

MEMORANDUM
Comfort Lake-Forest Lake Watershed District

To: Board of Managers

Date: May 7, 2019

From: Citizen Advisory Committee

Subject: Initial Comments on Watershed Management Plan Update

Introduction

The Citizen Advisory Committee (CAC) has reviewed the draft Outreach Plan, proposed update timeline, and considered other sources of information such as the existing Comfort Lake-Forest Lake Watershed District (CLFLWD) Watershed Management Plan (WMP) and provides its initial comments in this memo. The CAC will review further plan update documents as the process progresses, and it will provide additional comments at the appropriate times.

Initial Comments on CLFLWD Plan Update

The timeframe for the WMP update is approximately 2 years. As such, the CAC recommends that the District keep its outreach communications varied so as to maintain a level of excitement and interest, rather than, for example, creating one post at the beginning of the process and not updating it. Consider doing outreach activities in waves so that the message doesn't get "stale" for audiences.

In writing the WMP update, the District should maintain its focus on performing pre-grant diagnostic monitoring work in order to gather valuable information which can be used to obtain grants for projects. The District has been successful in this endeavor in the past and should continue to do so over the next 10-year period of watershed planning.

The WMP update is very complete. It covers the whole community with the emphasis needed to get the best product. As we work to bring stakeholders together for the development of a community education and involvement program the plan update can be the process for connecting them together. We would suggest the District put together a consistent message that offers to the stakeholders a meaningful activity/program for success.

Here are suggestions on the layout of a message that can be taken to each partner.

1. Identify the value of the resource
2. What benefit does it provide to the community (focus on the organization you are presenting to with their mission/purpose)
3. What are the issues
4. What organizations are leading the plan for solutions
5. What are the solutions
6. What will be the measure of success

This presentation and handouts should be used for all the outreach meetings. It can be in the form of a YouTube-type presentation or PowerPoint with audio. The message is: "You can be an important player in this important program." Then give examples of how we want them to be involved. Leave with a request for a contact to follow-up with them on how they be involved (i.e. assign someone to do "the right thing" in the context of their organization).

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Can we find a slogan to use, such as “Clean water is the right thing for all of us”? Make it something that is true for everyone.

A second comment is how the plan leads into the overall water resource effort in the Lower St Croix. We should be looking to the long-term attitude addressing the need for change in the way we treat our water. We need to instill the practice in people that makes them always, as a habit, do the right thing. Example: I never throw a paper/container on the ground (litter). It is built into who I am. I just never litter. In fact, I pick up litter when I have the chance. If this was the attitude of everyone the environment would be better for it. My children would never litter because they grew up not to do that. If it is part of who you are it solves the problem parentally.

The CLFLWD 6-Lake Total Maximum Daily Load (TMDL) Study and Implementation Plan should be a driver in the plan along with the message that clean water is for everyone.