we want and have accreditation in sustainable methods. The group suggested that people may want to change, but they need help with implementation (helpline, training, converting lawn to native plants, etc.), such as the technical assistance program available from the LMRWD through the SWCDs.
- **Private contractors:** This audience is bottom-line driven, so they need content that makes it easy to employ best practices. This audience includes builders and landscapers and needs raised awareness on best practices. They may be concerned about slip-and-fall liability, whereas the LMRWD is concerned about chloride use.
- **1W1P East Planning Group:** This audience can connect the LMRWD to project opportunities by linking [the LMRWD] to groups improving water quality. This involves leveraging dollars in planning opportunities to help mitigate issues in the LMRWD. The LMRWD still needs to define what a partnership looks like: Is this lobbying for money at a federal level? Leveraging financial and technical assistance? Providing a direct connection to landowners? Note: it was recommended that this group be added to “people who live upstream.”
- **Recreationists:** This audience needs information about recreational activities but also needs an avenue to direct information back to the LMRWD. The group discussed misconceptions around recreation, such as what fish can be eaten safely and what can and cannot be fished. Connecting this audience with reliable information can help enhance access and reduce barriers. One example was generating signage for bluffs or boat access about what fish can be eaten and how to learn more.
- **Commercial businesses and industry:** This audience needs educational resources on best practices and general awareness. Agribusinesses and dredge customers could also be considered as part of this group. Note: it was recommended that this group be added to “private contractors.”

- **Dredge customers:** This audience needs the connection between practices upstream and the costs they are incurring. The LMRWD wants this audience to become advocates with [the organization] the realistic understanding that many customers may just pay the costs to continue using barges for commerce.
- **Permit customers:** This audience needs to understand the need beyond filling out a form to receiving a permit. Permit customers can be involved in keeping costs low. The group wanted a distinction about whether the LMRWD is targeting the permitting consultant or the end client. The decision is that the LMRWD hopes to reach the end client, noting there is often a “telephone game” of what messaging gets back to the end customer. The group discussed a cover letter with permit approval, an explanation of additional regulation based on high-value resources, and general messaging to indicate the spirit and intent of LMRWD permitting.
- **LMRWD board, CAC, staff:** At this point, the group noted that this audience was missed. This audience needs an onboarding process and knowledge sharing, and it must become a resource of the E&O program to amplify the messaging. The group requested a standard presentation that LMRWD staff, board of managers, and the CAC could have as a resource to inform meetings.
- **Policymakers:** This audience needs to understand the value in partnership and advocacy for shared goals with the LMRWD. The group would like to see a standard presentation that anyone on the board can be prepared to give when the opportunity allows (e.g., “who we are,” “what we regulate”). A goal would be to lead annual meetings with different contacts and give targeted briefings. There is an opportunity for collective connections and creating relationships with others (i.e., project tours, barge trips).
- **Public during an emergency:** During an emergency, this audience needs to hear that there are organizations working to manage and prevent future emergencies. The 1965 Carver floods are an example of a public emergency that has stayed in memory and regular parlance—floods will continue happening with increased frequency.

Closing

The attendees discussed various aspects of the E&O program, including the potential of collaborating with Texas A&M students, the quality of their work products, the enthusiasm and abundance of ideas within the group, the reminder that the program is still evolving, and the coordination needed to implement the ideas. The meeting concluded with a reminder to tap into the room's collective experience. At the end of the meeting, Young Environmental determined it would synthesize information from the workshop and provide next steps and recommendations.

Recommendations

- Ensure all LMRWD Board members and CAC members complete a comprehensive onboarding process.
- Establish a standard presentation for Board members to give to various audiences.
- Build on the Draft Action Plan for 2024 to explore audiences and potential partners to lead a successful E&O program without rework, incorporating constructive feedback from the Board of Managers and staff.
- Document the comprehensive E&O opportunities beyond the tasks contracted in the work plan, providing a breakdown of roles and responsibilities using the Responsible, Accountable, Consulted, Informed (RACI) matrix to be used internally to clarify responsibilities between the Board of Manager, Citizen Advisory Committee, district administrator, and E&O program consultant (Young Environmental).

Attachment

- Attachment 1: Presentation on History of LMRWD E&O Program

Attachment 1

Education and Outreach 2024 Priorities Workshop

January 11, 2024



LOWER MINNESOTA RIVER
WATERSHED DISTRICT



Young Environmental
Consulting Group, LLC

2. Education and Outreach Program Background

Issues	Goals	Strategies
Issue 8: Public Education and Outreach	Goal 9: Public Education and Outreach: To increase public participation and awareness of the Minnesota River and its unique natural resources	Strategy 1.2.1: Provide public information services Strategy 4.2.3: Provide educational opportunities Strategy 8.1.1: Promote safety education Strategy 9.1.1: Maintain Citizen Advisory Committee Strategy 9.1.2: Develop an outreach program Strategy 9.1.3: Engage volunteers Strategy 9.1.4: Provide opportunity for public input Strategy 9.2.1: Produce scientific studies and work products Strategy 9.2.2: Promote a variety of education programs Strategy 9.2.3: Use multiple outlets to distribute information



History of the Education and Outreach Program

Driven by priorities in the 2016 Watershed Management Plan



History of the Education and Outreach Program

Program established in 2020



History of the Education and Outreach Program

Young Environmental and Barr Engineering selected as consultant through competitive bid process



Audience

- Residents within the district and outside of it.
- Various ages – adults, students, etc.
- Focus on mitigating duplicate information development and sharing.

Education & Outreach Program Pillars

1

**Citizen
Advisory
Committee**



2

**Social
Media**



3

**District
Signage**



4

**Schools
Engagement**



5

**Community
Outreach &
Engagement**



6

**Website
Assistance**



Citizen Advisory Committee (CAC)

WHAT?

A volunteer advisory group appointed by the Board of Managers annually.

WHY?

Empowering citizens to lead activities that engage the public in resource protection and improvement.



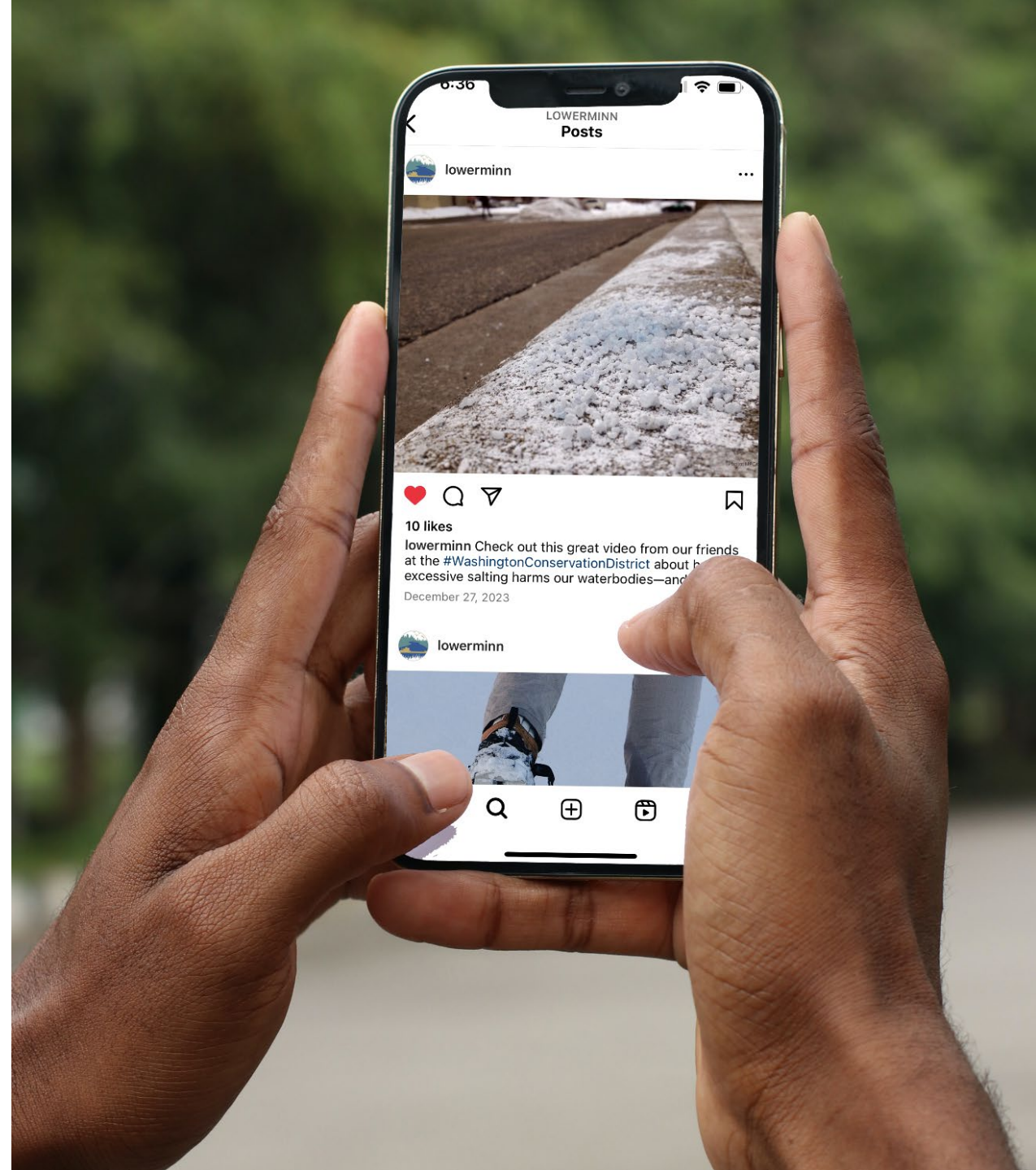
Social Media

WHAT?

A digital presence to encourage and inform resource conversations and topics in a real-time channel.

WHY?

Providing educational and outreach information in a way that's engaging, non-technical, and action-oriented.



District Signage

WHAT?

Interpretive signs placed outdoors, near high-value resource areas and project sites.

WHY?

Educating the public about valuable resources, how to protect them, and introducing the LMRWD.

COURTHOUSE LAKE

About Courthouse Lake

Courthouse Lake sits in what was one of three open-pit clay mines in the City of Chaska, located within the Lower Minnesota River Watershed.

During the late 1800s and early 1900s, the brick-making industry excavated cream-colored clay here. The unique, yellow-colored bricks were used in many buildings.

With the clay removed, high-quality groundwater filled the mine and created a lake with cold and well-oxygenated water. These conditions are ideal for stream trout, leading the Minnesota Department of Natural Resources to take interest in it as a "put-and-take" fishery. The stream trout do not reproduce in lakes so annual stocking is required to maintain the fishery.

Other recreation at the lake includes a 0.7-mile path around the lake that meanders through areas of restored native plants. Native plants do well in the soils and climate of their original location. They typically need less water and pesticides, and their deep roots infiltrate water, maintain healthy soils, and reduce soil erosion. Sections of the lawn around Courthouse Lake were restored to native plants, increasing the pollinator corridor along the Minnesota River and reducing polluted runoff from entering Courthouse Lake.

Lake Specs

SIZE: 12 acres
DEPTH: 57 feet

Q: WHAT ARE POLLINATORS?

Pollinators are bees, wasps, butterflies, moths, birds, bats, beetles, flies, and other insects that travel among flowering plants to help produce many of the fruits, vegetables, and nuts we eat.

FACT Pollinators are responsible for one out of every three bites of food you eat!

Q: WHAT ARE NATIVE PLANTS?

Native plants are the type of flowers and vegetation that grow naturally in a particular area without human interaction. These types of plants are the indigenous species that have evolved and occur naturally in an ecosystem and habitat.

WHAT CAN YOU DO?
Help keep this lake clean & cool

KEEP STORM DRAINS CLEAN: Pick up pet waste and keep storm drains clear of litter, leaves, grass clippings, and other debris. Water from rain and snowmelt washes off lawns and enters drains on your street. This water is not treated before it enters the lake.

USE SIDEWALK SALT MINIMALLY: Shovel snow early and often so deicers are not needed. One teaspoon of salt permanently pollutes five gallons of water and harms freshwater systems, including the trout that are susceptible to changes in chloride.

REDIRECT YOUR DOWNSPOUT: Angle downsports toward your lawns or gardens. This will help filter and cool rain and snowmelt before it enters the groundwater that supplies Courthouse Lake.

Create pollinator habitats

REDUCE PESTICIDE USE: Broad-spectrum insecticides used to kill unwanted pests often eliminate or harm a wide range of non-targeted insects as well. Be selective and reduce reliance on pesticides.

INCORPORATE NATIVE PLANTS INTO YOUR YARD: Attract bees, butterflies, and birds to your garden with native plants that provide color to your landscape and food and shelter for pollinators.

INSTALL A BAT OR NATIVE BEE HOUSE: Now that you have pollinators coming to your yard and garden, why not give them a place to call home?

Q: WHAT IS A 'PUT-AND-TAKE' FISHERY?

A put-and-take fishery means that hatchery-raised fish are stocked for fishing. Put-and-take management typically does not create a self-sustaining population of trout because few of the stocked fish reproduce.

Logos: CARVER COUNTY, City of Chaska, LOWER MINNESOTA RIVER WATERSHED DISTRICT

ABOUT THESE RESOURCES:
Lower Minnesota River Watershed District (LMRWD) has partnered with communities, cities, and counties locally to preserve and protect water and natural resources.
Learn more at lowermnriverwd.org.

Schools Engagement

WHAT?

An initiative to build partnerships with local schools within and adjacent to the watershed district.

WHY?

Driving education for school-aged students on environmental topics including resource management, protection, and improvement.



Community Outreach and Engagement

WHAT?

An initiative targeting outreach and targeted conversations with local community stakeholders.

WHY?

Increasing the LMRWD presence at local events related to natural resources (i.e. farmers markets) and partnerships with cities, counties, nonprofits, etc. to work toward shared goals.



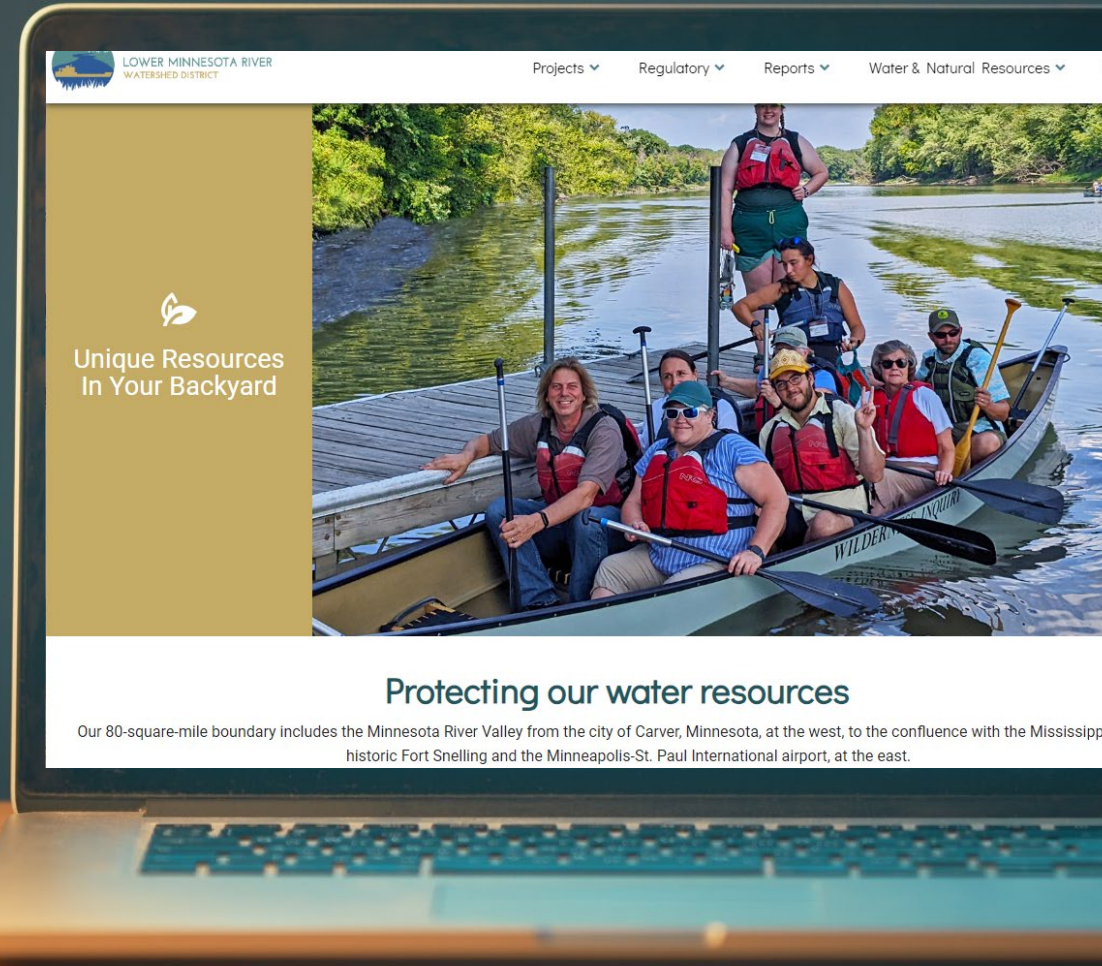
Website Assistance

WHAT?

A digital tool to educate, engage, and communicate with the LMRWD's audience.

WHY?

Providing relevant educational information, news and events, and links to help the community engage with the LMRWD mission.



Measuring Progress

Successes



- Citizen Advisory Committee:
 - Establishment
 - Facilitation
 - Creativity
- Partnerships & Collaborations
- Educator Mini-Grants
- 60th Anniversary Video
- 2023 Website Refresh
- District Signage Installed
- Team Engagement at Tabling Events
- Content Creation

Challenges


- Mixed Value Proposition of Social Media
- Mix of Residential and Commercial Land Use of LMRWD
- Broadening scope outside of LMRWD boundary

Lower Minnesota River Watershed District Draft Action Plan

Education and outreach priority audiences and messaging needs

 Workshop Target Audience: YOUTH			
Audience Need	LMRWD Offerings (see RACI Document)	Partner Organizations	Action Items
Hands-on experiences, excursions, and classroom programs	CAC Work Plan: tabling events (hands-on experience at exhibit)	<p>Nine Mile Creek Watershed District: classroom presentations</p> <p>City of Burnsville and Dakota County Soil and Water Conservation District (SWCD): classroom curriculum</p> <p>Metro Children's Water Festival (LMRWD sponsors)</p>	<ul style="list-style-type: none"> • Continue to explore partnerships to engage youth in the LMRWD through city, SWCD, and county partners in classroom and excursion settings. • Expand ideas for youth activities at CAC tabling events. • Continue to explore sponsorship of existing partner events targeted at youth to create visibility without the added cost of organizing.
Enhancement of mini-grant program	Schools Engagement Work Plan: Educator Mini-Grant Program		<ul style="list-style-type: none"> • Continue to grow network of teachers and educators to share educator mini-grant promotions.
 Workshop Target Audience: HOMEOWNERS ASSOCIATIONS (HOAs)/URBAN RESIDENTS			
Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Contractor recommendations (sustainable practices)	Technical Assistance Cost-Share Program	<p>Minnesota Pollution Control Agency: Smart Salting Training, Turf Grass Maintenance Training, Guidance for Construction Stormwater, Sustainable Building Group Process</p> <p>Explore partner MS4 cities to determine overlap of education and outreach</p>	<ul style="list-style-type: none"> • Review existing materials and identify gaps. Consider developing materials as part of the permit customer audience need. • Continue to promote partner resources on LMRWD digital platforms.
Property management training	Social Media Work Plan:	Nine Mile Creek Watershed District:	<ul style="list-style-type: none"> • Continue to promote partner resources on LMRWD digital platforms.

(low-salt, no-salt Minnesota smart salting, grass/turf management)	Promoting Best Practices and Partner Resources	<p>Turf Grass Management</p> <p>Hennepin County: Chloride Initiative (Low-Salt, No Salt)</p> <p>Minnesota Pollution Control Agency: Smart Salting Training</p> <p>Explore partner MS4 cities to determine overlap of education and outreach.</p>	
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 **Workshop Target Audience: PRIVATE CONTRACTORS/COMMERCIAL BUSINESSES AND INDUSTRY/DREDGE CUSTOMERS**




Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Raised awareness on best management practices/general awareness	Social Media Work Plan: General Best Practices Awareness Campaigns	Minnesota Pollution Control Agency: Smart Salting Training, Turf Grass Maintenance Training, Guidance for Construction Stormwater, Sustainable Building Group Process	<ul style="list-style-type: none"> • Review existing materials and identify gaps. Consider developing materials as part of the permit customer audience need. • Continue to promote partner resources on LMRWD digital platforms. • Focus on need of industry/dredge customers to further identify gaps and opportunities for education and outreach.


 **Workshop Target Audience: ONE WATERSHED, ONE PLAN (1W1P) EAST PLANNING GROUP**

Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Definition of what partnership looks like		Partners in 1W1P East Planning Group Process	<ul style="list-style-type: none"> • Work with this group to engage with upstream partners that can affect agriculture/conservation practices with an impact to the health of the Minnesota River. • Develop an understanding of relationship network and how it can be employed on mutually beneficial projects.

 **Workshop Target Audience: RECREATIONISTS**

Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Connection of the audience with reliable information (e.g., what	Website—Recreation	Minnesota Department of Natural	<ul style="list-style-type: none"> • Identify additional information needed and how to disseminate it in addition to the website and social media (i.e., newsletter or flyer at tabling events or proactive

fish can be eaten safely?)	Landing Page	Resources Minnesota River Congress— Recreation Team	connection to local recreation groups).
Increased signage to convey information to this audience	Signage Work Plan		<ul style="list-style-type: none"> • Consider recreational signs as part of interpretive sign placement and development.
 Workshop Target Audience: PERMIT CUSTOMERS (END CLIENTS)			
Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Cover letter with permit approval (potentially BMP specific/giving maintenance advice)	Permit Program		<ul style="list-style-type: none"> • Consider investment in promotional piece to be included to permit customers and end clients (i.e., a cover letter from the LMRWD): Additional communications services.
 Workshop Target Audience: LMRWD BOARD, CAC, STAFF			
Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Standard presentation for staff, Board of Managers, and the CAC to use as a resource to inform meetings	Internal Communications		<ul style="list-style-type: none"> • Consider investment in promotional presentation to be used regularly by Board of Managers, LMRWD staff, and CAC if relevant: Additional communications services. • Identify list of targeted partnership groups and key influencers to schedule Board of Managers outreach presentations. Populate in “Partner Organizations” for future use.
More active involvement in E&O program	Internal Communications		<ul style="list-style-type: none"> • Continue communicative feedback among all members identified in the RACI document to ensure progress.
 Workshop Target Audience: POLICYMAKERS			
Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Standard presentation to give when the opportunity allows (e.g., “who we are,” “what we	Internal Communications		<ul style="list-style-type: none"> • Consider investment in promotional presentation to be used regularly by Board of Managers, LMRWD staff, and CAC if relevant: Additional communications services. • Identify list of targeted partnership groups and key influencers to schedule Board of

regulate”)			Managers outreach presentations. Populate in “Partner Organizations” for future use.
Annual meeting procedure and targeted briefing with different contracts	Internal Communications		<ul style="list-style-type: none"> • Consider investment in promotional materials and event planning: Additional communications services.
 Workshop Target Audience: PUBLIC DURING EMERGENCY			
Audience Need	LMRWD Offerings	Partner Organizations	Action Items
Promotion of the District’s work to manage and prevent future emergencies.	Public Relations (PR) /External Communications Social Media Work Plan Website—News and Home Page	Media Contact Relationships	<ul style="list-style-type: none"> • Develop process for PR and external communications: Additional communications services. • Evaluate (continuously) social media and website’s effectiveness at rolling out information to the public in a time-sensitive manner to prepare for urgent events.



Draft Responsible, Accountable, Consulted, Informed (RACI) Matrix

Internal tool to highlight chain of communication and responsibility

	Program Pillars and Tasks	BOARD OF MANAGERS	STAFF	CITIZEN ADVISORY COMMITTEE	YOUNG ENVIRONMENTAL
Task #	Workplan Objective 1: Project Management and Board of Managers Coordination				
1.1	Project plan development and project management	Informed	Accountable	Informed	Responsible
1.2	Board Workshop	Consulted	Informed	Consulted	Responsible
1.3	Quarterly Updates	Informed	Authority	Informed	Responsible
	Workplan Objective 2: Citizen Advisory Committee				
2.1	Maintain a CAC of five members or more and focus on retaining existing members	Accountable	Consulted	Informed	Responsible
2.2	Plan and facilitate CAC meetings	Informed	Accountable	Informed	Responsible
2.3	Monitor and assist the CAC	Accountable	Consulted	Informed	Responsible
2.4	Develop educational materials as directed by the CAC (up to 4 items throughout 2024)	Accountable	Consulted	Informed	Responsible
	Workplan Objective 3: Social Media				
3.1	Maintain social media sites with approved content calendars	Consulted	Accountable	Informed	Responsible
3.2	Enhance social media messaging by adjusting content towards highlighting the uniqueness of LMRWD	Consulted	Accountable	Informed	Responsible
3.3	Grow social media following by increasing visibility of accounts	Consulted	Accountable	Informed	Responsible
	Workplan Objective 4: LMRWD Signage				
4.1	Identify sites for interpretive signage while working with local partners on locations and messaging (up to 5 signs completed in 2024)	Accountable	Consulted	Consulted	Responsible
4.2	Resource identification and protection signs	Accountable	Consulted	Consulted	Responsible
	Workplan Objective 5: School Engagement				
5.1	Explore education opportunities in schools and build on partnerships to increase awareness of existing youth programs relevant to LMRWD (i.e. CCWMO internships, Evening with the Bugs program)	Informed	Accountable	Consulted	Responsible
5.2	Mini-grant program for educators	Accountable	Consulted	Consulted	Responsible
	Workplan Objective 6: Community Outreach and Engagement				
6.1	Maintain and build partnerships that promote community outreach	Accountable	Consulted	Consulted	Responsible
6.2	Coordinating involvement of CAC members and staff for local events	Accountable	Consulted	Consulted	Responsible
6.3	Creating relevant tabling materials for outreach events	Accountable	Consulted	Consulted	Responsible

R= Responsible for accomplishing the task
 A= Accountable for approval over the task
 C= Consulted about the task
 I= is Informed about the task

Note: Work plan has been approved, this is a day-to-day approval process.



Draft Responsible, Accountable, Consulted, Informed (RACI) Matrix

Internal tool to highlight chain of communication and responsibility

Program Pillars and Tasks	BOARD OF MANAGERS	STAFF	CITIZEN ADVISORY COMMITTEE	YOUNG ENVIRONMENTAL
Additional Education and Outreach Needs				
<i>Public Relations/Communication Services (Internal, External)</i>				
7.1 Create branded materials for internal and external use (i.e. press releases, presentations, process documents)	Accountable	Responsible /Consulted	Informed	Responsible /Consulted
7.2 Increase communications to recreationists (i.e. create Recreation Landing page on website, safe fish consumption guidance or signage)	Accountable	Consulted	Consulted/Informed	Responsible
7.3 Increase LMRWD visibility with permit holders (i.e. LMRWD cover letter materials/informational page or BMP specific information page)	Accountable	Consulted	Informed	Responsible
7.4 Increase outreach to HOAs/private contractors by improving awareness of technical events hosted by partners (Turf grass management training, Smart salt training, etc.)	Accountable	Consulted	Informed	Responsible
<i>Website Content Updates (Regular)</i>				
8.1 Maintain website with up-to-date content, news, and events	Accountable	Responsible /Consulted	Informed	Responsible /Consulted
<i>Annual Reporting</i>				
9.1 Develop annual report as part of BWSR requirement and communication with LMRWD community	Accountable	Responsible /Consulted	Informed	Responsible /Consulted
<i>Hennepin County Monitoring Program (in effect, on-going)</i>				
10.1 Continue chloride monitoring efforts (sampling and analyses)	Informed	Consulted	Informed	Accountable/Responsible
10.2 Final report and possible chloride outreach initiatives presented to Board/CAC	Accountable	Consulted	Informed	Responsible
<i>Cost-Share Grants</i>				
11.1 Manage cost share grant applications	Accountable	Responsible /Consulted	Informed	Responsible /Consulted
11.2 Create cost share promotional items	Accountable	Consulted	Consulted/Informed	Responsible /Consulted
11.3 Outreach initiatives to commercial property owners in LMRWD	Accountable	Responsible /Consulted	Informed	Responsible /Consulted
<i>Increase CAC involvement/awareness</i>				
12.1 Find gaps in CAC outreach and visibility, determine expectations of members, and revise CAC meetings to increase attendance and involvement	Accountable	Responsible /Consulted	Consulted/Informed	Responsible/Consulted
<i>Presentations to Council Members</i>				
13.1 Board of Managers provide regular presentations to targeted partner audiences.	Responsible	Consulted	Informed	Consulted
<i>Special Project: Texas A&M Student Research</i>				
14.1 Work with students to develop strategy for education and outreach for basin-wide approach.	Responsible	Consulted	Informed	Informed
<i>Special Project: Izaak Walton League County Fairs (discontinued 2024, reevaluate in future)</i>				
15.1 Work with students to present at upstream county fairs	Responsible	Consulted	Informed	Consulted

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Note: These responsibilities are proposed and open to discussion and approval.