



## MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: June 1, 2023  
To: CLFLWD Board of Managers  
From: Mike Kinney, District Administrator  
Subject: Comprehensive Education & Outreach Plan



**District Wide**

### Background/Discussion

The Board approved the in-house development of a communication plan in April 2022. Beth Carreño joined the staff as Senior Program Manager in June 2022 and brought 21 years of experience in writing and implementing a variety of outreach plans. Over the next several months, Ms. Carreño learned about the programs and activities of the district and worked with Jessica Lindemyer, Education & Outreach Coordinator (formerly Education & Outreach Specialist), to begin development of the plan. Ms. Lindemyer also completed her graduate certificate in Environmental Education from Hamline University during this time.

The purpose of the development process was to create a detailed, thoughtfully crafted, and useful set of documents that will usher in a new era for the District's Education & Outreach Program, improve public relations, and tell the District's story. Until very recently, the District's Education & Outreach Program has operated on a reactionary basis; planning events, developing materials, and posting on social media on an as-needed basis. The Comprehensive Education & Outreach Plan, along with its appendices, will transition the Education & Program to an intentionally planned and proactive program.

An intentionally planned Education & Outreach Program will allow for:

- Increased support for the District's other programs
- Targeted project outreach
- Improved public relations
- Accurate reporting of goals and metrics
- Development of an annual implementation plan for education & outreach initiatives
- More effective and efficient education & outreach

The goals identified in the Comprehensive Education & Outreach Plan were taken directly from the Watershed Management Plan. Appendices are used to provide expansion on specific topics. The following breakdown summarizes the differences between these documents and their intended purpose:



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| <b>Watershed Management Plan</b>   |   |   |
|--|---|---|
| <p>The 2022-2031 Watershed Management Plan identifies the goals for the Education and Outreach program and also provides guidance on priority issues and implementation.</p>   |   |   |
| <b>Comprehensive Education &amp; Outreach Plan</b>   |   |   |
| <p>The comprehensive Education &amp; Outreach Plan provides specific strategies and methods for tackling the general areas of focus outlined in the Watershed Management Plan, and it takes a critical look at the program as it stands by identifying current strengths and areas for improvement.</p>  |   |   |
| <b>Appendices</b>  |   |   |
| <p>These appendices are the “working” documents of the education and outreach program. They are intended to help organize information and allow for adjustments as required by the District’s adaptive management approach.</p>  |   |   |
| <b>Annual Education &amp; Outreach Implementation Plan</b>   | <b>Annual Needs Assessment Form</b>   | <b>Project Outreach Plan</b>  |
| <p>Outline the specific initiatives that will be undertaken by Education &amp; Outreach Staff within a given year. The Implementation Plan is guided by the District’s Comprehensive Education &amp; Outreach Plan and the annual needs of the District’s projects and programs.</p>   | <p>Completed by Education &amp; Outreach Staff on an annual basis to identify and prioritize upcoming program and project initiatives that may need the support of education &amp; outreach staff, time, or materials.</p>  | <p>Outlines the involvement of education and outreach processes within the larger project implementation process. Project information forms are completed on an annual basis and updated as needed as part of the annual implementation planning process.</p>   |
| <b>Lake and Shoreline Outreach Plan</b>  | <b>Interagency Communications Guidance</b>  | <b>Crisis Communication Plan</b>  |
| <p>A program specific outreach plan to support the District’s comprehensive shoreline program. The shoreline program addresses goals from several sections of the watershed management plan and integrates work from multiple District programs. A unified Lake and Shoreline Outreach Plan ensures proactive and coordinated communication and outreach to support this priority initiative. To be completed summer 2023.</p> | <p>This framework guides implementation of best practices for building strong relationships and communication channels. It addresses the more general “ongoing issues” identified in the watershed management plan and the organization’s related engagement.</p> | <p>This plan will provide guidance and preparation for the District to effectively manage communication in crisis, emergency, and negative situations. It’s an important resource to reduce confusion and damage to the District’s reputation. It utilizes best practices for coordinated, transparent, rapid, and responsible internal and external communications. To be completed summer 2023.</p> |



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It is important to note that this is NOT a public relations plan. However, multiple aspects of public relations are consistent with, and integrated into, the Comprehensive Education and Outreach Plan: strategic communication, media relations, community relations, crisis communications, and online / social media communications. The transition to an intentionally planned, proactive program will organically improve the District’s public relations and provide endless opportunities for telling the District’s story.

It is the staff’s recommendation that the District wait to contract with a public relations or marketing firm until initial parts of the new Comprehensive Education and Outreach Plan have been implemented. The implementation, additional benchmarking, and assessments may provide important details that could guide a specific public relations campaign if the Board identifies it as a continuing need.

The Comprehensive Education and Outreach Plan is intended to provide guidance for the Education and Outreach Program for the next 3-5 years at which point it will be re-evaluated and updated as needed. An Annual Education & Outreach Implementation Plan will be developed each year and presented to the board on an annual basis.

Ms. Lindemyer has pre-recorded a 7-minute presentation on this topic for the board meeting. You can preview the presentation here: <https://youtu.be/Ia5u2tp2Ymw>

**Recommended Motion**

Proposed Motion: Manager \_\_\_\_\_ moves to approve the Comprehensive Education & Outreach Plan as presented. Motion seconded by Manager \_\_\_\_\_.

**Attached**

Comprehensive Education & Outreach Plan



**CLFLWD**  
WATERSHED DISTRICT

COMFORT LAKE-FOREST LAKE WATERSHED DISTRICT

# Comprehensive Education & Outreach Plan



**Document Date:** May 31, 2023

**Cover Images:** (Top, left to right) 2022 State of the Watershed Public Meeting, 2022 Arts in the Park “pond dipping” activity. (Bottom, left to right) 2022 District Tour, 2022 Lake Friendly Landscaping Workshop.





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This water drop includes the most common words used in open answer responses to the public survey question: “What is the most important thing the Comfort Lake–Forest Lake watershed District should do to protect and improve wetlands, lakes and streams in the watershed?”

The larger the word, the more times it appeared in answers.

## BACKGROUND

Comfort Lake – Forest Lake Watershed District (CLFLWD or The District) is a special purpose unit of local government with a mission to protect and improve its water resources through adaptive management. It was established by the Board of Water and Soil Resources (BWSR) on September 23, 1999, in response to a citizen petition. The District covers 49 square miles in northern Washington and southern Chisago counties.

The District's water resource management approach is based on a core framework of adaptive management, diagnostic monitoring, and cost-benefit analysis. The District implements projects and programs that have been chosen for their ability to have the greatest potential for meeting its mission.

The District prioritizes education and outreach to stakeholders to increase awareness of water resources issues and to increase understanding for protecting and improving the quality and recreational utility of water resources. The CLFLWD Watershed Management Plan provides guidance on the District's education and outreach efforts and identifies the need to create a Comprehensive Education and Outreach Plan.

Public input during the watershed management planning process highlighted the importance that residents also place on education as a tool to protect and improve wetlands, lakes and streams in the watershed. The District's Education and Outreach Plan will cover practices generally accepted as education, outreach, communication, and information.

### What is Adaptive Management?

Adaptive management is an approach to decision making and management that is most used in natural resources. It involves a consistent and repetitive collection and review of information and then changing or adapting future implementation based on this new information. It is a willingness and commitment to using monitored results to make purposeful and informed improvements to processes and actions. The management strategies may change in order to reach the identified goals more quickly and with better results.

The adaptive management cycle and intentional response to new information allows the District's work to reflect the dynamic nature of water resources, climate, and the surrounding landscape.

The District's Education and Outreach program provides opportunities for District residents, local governments, District staff, and other target audiences to build their knowledge and understanding of local water resources and priority issues and ultimately act on this knowledge and understanding. The program engages residents and stakeholders through a variety of methods.

The District will perform occasional surveys to monitor District audiences' priorities, desired communication methods, and potential information gaps. Survey results will be used to improve annual education and outreach implementation efforts.

# EDUCATION AND OUTREACH

## Education & Outreach Goals

The 2022 – 2031 Watershed Management Plan for Comfort Lake – Forest Lake Watershed District identifies two goals for Education and Outreach (3005). These goals are given *high priority* for each of the lake districts.

1. Increase public knowledge of and appreciation for human impacts to surface water, groundwater and natural resources to increase target audiences' behaviors that positively impact water resources.
2. Communicate District programs, projects and other initiatives to the public in a clean, consistent and equitable manner.

The Watershed Management Plan also provides guidance on priority issues and implementation. It outlines priorities for Ongoing Initiatives (3005A) which includes the completion of this Education and Outreach Plan and prioritizes and directs the creation of Standard Project Signage (3005B) and Local Student Engagement (3005C).

Other goals with responsibility shared by the education and outreach program and other CLFLWD programs include the District's efforts to implement a shoreline program and promote natural deep-rooted vegetation buffers (NPS Abatement 3004; Lakes 5200; Streams 5300); coordinated communication and relationship building with agency partners (Interagency 3006); Monitoring and Data Assessment (3003); and Aquatic Invasive Species Prevention and Management (3011).

The District's education, communication, and outreach efforts intersect with all other areas by providing strategy, consistency, branding, support, and implementation in promotion of District projects, programs, and priority activities. The education and outreach program staff will work closely with all other District staff to support and meet all District's goals in addition to the work that is specific to the education and outreach program.

The Education and Outreach program will focus its efforts towards three themes:

- Increasing knowledge on specific water-related topics (including District activities) to create behavior change and adoption of environmental practices by target audiences (this can include collaborative efforts with partners and resources provided to other organizations for their use)
- Promoting the *general* activities of the District to increase understanding of and support for the District
- Promote *specific* activities of the District to increase understanding of and support for the District



## Audiences and Partners

### **Audiences**

Staff will prioritize reaching diverse audiences so that there is representation from all demographics in the watershed. This direction comes directly from the education and outreach section of the District's Watershed Management Plan. The planning process has identified multiple priority audiences that include: lake and homeowner associations; property owners; District residents; agricultural community members; recreational visitors; schools; businesses; municipalities; realtors; elected officials; developers and contractors; and historically under-represented audiences.

There will be circumstances when the above general audiences will be more focused because of a specific initiative. Examples include lake shoreline residents; residents on a specific lake; high school students; students at a specific high school; residents bordering wetlands; etc. This will be considered when developing and implementing education and outreach initiatives and activities.

### **Audience-Focused Strategies**

The District will improve the effectiveness of its efforts by using audience-focused strategies as it implements its education and outreach initiatives. Developing and using audience-focused strategies requires identifying the target audience(s), using data and information to better understand or "know" the audience, and developing content that meets their specific needs. The alignment of message and method to the audience increases the likelihood of reaching the District's desired outcomes.

A strategy of "tell and ask" will be implemented whenever possible. This strategy provides the information or facts the District wants the target audience to know and/or believe and combines it with what the District wants the target audience to do (behavior change, volunteer). This "tell and ask" takes place in one email or communication instead of splitting it into separate communications.

### **Partners**

There are instances when the District will collaborate with external partners that have shared goals and/or additional resources. External partners for the implementation of the Education and Outreach Program include Watershed Partners (Adopt a Drain Program), Blue Thumb (Lawns to Legumes), the East Metro Water Resources Education Program (EMWREP), MN Watersheds, Freshwater and MN Water Stewards, the CLFLWD Citizen Advisory Committee, other watershed districts, soil and water conservation districts, and education-focused organizations such as University of Minnesota Extension and local schools.

District staff will share information and collaborate with other watershed districts and external partners when possible. The benefits of these collaborations are consistent quality messaging to residents, cost savings, lessons learned by others,

External partners may receive payment for their support of the District's education and outreach efforts. The payment may be specifically for services or as a partner / membership fee. Partners may create or provide resources, materials, or information; lead workshops and programs; engage audiences on the District's behalf; collaborate with District staff on education and outreach initiatives; or facilitate engagement activities.

### **Diversity, Equity, Inclusion, and Access**

The District joins a number of partner organizations with a concern for diversity, equity, inclusion, and access (DEIA) in hiring and recruitment, resident access to programs, communications, environmental justice, and engagement. District staff currently participate in groups and committees evaluating DEIA in water resource management, sharing experiences and best practices, providing training for staff and partners in DEIA, and identifying strategies for improvement in the field.

Diversity, equity, inclusion, and access initiatives are not limited to outreach. However, outreach staff and programming are often the first contact or engagement that residents have with a watershed district. Staff will continue to integrate DEIA practices in their work and identify strategies to improve the integration of DEIA into all District efforts. Part of this process may include creation of a formal DEIA statement and a separate DEIA plan. This effort will be independent of the education and outreach program, but it will provide essential support and improvement to the education and outreach efforts.

### **Methods**

Outreach methods are the standard vehicles used to deliver communication, outreach, and education and drive engagement. The District will choose methods based on data and audience-focused strategies.

Methods may include:

- Workshops, presentations, classes
- Technology platforms including websites, social media, storymapping, and other applications
- Newsletters, press releases
- Social marketing (with or without partners)
- Community engagement and development of thought leaders
- Signage
- Events and tours (including State of the Watershed)

### **Existing Strengths & Resources**

The District has a number of existing strengths and resources available to implement comprehensive communication, education, outreach, and engagement activities. The

commitment and skills of the Board of Managers and staff, combined with a dedicated budget, are among the program's greatest strengths.

- **Consistent Branding:** The District went through a branding process and adopted a new logo in 2022. A branding and style guide was also developed. The new logo, branding, and style guide are valuable assets that will improve implementation of the education and outreach program.
- **Website:** Developed hand-in-hand with the branding process, the District overhauled its website in 2022. This overhaul addressed accessibility issues, enhanced navigation, and drastically improved back-end usability. The new website leads communication of the District's priorities, projects, and programs. It is an important tool for the public, staff, and the board of managers. The website functions as a central location for District materials and information. Other District communications should drive traffic to the website.
- **Social Media Presence:** Social media is an umbrella term for web-based interactive virtual communities. Facebook, Instagram, Twitter, NextDoor, and LinkedIn are well-known examples. The District has an existing presence on several social media platforms that are effectively used to deliver messaging and engage with certain target audiences.
- **Organizational and Community Partnerships:** The District's existing partnerships with organizations like the East Metro Water Resource Education Program (EMWREP), Watershed Partners and Adopt a Drain, the Lower St. Croix Watershed Partnership, and regional local government units (LGU) are a strength that build capacity and support for the District and its education and outreach programs.

Partnerships and collaborations with libraries, schools, lake associations, and community organizations provide additional opportunities for District staff to deliver programs and share materials. City of Forest Lake's Art in the Park and invitations to attend lake association meetings are examples of these opportunities. District staff will continue to invest in relationship building for partnerships and collaborative opportunities.

Local student engagement is identified in the watershed management plan. The partnerships with schools provides opportunities for students to participate in efforts that include resource monitoring, photographic surveys, native plantings, storm drain stenciling, water festivals, hands-on classroom activities, and internships. This is a current strength and an opportunity. Partnering schools may or may not be in the boundaries of the watershed district. They are valued partners because many of the students and their families are residents of the District or use the water resources within the District.

- **Workshops:** The District delivers informative high-quality programming in-person and online. Staff work together, as well as, with regional experts, external education partners (like Blue Thumb and EMWREP), and community education partners to

deliver programming on a variety of topics. Topics may include: turf management and resilient lawn care; shoreline management; water quality monitoring updates; raingardens; maintenance of green infrastructure; native plants; and agriculture. This list is not all inclusive. Outreach staff develop the workshop schedule based on District priorities and audience interests. New workshops will be developed, and existing workshops improved, as needed.

- **Materials Inventory:** The District and its partners have brochures, booklets, and material resources that are available for use in appropriate settings. These materials exist in print and digital forms. They also include tabletop displays and hands-on activity supplies. Existing materials will be modified, and new materials will be developed or acquired as necessary.
- **Media Relationships:** The District has a good relationship with several of the local newspapers and media outlets. EMWREP also has strong media relationships. This is identified as a strength, but staff will continue to explore opportunities to improve media relationships and coverage of the District.

The above categories represent the District's existing strengths and assets. However, they are not static. As evident in all areas of the District's work, the adaptive management process and staff expertise will continue to move these strengths and resources forward so they remain effective and relevant for the District's education and outreach efforts.

## Identified Opportunities & Needs

The District's needs range from organizational to programmatic. These needs present significant opportunities to enhance and expand the District's engagement with the public and partners. There is also a significant range in the scope of needs and opportunities. Some will only require small improvements, enhancements, or updating. Other District needs relate to an aspect that is completely missing and must be developed. The annual work plans will include strategies to address District needs, identify opportunities, and ultimately move the District into the position where most of the needs are met through improvements, enhancements, and updating.

- **Public Awareness, Understanding, and Support:** Public support and understanding is the cornerstone of the District's education and outreach efforts. Improved communication in all areas should increase overall public support and build a foundation of public understanding and engagement around more complex or controversial topics.
- **Partner / Interagency Communication and Engagement:** This is another area identified in the watershed management plan. The focus is to support the efforts of other government agencies and regional groups. It is also critical to strong collaborative relationships. A framework for this effort is an appendix to this plan.
- **Consistent Signage:** Standard project signage is a priority identified in the watershed management plan that had been placed on hold until the brand

development process was completed. With the new branding in-hand, the standard signage effort for programs and projects is perfectly situated to be addressed over the course of the next several years.

- **Social Media:** While also listed as an existing strength, the nature of social media will require the District to regularly adjust its use of social media platforms. The District will need to adapt its content and platform usage according to the latest trends and best practices to remain relevant and continue receiving benefits from using these platforms.
- **Internal Needs and Project Support:** The District's education, communication, and outreach staff allocate time and resources to support the District's other projects and programs. A coordinated process is recommended so outreach staff can understand the time and resource commitments needed for ongoing and upcoming District activities.
- **Volunteers:** Volunteers provide important support to several District activities including monitoring, advising, and project implementation. Volunteerism trends have changed significantly since COVID. Staff will work within existing networks and develop recruitment, training, and support programming to increase the number of individuals volunteering. The District may also consider external partners that can assist with volunteer capacity including Freshwater's Minnesota Water Stewards program.
- **Resources, Materials, and Activities:** Additional resources, activities, and new materials will be needed to implement new, expanded, or updated initiatives. Staff will complete internal and external inventories when working on an outreach initiative to identify what is available and what may be needed. Staff will also begin to identify and prepare a collection of hands-on activities that can be facilitated with, or used by, different audiences. This issue will be considered when developing budgets.
- **New Office Space:** The District's location at 44 Lake St. South, Suite A, Forest Lake, Minnesota, was sold in early 2023. The location no longer meets the needs of the District's staffing, meeting, monitoring, storage, and laboratory needs. The Board, District Administrator, and staff began working with a consultant in late 2022 to complete a needs assessment, increase engagement and outreach with partners and community members, and develop a process for obtaining new office space that meets the District's needs.
- **Information Fatigue:** Education, outreach, communication, and engagement activities do not take place in a vacuum and are often being targeted to the same or overlapping audiences. Both the public and District partners have a limited capacity to absorb and retain information. The District must be willing to prioritize and coordinate its own efforts with the efforts of external partners to increase the likelihood of authentic engagement.



## Initiatives & Priorities

District staff will use this comprehensive education and outreach plan, and the District's annual work plan, to develop an annual Education and Outreach Implementation Plan to identify priorities, initiatives, and implementation strategies specific to each year's needs. It will provide guidance and details for education and outreach activities on an annual basis and utilize tenants of adaptive management.

Priorities will be identified with guidance from the Board and leadership, partner input and needs, public interest, project and other program needs, and emerging issues. The District's initiatives and priorities will range from organizational to programmatic and specific to general. For example, a specific initiative could be outreach for a specific District project, and a general initiative could be a need for improved District brochures. Initiatives and priorities may be identified for a set period of time or may be ongoing. This information will be considered in the annual implementation plans.

### **Standard Project Signage**

Standard Project Signage is identified as a separate category within education and outreach in the watershed management plan to increase local awareness of the District, then watershed, and its resources. This work was tied to the District's larger branding efforts. Initial work on standard signage began in 2022. The initiative will be included in annual implementation plans. After the initial creation of standards and templates, annual efforts will be limited to new needs, improvements, and monitoring for effectiveness.

### **Local Student Engagement**

Local Student Engagement is identified as a separate category within education and outreach in the watershed management plan. This is ongoing work for the District to provide opportunities to students and educators at their schools, in watershed district activities, and for career development. Opportunities for local student engagement will be considered and integrated into the District's office space. This will be included in each year's implementation plan.

### **Supporting Other District Program and Project Efforts**

Communication, outreach, education, and engagement methods support most of the District's other programs and projects. It is important to annual planning and implementation for education and outreach staff to know the estimated amount of time and resources that other District projects and programs will require (annually and per project).

An internal template for identifying annual program and project needs is an appendix to this plan. It will encourage good internal communication and planning between projects, programs, and outreach staff. It will allow outreach staff to include an accurate estimate of internal support work in the annual implementation plan. It addresses a review of website information, brochures and materials, social media content, and other resources or tasks to identify what may need to be created, improved, replaced, or implemented in the coming year.

It could also be used at other times of the year as needs change and to incorporate adaptive management.

The District will adopt a standardized outreach effort when implementing projects. This increases the likelihood of community acceptance, understanding, and engagement.

A framework for creating a standardized outreach plan for high profile grant and/or District projects is an appendix to this plan. It identifies the key elements and priorities of a project or District activity and outlines engagement levels.

### **Interagency Communication**

The CLFLWD Interagency Communication Program is identified in the watershed management plan to support other organizations and regional efforts, improve engagement of partners and their leaders, and provide consistent updates on District activities for improved relations. This work focuses on supporting the efforts of other government agencies and partners through resources, technical assistance, and improved communication. Interagency communication also includes modeling, geographic information systems (GIS), the District's web mapper, and boundary review.

A framework for engagement and communication with partners and agencies is an appendix to this plan. Its purpose is to guide implementation of best practices for building strong relationships and communication channels.

### **Other Potential Initiatives**

Other potential initiatives have been identified through the District's planning efforts. Some of these are completed or in process. Others will be prioritized and integrated into annual work plans. Specific program / project examples include promoting the District's comprehensive shoreline program; expanding the District's wetland dumping effort; and outreach related to the District's selection of a new office space.

Ongoing priorities include improved homeowner and resident outreach; ongoing maintenance of the website and social media platforms; consistent implementation of the District's branding standards; improved regulatory outreach; and documenting baselines across initiatives.

These examples are not all-inclusive and will expand to reflect the District's work and need to tell its story.

### **Marketing – Public Relations**

The District's communication, outreach, education, and engagement efforts are not the same as marketing and public relations, however may result in similar outcomes. These can include influencing the public's perception of the District, increasing their awareness, opinions, and behaviors related to certain District priorities, and managing critical messages. Multiple aspects of public relations are consistent with and integrated into the District's comprehensive education and outreach plan: strategic communication, media relations, community relations,

crisis communications, and online / social media communications. A crisis plan will be developed in 2023 and included as an appendix to this plan.

District partners including Watershed Partners and Blue Thumb will often create marketing materials to use in support of shared priority initiatives and topics. These include Smart Salting and other chloride resources, promoting native plantings, Adopt a Drain, and anti-dumping efforts. The District will utilize these materials when it aligns with their initiatives.

The District may decide to contract with outside consultants to create a formal marketing or public relations campaign or plan for a general or specific need to promote the education and outreach goal of communicating District programs, projects, and other initiatives. This would likely be a separate budget item and be selected when the District identifies a need greater than what this plan, staff, and partners provide.

## Evaluation, Measurement, and Metrics

Evaluation, measurement, and metrics are important for all District activities. However, education and outreach initiatives can be inherently difficult to quantify success. The CLFLWD Watershed Management Plan provides specific goals and measurements of success. Quantifying these measurements of success will require documenting baselines. This step is identified as an initiative in this plan and will be included in annual implementation plans.

Staff will collaborate with partner organizations on regional or statewide assessments of resident knowledge and opinions; they will also consider other assessment methods to qualify and quantify the impacts of consistent education, outreach, communication, and engagement over time.

**Goal 1:** Increase public knowledge of and appreciation for human impacts to surface water, groundwater and natural resources to increase target audiences' behaviors that positively impact water resources.

- Priority behavior change outcomes relate primarily to Goal 1 and include, but are not limited to:
  - Reduced instances of yard waste disposal in wetlands, ditches and other water resources and/or conveyances
  - Reduced instances of noncompliance with District rules and regulations which may include performance of work without required permits, improper erosion and sediment control practices, violation of lake/stream/wetland buffer requirements
  - Increased instances of deep-rooted native vegetation along lake shorelines and streambanks
  - Reduced chloride usage whether through road/sidewalk salt application, water softener usage, and/or other vectors

**Goal 2:** Communicate District programs, projects and other initiatives to the public in a clear, consistent and equitable manner.

- Metrics for measuring program outputs relate to both Goal 1 and Goal 2 and include, but are not limited to:
  - Increased number of outgoing communications to the public
  - Increased number of users reached by social media posts
  - Increased number of new email addresses added to the District’s notification list
  - Increased number of District-sponsored meetings and events
  - Increased attendance numbers for District-sponsored meetings and events
  - Increased participation numbers for District programs such as cost-share grants under the Nonpoint Pollution Abatement Program (3004)
  - Increased audience diversity engaging in District-sponsored meetings, events and programs

## Staffing and Budget Considerations

The funding for the Education and Outreach Program will primarily come from the District’s annual levy. Grant programs may provide supplemental funding for Education and Outreach initiatives as well as outreach associated with specific capital improvement projects.

There may be cases when a fee is charged to an individual or organizational participant for some education and outreach programs (example: some workshops may require a fee).

Houston Engineering performed a workload analysis for the District and held workshops with the Board and staff to determine future needs. Education and outreach was a significant priority. The recommendation was to increase FTEs for this work to one full-time employee.

The staff positions with the majority of the education, outreach, and interagency communications efforts in their work plans include the Operations and Outreach Specialist; Planning Coordinator; Senior Program Manager; and seasonal staff. Other staff provide support work in this area as needed or when they are working on a specific effort or component of their projects or programs.

The District’s annual work plan will allocate the amount of time different positions will spend on education and outreach activities for each year. Estimates of time considerations for specific projects and initiatives will also included in the annual education and outreach implementation plans.

## Telling the District's Story

The District has been investing in the clean water priorities of the region for decades with great success. Water quality monitoring results provide evidence of the District's progress. As the District focuses on its future, education and outreach will play a critical role in building support.

The District has a compelling story to share with its residents and partners. This plan and subsequent annual implementation plans will provide the guidance and strategy for communicating about the importance of protecting our water resources, regional efforts in water management, encouraging positive behavior change, and telling the District's story.





# APPENDICIES

**Appendix A: 2023 Education & Outreach Implementation Plan**

**Appendix B: Annual Needs Assessment Form**

**Appendix C: Project Outreach Plan**

**Appendix D: Lake and Shoreline Outreach Plan**

- To be completed as part of 2023 implementation

**Appendix E: Interagency Communications Guidance**

**Appendix F: Crisis Communication Plan**

- To be completed as part of 2023 implementation

## APPENDIX A: Annual Implementation Plan

The following 2023 Education & Outreach Implementation Plan serves as the initial template for all future Education & Outreach Implementation Plans. This Plan was developed in tandem with the Comprehensive Education and Outreach Plan to ensure usability and utility. Going forward, Annual Implementation Plans will be developed in the fall of the preceding year (i.e. development of the 2024 Annual Implementation Plan will begin in September of 2023). It is important to note that the 2023 Implementation Plan is an in-progress document and the information provided is subject to change.

# 2023 Education & Outreach Implementation Plan

## Purpose

The purpose of the annual Education & Outreach Implementation Plan is to outline the specific initiatives that will be undertaken by Education & Outreach Staff within a given year. The Implementation Plan is guided by the District's Comprehensive Education & Outreach Plan and the annual needs of the District's projects and programs.

This plan allows education staff to strategically coordinate the education efforts for the coming year and ensure that the priorities of the District's other programs and projects are getting the education and outreach support that they need.

The District has a compelling story to share with its residents and partners. This plan provides the specific initiatives that will be used to communicate the importance of protecting our water resources, encourage positive behavior change, and raise overall awareness of the District's past, present, and future accomplishments.

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## Goal Tracking & Establishing Baselines

The CLFLWD Watershed Management Plan provides specific goals and measurements of success for the Education and Outreach Program. Establishing baseline measurements for the metrics associated with these goals has been identified as a 2023 priority for the Education and Outreach Program (see the [3005 Needs Assessment](#)). Once baselines have been established in 2023, progress toward the goals will be tracked on an annual basis using the tables below and formally reported in the District’s Progress Report.

**Goal 1: Increase public knowledge of and appreciation for human impacts to surface water, groundwater and natural resources to increase target audiences’ behaviors that positively impact water resources.** Priority behavior change outcomes relate primarily to Goal 1 and include, but are not limited to:

- » **Reduced instances of yard waste disposal in wetlands, ditches and other water resources and/or conveyances**

How it’s measured: Dumping locations are actively tracked by district staff using an interactive GIS map.

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Reduced instances of noncompliance with District rules and regulations which may include performance of work without required permits, improper erosion and sediment control practices, violation of lake/stream/wetland buffer requirements**

How it’s measured: Permitting program violation numbers

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased instances of deep-rooted native vegetation along lake shorelines and streambanks**

How it’s measured: District shoreline surveys

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Reduced chloride usage whether through road/sidewalk salt application, water softener usage, and/or other vectors**

How it’s measured: Salt watch program monitoring results

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |



**Goal 2: Communicate District programs, projects and other initiatives to the public in a clear, consistent and equitable manner.** Metrics for measuring program outputs relate to both Goal 1 and Goal 2 and include, but are not limited to:

- » **Increased number of outgoing communications to the public**

How it's measured: Count of print and digital communications developed within a given year.

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased number of users reached by social media posts**

How it's measured: Account analytics (i.e. Meta Business suite analytics for Facebook)

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased number of new email addresses added to the District's notification list**

How it's measured: Number of email addresses added to District Constant Contact list serv.

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased number of District-sponsored meetings and events**

How it's measured: Count of in-person and virtual meetings and events hosted by the District within a given year.

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased attendance numbers for District-sponsored meetings and events**

How it's measured: Analysis of meeting and event sign-in sheets

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased participation numbers for District programs such as cost-share grants under the Nonpoint Source Pollution Abatement Program (3004)**

How it's measured: Number of site visits requests and grant applications

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

- » **Increased audience diversity engaging in District-sponsored meetings, events and programs**

How it's measured: Implementation of anonymous surveys at all District-sponsored meetings, events, and programs

Progress:

| 2023 (baseline) | 2024 | 2025 | 2026 | 2027 |
|-----------------|------|------|------|------|
|                 |      |      |      |      |

## Program Support

The following program priorities have been identified by District Staff for implementation in 2023. Education & Outreach staff worked with programmatic staff to complete an Annual Needs Assessment form for each program area. The details for each of the program priorities identified below can be found in their associated Need Assessment which have been attached to the end of this Plan. This section is not a comprehensive list of all program related Education & Outreach work, but rather a list of high priority items that will require intentional planning, development, and budgeted funds. Priorities may be added or removed on an as-needed basis.

### Identified Program Priorities for 2023

3001 District Rules & Rulemaking (Needs Assessment)

- None

3002 Permitting (Needs Assessment)

- Update informational regulatory materials

3003 Monitoring & Data Assessment (Needs Assessment)

- Develop & implement promotional materials for CAT volunteer program
- Develop & implement promotional materials for Salt Watch pilot volunteer program
- Update Lake Information Brochures

3004 Non-Point Source Pollution Abatement (Needs Assessment)

- Develop & implement promotional materials for new cost share pilot programs;  
Update & relocate associated information on District website
- Develop & implement promotional materials for new lake association grant program
- Update Tools & Rules/Shoreline Guide For Homeowners
- Develop Lake and Shoreline Plan

- Wetland Dumping

#### 3005 Education & Outreach (Needs Assessment)

- Program Planning
- Events & Special Initiatives
- Implement new branding standards
- Implement Standard Signage
- Local Student Engagement
- Coordinate with grant staff to identify and apply for education & outreach grant funding

#### 3006 Interagency Communication (Needs Assessment)

- Develop Interagency Communication Guidance

#### 3007 Research (Needs Assessment)

- Paleolimnology Fact Sheets

#### 3008 Measurements of Progress (Needs Assessment)

- Update formatting of annual report & progress report
- Progress Speedometers
- Promote and celebrate the delisting of Bone Lake

#### 3009 Grant Research & Preparation (Needs Assessment)

- Coordinate with grant staff to incorporate funds for E/O efforts into grant applications
- Ensure all project web pages give credit to appropriate grant funding sources.
- See [Project Support](#) section of this plan for grant related E/O initiatives.

#### 3010 Operations & Maintenance (Needs Assessment)

- Update logo and branding on district equipment

#### 3011 Aquatic Invasive Species (AIS) Prevention & Management (Needs Assessment)

- Develop AIS treatment communications
- Develop educational materials for public access points
- Post legal notices for AIS Treatments

#### 3012 Land Acquisition & Management (Needs Assessment)

- Communications related to search for new office space
- Develop informational signage

#### 3013 Planning & Resiliency (Needs Assessment)

- Develop Crisis Communication Plan

## Project Support

The following project priorities have been identified by District Staff for implementation in 2023. Education & Outreach staff worked with project staff to complete an Annual Needs Assessment form related to overall support needs as well as project-specific needs. The details for each of the project areas below can be found in the [2023 Project Need Assessment](#) which has been attached to the end of this Plan. This section is not a comprehensive list of all project related Education & Outreach work, but rather a list of high priority items that will require intentional planning, development, budgeted funds, and/or meet grant requirements.

### Identified Project Priorities for 2023

#### 5000 General Project Management ([Needs Assessment](#))

- Develop & implement a Project Outreach Plan to standardize outreach initiatives related to District projects
- Standard Project Signage (See 3005)

#### 5100 Floodplain

- None

#### 5200 Lakes (Project Engagement Level)\*

- Moody Lake Capstone Projects (Medium/Low)
- Little Comfort Lake Gravel Pit (Medium)
- Washington Judicial Ditch-6 Western Tributary Wetland Enhancement (Medium)
- Forest Lake Alum Treatment Project (High)
- Sunrise River HWY-61 Wetland Enhancement (High)
- County Road-50 Iron Enhanced Sand Filter (Medium)

#### 5300 Streams

- » None

#### 5400 Wetlands

- » None

#### 5500 Upland Resources

- » None

#### 5600 Groundwater

- » None

\*Detailed information relating to the outreach efforts planned for each specific project can be found in the attached [2023 Project Needs Assessment](#).

## Project Engagement Levels

After a District project has been ordered, the project details are reviewed by staff and assigned an “engagement level” of high, medium, or low. These engagement levels are used to determine the level of effort and methods of communication needed to successfully promote the project, engage area residents, and educate the District’s various stakeholders. Engagement levels provide a valuable tool for planning project outreach efforts effectively and efficiently to avoid audience fatigue. More information about Project Engagement Levels can be found in the Project Outreach Plan.

### Project Engagement Level

This outline is a guidance document only. Each project will be evaluated individually to determine individual engagement needs.

|                    | High (Community)   | Medium (Neighborhood)   | Low (Resident)   |
|--------------------|--|---|--|
| Pre-Construction   | <ul style="list-style-type: none"> <li>Formal Outreach Plan + Timeline<sup>1</sup></li> <li>Key leader info sessions</li> <li>Public info sessions</li> <li>Pre-Project Fact Sheet</li> <li>Pre-Project Press release</li> <li>Community event attendance (Arts-in-the-park, Lake Assoc. Mtgs, etc.)</li> <li>Project webpage</li> </ul> | <ul style="list-style-type: none"> <li>Neighborhood info sessions</li> <li>Pre-Project Fact Sheet</li> <li>Project webpage</li> </ul> | <ul style="list-style-type: none"> <li>Individual meetings with landowner</li> <li>Adjacent landowner meetings as-needed</li> <li>Pre-Project Fact Sheet</li> <li>Project webpage</li> </ul> |
| Construction       | <ul style="list-style-type: none"> <li>Website pop-up on homepage</li> <li>Weekly status updates on project webpage</li> <li>Social Media Updates</li> <li>Informational construction signage</li> <li>Interactive Storymap or Prezi (Capstone projects only)</li> </ul>   | <ul style="list-style-type: none"> <li>Weekly/Monthly updates to neighborhood</li> <li>Webpage updates as appropriate</li> </ul>      | <ul style="list-style-type: none"> <li>Ongoing communication with landowner</li> </ul>   |
| Project Completion | <ul style="list-style-type: none"> <li>Press Release</li> <li>Final Fact Sheet</li> <li>Informational Project Signage</li> </ul>   | <ul style="list-style-type: none"> <li>Press Release</li> <li>Final Fact Sheet</li> <li>Standard Project Signage</li> </ul>           | <ul style="list-style-type: none"> <li>Press Release</li> <li>Final Fact Sheet</li> <li>Signage as required by grant(s)</li> </ul>   |

**High:** Projects that have high visibility for both the local and surrounding communities by being located in or around a highly trafficked area.

**Medium:** Projects that are highly visible to a specific area within the watershed such as a specific neighborhood or minor lake.

**Low:** Projects that are largely contained within private property with little to no visibility to the public.



# Outreach Calendar

The following calendar provides an overview of the general topics, events and workshops, and key project elements that Education & Outreach Staff will be addressing on a monthly basis throughout the course of the year. This is not a comprehensive list of all topics, events, or project elements that will be addressed by District staff. Items may be added or removed from this list based on the needs of the District.

## Calendar Key

- » Topic
- Event/Workshop
- ◇ Project Element
- ◆ E/O Administration

|                 |  |                  |   |
|-----------------|--|------------------|---|
| <b>January</b>  | <ul style="list-style-type: none"> <li>» Smart salting/chlorides</li> <li>» Winter water monitoring</li> <li>• Conservation Farming (2/11/23)</li> <li>▪ Finalize 2023 E/O Implementation Plan</li> </ul>  | <b>July</b>      | <ul style="list-style-type: none"> <li>» AIS best practices/Clean, Drain, Dry, Dispose</li> <li>» Lakes Appreciation Month</li> <li>» District Newsletter</li> <li>» Forest Lake Alum Treatment</li> <li>▪ Arts In The Park (weekly)</li> <li>▪ Alum Treatment Info Session (6/15/23)</li> <li>◇ HWY-61 Sunrise River Project Ribbon Cutting (TBD)</li> </ul> |
| <b>February</b> | <ul style="list-style-type: none"> <li>» Smart salting/chlorides</li> <li>» World Wetlands Day (2/2/23)</li> <li>» Grant Awards</li> <li>• Native Planting (2/21/23)</li> </ul>  | <b>August</b>    | <ul style="list-style-type: none"> <li>» AIS best practices/Clean, Drain, Dry, Dispose</li> <li>» Lakes Appreciation Month</li> <li>» District Newsletter</li> <li>◇ Forest Lake Alum Treatment</li> <li>▪ Arts In The Park (weekly)</li> <li>▪ Alum Treatment Info Session (TBD)</li> <li>▪ Office Space Open House (TBD)</li> </ul>                         |
| <b>March</b>    | <ul style="list-style-type: none"> <li>» Smart Salting/chlorides</li> <li>» Citizen Assisted Tributary Monitoring Program Promotion</li> <li>» World Water Day (3/22/23)</li> <li>• Water Monitoring (3/2/23)</li> <li>• Turf Talks (3/21/23 &amp; 3/23/23)</li> </ul> | <b>September</b> | <ul style="list-style-type: none"> <li>» World Rivers Day (9/24/23)</li> <li>▪ Forest Lake Alum Kickoff (TBD)</li> <li>◇ Forest Lake Alum Application (TBD)</li> <li>◆ Develop 2024 E/O Implementation Plan</li> </ul>  |

|   |   |  |   |
|---|---|--|---|
| <p style="text-align: center;"><b>April</b></p> | <ul style="list-style-type: none"> <li>» World Aquatic Animal Day (4/3/23)</li> <li>» Storm Drains</li> <li>» Flooding Education</li> <li>» Year In Review</li> <li>» Earth Day (4/22/23)</li> <li>▪ Update monitoring data on website</li> </ul>   | <p style="text-align: center;"><b>October</b></p>  | <ul style="list-style-type: none"> <li>» Forest Lake Alum Treatment post-application communications</li> <li>» Fall Lawn Care</li> <li>» World Planting Day (11/22/23)</li> <li>◆ Develop 2024 E/O Implementation Plan</li> </ul> |
| <p style="text-align: center;"><b>May</b></p>   | <ul style="list-style-type: none"> <li>» World Bee Day</li> <li>» Storm Drains</li> <li>» Flooding Education</li> <li>▪ Arts In The Park (weekly)</li> <li>▪ Office Space Open House (5/9/23)</li> <li>▪ FLLA Annual Meeting (5/17/23)</li> <li>▪ Shoreline Workshop (5/23/23)</li> </ul>   | <p style="text-align: center;"><b>November</b></p> | <ul style="list-style-type: none"> <li>» Fall Lawn Care</li> <li>» National Recycling Day (11/15/23)</li> <li>» 2024 Budget/Levy</li> <li>◆ Develop 2024 E/O Implementation Plan</li> </ul>                                       |
| <p style="text-align: center;"><b>June</b></p>  | <ul style="list-style-type: none"> <li>» AIS best practices/Clean, Drain, Dry, Dispose</li> <li>» Forest Lake Alum Treatment</li> <li>▪ Arts In The Park (weekly)</li> <li>▪ Office Space Open House (6/6/23)</li> <li>▪ Shoreline Workshop (6/10/23)</li> <li>▪ Alum Treatment Info Sessions (6/24/23)</li> <li>▪ Alum Treatment Info Session (6/29/23)</li> </ul> | <p style="text-align: center;"><b>December</b></p> | <ul style="list-style-type: none"> <li>» Smart salting/chlorides</li> <li>» World Soil Day (12/5/23)</li> <li>◆ Finalize 2024 E/O Implementation Plan</li> </ul>  |

## 2023 Program & Project Needs Assessment Forms

The following forms were completed by program and project staff in conjunction with Education & Outreach Staff at the beginning of 2023. The purpose of these forms is to identify upcoming program and project initiatives that may need the support of Education & Outreach staff, time, or materials. These forms also include an annual review of the program and project sections of the District website. While these forms are completed annually, new forms may be filled out or modified as needs arise throughout the year.

The following forms serve as the initial template for all future program and project needs assessments. It is important to note that the 2023 Program & Project Needs Assessment Forms are active, working documents, and the information provided is subject to change based on the needs of the District.



## 3002 Permitting Needs Assessment

**Program:** Permitting

**Program Staff:** Mike Sandager, Beth Carreño

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Update informational regulatory materials

**Website and/or social media requests:**

- 

### Activities for Implementation:

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity                                  | Timeline  | Expected Outcomes | Staff    | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments             |
|---|-----------|-------------------|----------|------------|--------------|--------------------------|-----------------------------|
| Update informational regulatory materials |           |                   |          |            |              |                          |                             |
| Develop new "permitting cheat sheet"      | Fall 2023 |                   | MS/BC/JL | 8          | \$0          |                          | Waiting on permitting staff |
|   |           |                   |          |            |              |                          |                             |

### 3003 Monitoring Needs Assessment

**Program:** Monitoring & Data Assessment

**Program Staff:** Blayne Eineichner, Garrett Miller

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Develop & implement promotional materials for CAT volunteer program
- Develop & implement promotional materials for Salt Watch pilot volunteer program
- Update Lake Information Brochures

**Website and/or social media requests:**

- None

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity   | Timeline   | Expected Outcomes   | Staff    | Est. Hours | Budget Needs | Measure of effectiveness                     | Status/Comments |
|--|------------|---|----------|------------|--------------|--|-----------------|
| <b>Develop &amp; implement promotional materials for CAT volunteer program</b> |            |   |          |            |              |  |                 |
| CAT Summary Flyer  | March 31st | Single page digital flyer summarizing the purpose of the program, level of commitment needed, and training requirements | JL/JH/BE | 4          | \$0          | Increased number of CAT volunteers over 2022 | Complete        |
| CAT Social Media Promotion   | March 31st | Post about CAT program on District's FB account   | JL       | 1          | \$0          |  | Complete        |
| CAT FLLA Promotion   | March 31st | Send program information to FLLA for distribution to membership   | JL       | 1          | \$0          |  | Complete        |

| Develop & implement promotional materials for Salt Watch pilot volunteer program |            |   |       |    |       |   |                                      |
|--|------------|---|-------|----|-------|---|--------------------------------------|
| Salt Watch Summary Flyer   | Fall '23   | Single page digital flyer summarizing the purpose of the program, level of commitment needed, and training requirements | JL/JH | 4  | \$0   | Recruitment of at least 3-5 volunteers for the first implementation season (winter '23-'24) | In-Progress                          |
| Update Lake Information Brochures  |            |   |       |    |       |   |                                      |
| 2023 Lake Info Brochures   | Spring '23 | Update lake info brochures with '22 data and update design to match branding. Distribute to LGU offices.                | JL    | 15 | \$800 |   | Awaiting finalized monitoring report |

## 3004 Non-Point Source Pollution Abatement Needs Assessment

**Program:** Non-Point Source Pollution Abatement

**Program Staff:** Aidan Read, Jess Hall

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Develop & implement promotional materials for new cost share pilot programs
- Promote new Lake Association Grant Program
- Develop Lake & Shoreline Plan
- Update Tools & Rules/Shoreline Guide For Homeowners
- Support Wetland Dumping Program

**Website and/or social media requests:**

- Update/remodel the Shoreline Plantings & Restorations webpage

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity   | Timeline   | Expected Outcomes  | Staff    | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments |
|--|------------|--|----------|------------|--------------|--------------------------|-----------------|
| <b>Develop &amp; implement promotional materials for new cost share pilot programs</b> |            |  |          |            |              |                          |                 |
| New program promotional flyer  | March 28th | Single page flyer promoting the new cost share pilot programs                        | JL/JH/AR | 6          | \$0          |                          | Complete        |
| New program social media promotion   | Ongoing    | Spring-Summer-Fall social media post   | JL/JH    | 4          | \$0          |                          | Ongoing         |
| Technical Assistance media promotion   | Ongoing    | Spring-Summer-Fall social media post   | JL/JH    | 4          | \$0          |                          | Ongoing         |
| Technical Assistance promotional flyer   | March 28th | Single page flyer promoting the technical assistance services available to residents | JL       | 6          | \$0          |                          | Complete        |



| Develop & implement promotional materials for new lake association grant program |            |  |             |    |       |  |   |
|--|------------|--|-------------|----|-------|--|---|
| Lake Association grant Program Flyer   | TBD        | Single page flyer summarizing program to be distributed to the LAs   | JL/GM       | 10 | \$0   |  | To be completed   |
| Develop Lake & Shoreline Plan  |            |  |             |    |       |  |   |
| Draft Plan   | Spring '23 |  | BC/AR/JL    | 16 | \$0   |  | In-Progress   |
| Update Tools & Rules/Shoreline Guide For Home Owners                             |            |  |             |    |       |  |   |
| Update Guide   | Summer '23 | Multi page booklet geared toward shoreline owners that includes BMPs and other resources   | JL/AR/JH/BC | 24 | \$500 |  | To be completed   |
| Promote Guide to Lake Associations   | Fall '23   | Send information on the guide to all three lake associations for communication to membership. Provide copies of guide to residents on a request basis. | JL          | 2  | \$500 |  | To be completed   |
| Support Wetland Dumping Program  |            |  |             |    |       |  |   |
| Behavior Change Social Media Posts   | Fall '23   | Develop and post a variety of social media content based on the topic of proper yard waste disposal  | JL/JH       | 8  | \$0   |  | To be completed. Some content was developed and posted in 2022. These items should be reviewed and updated as needed. |
| Promote program to Lake Associations   | Fall '23   | Share information on the program with all  | JL          | 2  | \$0   |  |   |

|  |            |  |          |    |     |  |                 |
|--|------------|--|----------|----|-----|--|-----------------|
|  |            | three lake associations for communication their membership and provide contact method or dumping reports.                        |          |    |     |  |                 |
| Support development of updated GIS tracking platform   | Summer '23 | Provide background information on program to NPS staff   | JL/JH    | 2  | \$0 |  | In Progress     |
| <b>Update/remodel the Shoreline Plantings &amp; Restorations webpage</b>   |            |  |          |    |     |  |                 |
| Work with program staff to update and remodel the shoreline plantings and restoration section of the district webpage. | TBD        | Current page is hosted under Lake Information. Would like to reorganize portions of the website to create a "resources" section. | JL/JH/AR | 20 | \$0 |  | To be completed |

## 3005 Education & Outreach Needs Assessment

**Program:** Education & Outreach

**Program Staff:** Jessica Lindemyer, Beth Carreño

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Program Planning
- Events & special initiatives
- New branding standards
- Standard Signage (Projects, Jurisdiction, General Education)
- Local Student Engagement
- Coordinate with grant staff to identify and apply for education & outreach grant funding

**Website and/or social media requests:**

- Develop social media calendar and posting schedule

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity   | Timeline       | Expected Outcomes   | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/ Comments       |
|--|----------------|---|-------|------------|--------------|--------------------------|------------------------|
| <b>Program Planning</b>                                |                |   |       |            |              |                          |                        |
| Develop comprehensive E/O Plan                         | Winter '22-'23 |   | BC/JL | 40         | \$0          |                          | Initial Draft Complete |
| Develop Annual E/O Implementation Plan (This document) | Spring '23     |   | JL/BC | 24         | \$0          |                          | In Progress            |
| Establish baselines for the E/O goals                  | Ongoing        |   | JL/BC | 8          | \$0          |                          | In Progress            |
| Develop social media calendar and posting schedule     | Ongoing        | Populate a monthly calendar with seasonally relevant topics, celebratory days (i.e. | JL/JH | 16         | \$TBD        |                          | In Progress            |

|   |             |  |       |    |             |  |  |
|---|-------------|--|-------|----|-------------|--|--|
|   |             | earth day, world wetlands day, etc.), and recurring publications (i.e. treatment notices, budget hearings, annual reports, etc.). Develop standardized posting schedule and look into automated tools. |       |    |             |  |  |
| <b>Events and Special Initiatives</b>         |             |  |       |    |             |  |  |
| Arts in the Park                              | June-August | Every Tuesday evening June-Aug. from 4-8pm   | JL    | 50 | \$0-\$200   |  | In Progress  |
| Workshops                                     | Ongoing     | Host a variety of educational workshops and presentations throughout the District.   | JL    | 12 | \$0-\$100   |  | In Progress  |
| Newspaper Communications                      | Ongoing     | Draft and submit articles and press releases to local papers that showcase the District's story and encourage community participation in District events, meetings, and workshops.                     | JL/BC | 30 | \$0         |  | Ongoing  |
| <b>New Branding Standards</b>                 |             |  |       |    |             |  |  |
| Update logo on existing apparel and equipment | Ongoing     | Vehicle magnets, window clings, apparel, print materials, etc.   | JL    | 16 | \$0-\$1,000 |  | In Progress; costs for some of these items may be coded to other areas as appropriate, such as 3010. |

|   |                   |   |             |       |                |  |  |
|---|-------------------|---|-------------|-------|----------------|--|--|
| Develop templates   | Winter-Spring '23 | Create standardized templates for staff and consultants to utilize when creating district content.  | JL          | 16-24 | \$0            |  | In Progress; Letterheads, PPTs, Memos complete |
| <b>Implement Standard Signage (Projects, Jurisdiction, General Education)</b> |                   |   |             |       |                |  |  |
| Project Signage   | Fall '23          | Begin developing educational signage for various projects implemented by the District. Start with HWY-61 and create timeline for develop of signage for other projects. | JL/BC/BE/EH | 24-30 | \$5,000-10,000 |  | To be completed                                |
| Boundary Signage  | Summer '23        | Develop boundary signage for roads and trails (i.e. You are now entering the CLFLWD).   | JL/BC       | 16    | \$500          |  | To be completed                                |
| Regulatory Signage  | Fall '23          | Update template for required buffer signage.  | JL/BC/MS    | 8     | \$800          |  | To be completed                                |
| <b>Local Student Engagement</b>   |                   |   |             |       |                |  |  |
| E/O Resource Tool Kit   | Summer-Fall '23   | Create a list of all resources the CLFLWD can provide to local educators and community groups. (i.e. storm drain kits, watershed in a pan kits, Project WET, etc.)      | JL/BC       | 12    | \$0            |  | In Progress                                    |
| Semi-Annual Educator Communication  | Fall '23          | E-mail local educators twice a year offering the services of the CLFLWD and providing the above resource list.  | JL/BC       | 4     | \$0            |  | To be completed                                |

|   |                   |   |              |    |       |  |   |
|---|-------------------|---|--------------|----|-------|--|---|
| Forest Lake Reads   | Summer '23        | Implement a community wide reading program with the Hardwood Creek Library  | JL/BC        | 8  | \$0   |  | In Discussions; expand to scandia and Wyoming if pilot in Forest Lake is well received. |
| Classroom engagement  | Spring & Fall '23 | Continue engaging with Lakes International, Forest Lake High school, and Wyoming elementary. Seek out new classroom connections as time allows. | JL           | 24 | \$500 |  | Ongoing   |
| <b>Coordinate with grant staff to identify and apply for education &amp; outreach grant funding</b> |                   |   |              |    |       |  |   |
| Identify E/O initiatives to pursue grant funding  | Ongoing           |   | JL/BC/<br>EH | 8  | \$0   |  | Ongoing   |



## 3007 Research Needs Assessment

**Program:** Research

**Program Staff:** Blayne Eineichner, Mike Kinney

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Paleolimnology Fact Sheets

**Website and/or social media requests:**

- None

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity                          | Timeline | Expected Outcomes  | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments |
|-----------------------------------|----------|--|-------|------------|--------------|--------------------------|-----------------|
| <b>Paleolimnology Fact Sheets</b> |          |  |       |            |              |                          |                 |
| Update existing fact sheets       | Fall '23 | Update logo on existing fact sheets  | JL    | 1          | \$0          |                          | To be completed |
| Forest Lake                       | Fall '23 | Create fact sheet for the results of the Forest Lake Paleolimnology work         | JL    | 6          | \$0          |                          | To be completed |
| Little Comfort Lake               | Fall '23 | Create fact sheet for the results of the Little Comfort Lake Paleolimnology work | JL    | 6          | \$0          |                          | To be completed |



### 3008 Measurement of Progress Needs Assessment

**Program:** Measurements of Progress

**Program Staff:** Emily Heinz

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Update formatting of annual report & progress report
- Progress Speedometers
- Promote and celebrate the delisting of Bone Lake

**Website and/or social media requests:**

- 

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity                               | Timeline | Expected Outcomes  | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments |
|--|----------|--|-------|------------|--------------|--------------------------|-----------------|
| <b>Report Formatting</b>               |          |  |       |            |              |                          |                 |
| Annual Report Formatting               | Fall '23 | Update annual report to meet new branding standards                              | JL/EH | 8          | \$0          |                          | To be completed |
| Progress Report Formatting             | Fall '23 | Update progress report to meet new branding standards                            | JL/EH | 10         | \$0          |                          | To be completed |
| <b>Progress Speedometers</b>           |          |  |       |            |              |                          |                 |
| Update progress speedometers as needed | Ongoing  | Routinely update progress speedometer graphics based on the latest progress data | JL/EH | 8          | \$0          |                          | Ongoing         |

| Promote and celebrate the delisting of Bone Lake |          |  |       |    |       |  |   |
|--|----------|--|-------|----|-------|--|---|
| Press Release                                    | Fall '23 | Informational article highlighting the efforts taken to get bone lake delisted.  | JL/BC | 4  | \$0   |  | To be completed, delisting anticipated to be official in fall '23 |
| Community Event                                  | Fall '23 | Organize community gathering at Bone Lake public access to celebrate the delisting and educate the public on all the hard work that was done to get the lake to this status. | JL    | 24 | \$500 |  | To be completed   |

## 3009 Grants Needs Assessment

**Program:** Grant Research & Preparation

**Program Staff:** Emily Heinz

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Coordinate with grant staff to incorporate funds for E/O efforts into grant applications
- See [Project Needs Assessment](#).

**Website and/or social media requests:**

- Ensure all project web pages give credit to appropriate grant funding sources.

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity  | Timeline | Expected Outcomes  | Staff    | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments  |
|---|----------|--|----------|------------|--------------|--------------------------|--|
| <b>Coordinate with grant staff to incorporate funds for E/O efforts into grant applications</b> |          |  |          |            |              |                          |  |
| Continuously look for ways to incorporate funds for E/O work into grant applications.           | Ongoing  | Future grant funded projects will include funds for project-related E/O efforts.                       | JL/BC/EH | 8          | \$0          |                          | Ongoing. This has already occurred in several grant-funded projects.             |
| <b>Ensure all project web pages give credit to appropriate grant funding sources</b>            |          |  |          |            |              |                          |  |
| Project Webpage grant funds acknowledgement   | Ongoing  | All projects that have received grant funding will appropriate acknowledgements added to their webpage | JL/EH    | 4          | \$0          |                          | Ongoing. All projects currently on website have the appropriate acknowledgement. |

### 3010 Operations & Maintenance Needs Assessment

**Program:** Operations & Maintenance

**Program Staff:** Blayne Eineichner

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Update district logo and branding on District Equipment (see [3005 Implementation of New Branding Standards](#))

**Website and/or social media requests:**

- 

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity | Timeline | Expected Outcomes | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments |
|----------|----------|-------------------|-------|------------|--------------|--------------------------|-----------------|
|          |          |                   |       |            |              |                          |                 |

## 3011 Aquatic Invasive Species Needs Assessment

**Program:** Aquatic Invasive Species Prevention & Management

**Program Staff:** Garrett Miller

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Develop AIS Treatment Communications
- Develop educational materials for public access points
- Educate community on the importance of aquatic plants and the impact of invasive species on the health of our lakes

**Website and/or social media requests:**

- Post legal notices for AIS Treatments on website and social media

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity   | Timeline   | Expected Outcomes  | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments   |
|--|------------|--|-------|------------|--------------|--------------------------|---|
| <b>Develop AIS Treatment Communications</b>  |            |  |       |            |              |                          |   |
| Flowering Rush Treatment Comm.   | Summer '23 | Mailed Postcard and WCI handout detailing FR treatment plan for 2023.  | JL/GM | 4          | \$900        |                          | Awaiting treatment information                              |
| <b>Develop educational materials for public access points</b>  |            |  |       |            |              |                          |   |
| Bait disposal signage & information  | Summer '23 | Update signage and information to match new brand, may need additional work if materials from '22 are damaged. | JL/GM | 4          | TBD          |                          | Awaiting to hear on condition of materials developed in '22 |
| <b>Educate community on the importance of aquatic plants and the impact of invasive species on the health of our lakes</b> |            |  |       |            |              |                          |   |
| Aquatic Plant & AIS Communication  | Summer '23 | Host two aquatic plant ID sessions at  | JL/GM | 12         | \$50         |                          | Topic has been added to the 2023                            |

|                            |         |   |    |   |     |  |   |
|----------------------------|---------|---|----|---|-----|--|---|
|                            |         | Arts in the Park and host another educational booth at the Forest Lake Library.               |    |   |     |  | Arts in the Park topic list and initial contact has been made with the library. |
| AIS/CD3 Social Media Posts | Ongoing | Develop and post a variety of AIS and Clean/Drain/Dry educational information on social media | JL | 4 | \$0 |  | Ongoing   |

## 3012 Land Acquisition Needs Assessment

**Program:** Land Acquisition & Management

**Program Staff:** Emily Heinz, Mike Kinney

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Communications related to search for new office space
- Develop information signage for land owned by the District ([see Standard Project Signage under 3005](#))

**Website and/or social media requests:**

- 

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity   | Timeline   | Expected Outcomes  | Staff | Est. Hours | Budget Needs | Measure of effectiveness                          | Status/Comments   |
|--|------------|--|-------|------------|--------------|---|---|
| <b>Communications related to search for new office space</b> |            |  |       |            |              |   |   |
| Office Space – Online Survey                                 | Spring '23 | Promote survey developed by ISG via social media, articles, and postcards.                     | JL/BC | 8          |              | Number of survey responses & open house attendees | Postcard mailed out in March. Posted and boosted on social media in April and sent to Lake Assoc. |
| Office Space – Open House                                    | Spring '23 | Promote the two open house events at the office coordinated by ISG. Assist in setup as needed. | JL/BC | 12         |              |   | Events scheduled for June & August  |

### 3013 Planning-Resiliency Needs Assessment

**Program:** Planning & Resiliency

**Program Staff:** Emily Heinz, Beth Carreño

**Priorities for the coming year (include general description, important dates/deadlines, budget considerations, etc.):**

- Develop Crisis Communication Plan

**Website and/or social media requests:**

- 

**Activities for Implementation:**

*This section to be completed by Education & Outreach Staff based on the priorities and requests listed above.*

| Activity                          | Timeline | Expected Outcomes  | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments |
|-----------------------------------|----------|--|-------|------------|--------------|--------------------------|-----------------|
| Develop Crisis Communication Plan |          |  |       |            |              |                          |                 |
| Crisis Communication Plan         | 2023     | A detailed plan that provides guidance on the steps to take when responding to a variety of environmental and social crisis. | BC    | 12         | \$0          |                          | In Progress     |



# 2023 Project Needs Assessment

**Project Staff:** Blayne Eineicher, Emily Heinz

**Ongoing Projects (include budget code):**

- [Sunrise River HWY-61 Wetland Enhancement \(5229C\)](#)
- [County Road 50 Iron Enhanced Sand Filter \(5228C\)](#)

*For each ongoing project please review the associated Project Information Form for any updates that need to be made.*

**New Projects (include budget code):**

- [Forest Lake Alum Treatment \(5228F\)](#)
- [Moody Lake Capstone Projects \(5221B\)](#)
- [Little Comfort Lake Gravel Pit \(5225C\)](#)
- [Washington Judicial Ditch-6 Western Tributary Wetland Enhancement \(5228D\)](#)

*For each new project please fill out a Project Information Form from the [Project Outreach Plan](#) and attached to this Needs Assessment. The Project Information Form contains a list of implementation activities for each project.*

**General Project Needs/Priorities for the coming year:**

The needs/priorities listed here are not specific to a certain project and may include website or social media requests.

- Project Outreach Plan
- Standard Project Signage (See [3005](#))
- Bone Lake Delisting (See [3008](#))

| Activity              | Timeline    | Expected Outcomes  | Staff | Est. Hours | Budget Needs | Measure of effectiveness  | Status/Comments |
|-----------------------|-------------|--|-------|------------|--------------|---|-----------------|
| Project Outreach Plan |             |  |       |            |              |   |                 |
| Project Outreach Plan | Jan-Feb '23 | Written plan outlining the involvement of e/o processes within the larger project implementation process | JL    | 10         | \$0          | Improved communication between staff and efficiency of material development | Complete        |

# 5229C Sunrise River HWY-61 Wetland Enhancement

## Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

### General Info

1. Project Name

Sunrise River HWY-61 Wetland Enhancement Project

2. Project Description

The project diverts flow from an existing ditch system in the Highway 35 drainage area, through a pre-treatment cell, and then diffuses the flow into the wetland complex located on the Tax Forfeit property owned by the Comfort Lake-Forest Lake Watershed District

3. Project Location: Including city or township & management district

HWY-61 just north of HWY-8. City of Wyoming. Comfort Lake Management District

4. Targeted Waterbody

Comfort Lake, Sunrise River

5. Project Timeline

Begin Winter '22-'23

Completion spring/summer '23

6. Project outcomes

- 89 lb/yr phosphorus reductions to the Sunrise River
- 65 lb/yr phosphorus reductions to Comfort Lake
- 18.3 acre-ft flood storage added
- 22.1 acres wetland habitat restored

7. Financial Breakdown

|                                       |                    |
|---------------------------------------|--------------------|
| Clean Water Fund Grant                | \$492,000          |
| Section 319 Grant                     | \$100,000          |
| Lower St. Croix Watershed Partnership | \$300,499          |
| CLFLWD Grant Match                    | \$640,885          |
| <b>Total</b>                          | <b>\$1,533,384</b> |

8. Project sponsors and/or partners

- Clean Water Fund
- Lower St. Croix watershed Partnership
- Minnesota Pollution Control Agency

### Outreach Info

- Key project elements to communicate

*What are the main highlights of the project?*

- Phosphorus reductions to both Comfort Lake and the Sunrise River
- Increased flood storage in the area
- Habitat restoration
- Items of public concern  
*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*
  - Flooding: The project will result in some visible open water areas that were not present before. These open water areas may cause the public to believe that *more* water is being brought into the area and raising flood risk rather than lowering flood risk.
  - Heims Lake Water Levels & Quality: The ditch system involved in this project has been previously referred to as “Heims Lake Ditch”. This verbiage resulted in some misunderstanding about the purpose of the project and the idea that the project may lower water levels in Heims Lake.
- Project Engagement Level (High, Medium, Low)  
*Review Project Engagement Form and complete additional steps as needed.*  
**High** – This project is located in a highly visible area along HWY-61. While this project was started prior to the implementation of the Project Outreach Plan, staff will implement as many applicable outreach activities as reasonably possible during the remaining timeline of the project.

### **Implementation Activities**

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

| <b>Activity</b>                     | <b>Timeline</b>       | <b>Staff</b> | <b>Est. Hours</b> | <b>Budget Needs</b> | <b>Status/Comments</b>   |
|-------------------------------------|-----------------------|--------------|-------------------|---------------------|--|
| Project Webpage                     | Winter '23            | JL           | 4                 | \$0                 | Re-developed with new website. Complete, ongoing   |
| Pre-Construction Newspaper Article  | Winter '23            | JL/BC        | 2                 | \$0                 | Completed  |
| Temp Signage                        | Winter '23            | JL/BE        | 2                 | \$500               | Completed  |
| Ribbon Cutting Ceremony             | Summer '23            | JL           | 8                 | \$300               | To be done upon project completion   |
| Post-Construction Newspaper Article | Summer '23            | JL           | 2                 | \$0                 | To be done upon project completion, likely prior to ribbon cutting ceremony                            |
| Permanent Project Signage           | Fall '23 – Spring '24 | JL/BC/BE     | 20                | \$TBD               | See <a href="#">3005 Needs Assessment</a> for more details on the Standard Project Signage initiative. |

*Note: this project began in 2020 many outreach activities were completed earlier in the process such as landowner outreach and a project open house.*

## 5228C County Road 50 Iron Enhanced Sand Filter (CR50 IESF)

### Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

#### General Info

1. Project Name

County Road 50 Iron Enhanced Sand Filter (CR50 IESF)

2. Project Description

A multi-cell iron enhanced sand filter (IESF) system will treat 50% of the runoff in the Washington Judicial Ditch-6 (WJD-6) subwatershed.

3. Project Location: Including city or township & management district

County Road 50 (CR50)

4. Targeted Waterbody

Forest Lake

5. Project Timeline

2020-2021 Project development and design

2022: Project construction

2023: Revegetation and project closeout

6. Project outcomes

- 97 lb/yr of phosphorus reduction to Forest Lake

7. Financial Breakdown

|                        |                    |
|------------------------|--------------------|
| Clean Water Fund Grant | \$747,400          |
| Section 319 Grant      | \$191,965          |
| CLFLWD Grant Match     | \$321,300          |
| <b>Total</b>           | <b>\$1,260,665</b> |

8. Project sponsors and/or partners

- Clean Water Fund
- Minnesota Pollution Control Agency

#### Outreach Info

• Key project elements to communicate

*What are the main highlights of the project?*

- Phosphorus reductions to Forest Lake

• Items of public concern

*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*

-What is an Iron Enhanced Sand Filter?

-Flooding/Water Level Changes: Water is pumped from JD-6 into the IESF basins and is then returned to the ditch system. This process may cause some concern among residents adjacent to the ditch.

- **Project Engagement Level (High, Medium, Low)**

*Review Project Engagement Form and complete additional steps as needed.*

**Medium** – This project is visible from County Road 50. While this project was started prior to the implementation of the Project Outreach Plan, staff will implement as many applicable outreach activities as reasonably possible during the remaining timeline of the project.

**Implementation Activities**

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

| <b>Activity</b>         | <b>Timeline</b> | <b>Staff</b> | <b>Est. Hours</b> | <b>Budget Needs</b> | <b>Status/Comments</b>                           |
|-------------------------|-----------------|--------------|-------------------|---------------------|--|
| Project Webpage         | Winter '23      | JL           | 4                 | \$0                 | Re-developed with new website. Complete, ongoing |
| Newspaper article       | Summer '23      | JL/BC        | 2                 | \$0                 | To be done upon project completion               |
| Ribbon Cutting Ceremony | Summer '23      | JL           | 8                 | \$TBD               | To be done upon project completion               |
|                         |                 |              |                   |                     |  |
|                         |                 |              |                   |                     |  |

*Note: this project began in 2020 many outreach activities were completed earlier in the process such as landowner outreach and a project open house.*

## 5228F Forest Lake Alum Treatment

### Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

#### General Info

1. Project Name

Forest Lake Alum Treatment

2. Project Description

The lake will be treated with alum which will bind to the phosphorus and make it unavailable for algae growth.

3. Project Location: Including city or township & management district

Forest Lake middle basin, application barge based out of Hagberg access

4. Targeted Waterbody

Forest Lake

5. Project Timeline

2023 Alum application

2024 Effectiveness monitoring

2025 Second alum application if needed

6. Project outcomes

- 527 lbs/yr phosphorus reduction to Forest Lake

7. Financial Breakdown

|                        |                  |
|------------------------|------------------|
| Clean Water Fund Grant | \$533,600        |
| CLFLWD Grant Match     | \$133,400        |
| <b>Total</b>           | <b>\$667,000</b> |

8. Project sponsors and/or partners

- Clean Water Fund
- Minnesota Department of Natural Resources

#### Outreach Info

• Key project elements to communicate

*What are the main highlights of the project?*

- Milestone project for Forest Lake Water Quality
- Cleaner and clearer water

• Items of public concern

*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*

- Additional plant growth

- Chemicals in the water
- Potential Recreation restrictions
- **Project Engagement Level (High, Medium, Low)**  
*Review Project Engagement Form and complete additional steps as needed.*  
High – The alum treatment will be highly visible to all lakeshore residents, water recreators, and the larger community. A detailed education and outreach plan has been specifically developed for this project.

### **Implementation Activities**

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

See the [Forest Lake Alum Treatment Education & Outreach Plan](#) for details

## 5221B Moody Lake Capstone Projects

### Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

Note: These projects are still in their design phase. More details will be added as the projects progress. The Moody Park project may be pulled out as a separate project info sheet due to its higher visibility.

#### General Info

1. Project Name

Moody Lake Capstone Projects

2. Project Description

These projects are a collection of several small wetland enhancements, legacy load removals, and agriculture best management practices being developed in the moody lake subwatershed. This specific project includes raingarden installation, wetland/lowland sediment excavation and shoreline access stabilization within Moody Park.

3. Project Location: Including city or township & management district

One of these projects will be completed on property owned by Chisago Lakes Township. The other projects are being completed on private property.

4. Targeted Waterbody

Moody Lake

5. Project Timeline

Currently in design phase, construction estimated for winter '23-'24

6. Project outcomes

Moody lake capstone projects estimate a collective reduction of 62 lb/yr of phosphorus and 8,940 lb/yr of sediment. The projects will also add 0.8 acre-ft of flood storage and 0.5 acres of wetland restoration.

7. Financial Breakdown

|                        |                  |
|------------------------|------------------|
| Clean Water Fund Grant | \$239,500        |
| CLFLWD Grant Match     | \$59,875         |
| <b>Total</b>           | <b>\$299,375</b> |

8. Project sponsors and/or partners

Clean Water Fund  
Chisago Lakes Township  
Private Residents

#### Outreach Info

• Key project elements to communicate

*What are the main highlights of the project?*

Details to be added upon completion of design phase



- **Items of public concern**

*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*

Details to be added upon completion of design phase

- **Project Engagement Level (High, Medium, Low)**

*Review Project Engagement Form and complete additional steps as needed.*

Medium – Moody Park Wetland Restorations, Raingarden, and access stabilization

Low – Residential rock check, residential legacy load removal, residential agriculture BMPs

### **Implementation Activities**

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

| Activity | Timeline | Staff | Est. Hours | Budget Needs | Status/Comments |
|----------|----------|-------|------------|--------------|-----------------|
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |

Note: These projects are still in their design phase. More details will be added as the projects progress. The Moody Park project may be pulled out as a separate project info sheet due to its higher visibility.

## 5225C Little Comfort Lake Gravel Pit

### Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

Note: This project is still in its feasibility phase. More details will be added as the project progresses.

#### General Info

1. Project Name  
Little Comfort Lake Gravel Pit
2. Project Description  
Wetland enhancement/infiltration basin
3. Project Location: Including city or township & management district  
SW Side of Little Comfort Lake, Little Comfort LMD
4. Targeted Waterbody  
Little Comfort Lake
5. Project Timeline  
Currently in feasibility
6. Project outcomes  
80+ lb/yr phosphorus reduction to Little Comfort Lake
7. Financial Breakdown  
TBD
8. Project sponsors and/or partners  
TBD

#### Outreach Info

- Key project elements to communicate  
*What are the main highlights of the project?*
  
- Items of public concern  
*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*
  
- Project Engagement Level (High, Medium, Low)  
*Review Project Engagement Form and complete additional steps as needed.*

### Implementation Activities

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

| Activity | Timeline | Staff | Est. Hours | Budget Needs | Status/Comments |
|----------|----------|-------|------------|--------------|-----------------|
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |

Note: This project is still in its feasibility phase. More details will be added as the project progresses.

# 5228D Washington Judicial Ditch-6 (WJD-6) Western Tributary Wetland Enhancement

## Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

Note: This project is still in its feasibility phase. More details will be added as the project progresses.

### General Info

1. Project Name  
Washington Judicial Ditch-6 (WJD-6) Western Tributary Wetland Enhancement
2. Project Description  
Wetland enhancement / connectivity, hydrology restoration
3. Project Location: Including city or township & management district  
Off of HWY 97, Forest Lake LMD
4. Targeted Waterbody  
Forest Lake
5. Project Timeline  
Currently in feasibility
6. Project outcomes  
20 lb/yr phosphorus reduction
7. Financial Breakdown  
TBD
8. Project sponsors and/or partners  
TBD

### Outreach Info

- Key project elements to communicate  
*What are the main highlights of the project?*
- Items of public concern  
*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*
- Project Engagement Level (High, Medium, Low)  
*Review Project Engagement Form and complete additional steps as needed.*

### Implementation Activities

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

| Activity | Timeline | Staff | Est. Hours | Budget Needs | Status/Comments |
|----------|----------|-------|------------|--------------|-----------------|
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |
|          |          |       |            |              |                 |

Note: This project is still in its feasibility phase. More details will be added as the project progresses.

## **APPENDIX B: Annual Needs Assessment Forms**

The following forms are intended to be completed by program and project staff in conjunction with Education & Outreach Staff at the beginning of each year. The purpose of these forms is to identify upcoming program and project initiatives that may need the support of Education & Outreach staff, time, or materials. These forms also include an annual review of the program and project sections of the District website. While these forms will be completed annually, new forms may be filled out or modified as needs arise throughout the year.



# Project Needs Assessment – Education & Outreach

## Project Staff:

### Ongoing Projects (include budget code):

- Ongoing Project #1
- Ongoing Project #2

For each ongoing project please review the associated Project Information Form for any updates that need to be made.

### New Projects (include budget code):

- New Project #1
- New Project #2

For each new project please fill out a Project Information Form from the [Project Outreach Plan](#) and attached to this Needs Assessment. The Project Information Form contains a list of implementation activities for each project.

### General Project Needs/Priorities for the coming year:

The needs/priorities listed here are not specific to a certain project and may include website or social media requests.

- General Priority #1
- General Priority #2

| Activity | Timeline | Expected Outcomes | Staff | Est. Hours | Budget Needs | Measure of effectiveness | Status/Comments |
|----------|----------|-------------------|-------|------------|--------------|--------------------------|-----------------|
|          |          |                   |       |            |              |                          |                 |
|          |          |                   |       |            |              |                          |                 |
|          |          |                   |       |            |              |                          |                 |



# APPENDIX C: Project Outreach Plan

The purpose of this document is to outline the involvement of education and outreach processes within the larger project implementation process.

## Timeline

| <b>Project Steps</b>   | <b>E/O Involvement</b>   |
|------------------------|--|
| Project Identification | <ul style="list-style-type: none"><li>• Determination of Project Engagement Level (High, Medium, Low), estimate of effort needed (Time, funds, resources)</li></ul>  |
| Project Ordering       | <ul style="list-style-type: none"><li>• Completion of Project Information Form (Group Activity)</li><li>• Development of Project Outreach Plan as-needed</li></ul>   |
| Pre-Construction       | <ul style="list-style-type: none"><li>• Activities designated by assigned Engagement Level</li><li>• Project staff inform E/O staff of any major changes to project design or outcomes</li><li>• Project staff gather photos</li></ul> |
| Construction           | <ul style="list-style-type: none"><li>• Activities designated by assigned Engagement Level</li><li>• Project staff inform E/O staff of any major changes to project design or outcomes</li><li>• Project staff gather photos</li></ul> |
| Project Completion     | <ul style="list-style-type: none"><li>• Activities designated by assigned Engagement Level</li><li>• Final project fact sheet and project signage</li><li>• Project staff gather photos</li></ul>                                      |

# Project Information Form

The purpose of this form is to gather project information to summarize key elements of upcoming projects for education and outreach purposes. This form should be completed once a project has been ordered and should be completed by a team of staff members including the District Administrator, Project Coordinator, and Outreach Staff.

## General Info

1. Project Name
2. Project Description
3. Project Location: Including city or township & management district
4. Targeted Waterbody
5. Project Timeline
6. Project outcomes
7. Financial Breakdown
8. Project sponsors and/or partners

## Outreach Info

1. Key project elements to communicate  
*What are the main highlights of the project?*
2. Items of public concern  
*Are there any aspects of this project we anticipate generating public concern (i.e. flooding, aesthetics, water level alterations, etc.) What to say and what NOT to say.*
3. Project Engagement Level (High, Medium, Low)  
*Review Project Engagement Form and complete additional steps as needed.*

**Implementation Activities**

*This section to be completed by Outreach Staff based on designated Project Engagement Level*

| <b>Activity</b> | <b>Timeline</b> | <b>Staff</b> | <b>Est. Hours</b> | <b>Budget Needs</b> | <b>Status/Comments</b> |
|-----------------|-----------------|--------------|-------------------|---------------------|------------------------|
|                 |                 |              |                   |                     |                        |
|                 |                 |              |                   |                     |                        |
|                 |                 |              |                   |                     |                        |
|                 |                 |              |                   |                     |                        |
|                 |                 |              |                   |                     |                        |

## Project Engagement Level

|                           | <b>High (Community)</b>  | <b>Medium (Neighborhood)</b>  | <b>Low (Resident)</b>  |
|---------------------------|--|---|--|
| <b>Pre-Construction</b>   | <ul style="list-style-type: none"> <li>• Formal Outreach Plan + Timeline</li> <li>• Key leader info sessions</li> <li>• Public info sessions</li> <li>• Pre-Project Fact Sheet</li> <li>• Pre-Project Press release</li> <li>• Community event attendance (Arts-in-the-park, Lake Assoc. Mtgs, etc.)</li> <li>• Project webpage</li> </ul> | <ul style="list-style-type: none"> <li>• Neighborhood info sessions</li> <li>• Pre-Project Fact Sheet</li> <li>• Project webpage</li> </ul> | <ul style="list-style-type: none"> <li>• Individual meetings with landowner</li> <li>• Adjacent landowner meetings as-needed</li> <li>• Pre-Project Fact Sheet</li> <li>• Project webpage</li> </ul> |
| <b>Construction</b>       | <ul style="list-style-type: none"> <li>• Website pop-up on homepage</li> <li>• Weekly status updates on project webpage</li> <li>• Social Media Updates</li> <li>• Informational construction signage</li> </ul>   | <ul style="list-style-type: none"> <li>• Weekly/Monthly updates to neighborhood</li> <li>• Webpage updates as appropriate</li> </ul>        | <ul style="list-style-type: none"> <li>• Ongoing communication with landowner</li> </ul>   |
| <b>Project Completion</b> | <ul style="list-style-type: none"> <li>• Press Release</li> <li>• Final Fact Sheet</li> <li>• Informational Project Signage</li> </ul>   | <ul style="list-style-type: none"> <li>• Press Release</li> <li>• Final Fact Sheet</li> <li>• Standard Project Signage</li> </ul>           | <ul style="list-style-type: none"> <li>• Press Release</li> <li>• Final Fact Sheet</li> <li>• Signage as required by grant(s)</li> </ul>   |

\*This outline is a guidance document only. Each project will be evaluated individually to determine individual engagement needs.

### **Project Engagement Level Examples**

- **High:** Projects that have high visibility for both the local and surrounding communities by being located in or around a highly trafficked area. Examples of such projects include Bixby Park, Highway-61 Sunrise River Wetland Enhancement Project, and Alum Treatments.
- **Medium:** Projects that are highly visible to a specific area within the watershed such as a specific neighborhood or minor lake. Examples of such projects include Hilo Lane, 3<sup>rd</sup> Lake Pond, and Bone Lake NE Wetland.
- **Low:** Projects that are largely contained within private property with little to no visibility to the public. Extra care should be taken in promotion of these projects to ensure that there is no implication of blame put on the individual landowners. Examples of such projects include Bone Lake SE Wetland and some of the Moody Lake Capstone Projects.

## **APPENDIX D: Lake and Shoreline Outreach Plan**

This appendix is currently being developed as a specific outreach plan to support the District's comprehensive shoreline program. The shoreline program addresses goals from several sections of the watershed management plan and integrates work from multiple District programs. A unified Lake and Shoreline Outreach Plan ensures proactive and coordinated communication and outreach to support this priority initiative.

## APPENDIX E: Interagency and Partner Communication Guidance

The CLFLWD Interagency Communication Program is identified in the watershed management plan to support other organizations and regional efforts, improve engagement of partners and their leaders, and provide consistent updates on District activities for improved relations. This work focuses on resources, technical assistance, and improved communication. Interagency communication also includes modeling, geographic information systems (GIS), the District's web mapper, and boundary review.

The Watershed Management Plan identifies the following goals under Interagency Communication:

- » Coordinate efforts with partners to ensure the most efficient and cost-effective use of funds for water resource management
- » Act as the local office for facilitating public input on water resource-related issues, react in a timely manner to concerns of citizens and operate in an open and transparent manner
- » Participate in the evaluation of Total Maximum Daily Load (TMDL) studies and implementation of projects and programs to address impairments of water within the District
- » Work with Lower St. Croix River partners to achieve the goals of the Lower St. Croix One Watershed One Plan, including associated TMDLS and WRAPS

This framework for engagement and communication with partners and agencies is to guide implementation of best practices for building strong relationships and communication channels. It addresses the more general "ongoing issues" identified in the watershed management plan and the organization's related engagement.

Interagency Communication supports the efforts of other government agencies and partners but also supports work across programs and projects in the District. It amplifies this work and keeps partners informed and in support of the District's efforts.

The Board and staff have varying responsibilities within this program. The District's strategies and success place it in a unique position to provide support and leadership to partners and stakeholders.

Consistent engagement is one of the best ways to build strong relationships with partners and agencies. District staff drive consistent coordination meetings with cities, counties, and the soil and water conservation districts and seek opportunities to expand partnerships. The State of the Watershed and the District Tour are also good examples of showcasing the District's work.

District staff provide input and leadership in regional and statewide efforts related to watershed and resource work. Staff participate in work groups, attend partner meetings, and

give presentations. This leadership provides the foundation for Board members, partners, and staff to identify and nominate CLFLWD projects and programs for recognition and awards.

## Strategies for Success Interagency Communication

### Coordinated Interagency Contacts and Tasks

Staff will maintain an internal list of primary and secondary contacts responsible for external partner relationships. A Board member may serve as an additional liaison for board-level communications with some of these partner organizations and agencies.

Tasks for the primary contacts include monitoring agendas and minutes; providing input regarding District interests; hosting, planning, and/or facilitating coordination meetings; maintaining consistent and necessary communication; and providing updates on issues of interest to the district administrator and staff. The District Administrator may direct information to be prepared for the Board in the administrator's report or other format.

### Consistent Coordination Meetings

#### Monthly Coordination Meetings

- » City of Forest Lake

#### Quarterly Coordination Meetings

- » City of Scandia
- » City of Wyoming
- » SWCDs

#### Annually with Additional Coordination Meetings as Needed

- » Chisago City and Chisago County

District staff will work with the partner to identify the best timeframe and frequency for coordination meetings. Adjustments should be made in respect to the needs and requests of the partners.

### Consistent Communication

Communication should not be limited to the coordination meetings. Staff frequently communicate with their counterparts at partner agencies. For example, permitting staff at the watershed district are in frequent contact with the permitting staff at cities. This collaboration is a result of strengthening relationships with the District's cities and, in turn, strengthens the relationships even more. It is the opposite of a "vicious cycle."

Other recommendations:

- Use email updates to communicate priority information in between scheduled coordination meetings; coordinate these with other staff or consider a set schedule (example: once per month updates for lake associations)

- District staff should introduce themselves to their agency or partner counterparts as soon as possible when a change in staffing takes place; two to four weeks is optimal
- Schedule additional meetings as needed to address specific and time sensitive issues

### **Monitoring Partner Activities**

Staff assigned to specific partners should monitor agendas and minutes. This increases the ability of the District to prepare, respond, and communicate its priorities to partners.

### **Staff Participation and Presentations at Local Partner Meetings**

Annually and Additional as Requested

- Lake Associations
- Chisago Lake Township

### **Coordination with Other Agencies and External Partners**

Staff are encouraged to take leadership roles and represent watershed perspectives in regional efforts. This could include participation in work groups, providing input for agenda development, facilitating or leading meetings, identifying research opportunities, and making presentations.

These efforts will strengthen the connection the District has with its partners and provide information on other programs, research, and priority issues. Consistent engagement ensures the District is aware of any new efforts that would benefit or benefit from the District's participation.

### **Feedback Loop**

Sharing relevant and pertinent information with other staff, the District Administrator, the Board, and other partners is an important part of successfully implementing interagency communication. Staff meetings and the administrator's report provide opportunities for providing routine updates. Staff can also serve as liaisons and make connections between organizations.

### **Review of Contact List and Interagency Communications**

The internal list of primary and secondary contacts responsible for external partner relationships should be reviewed at least annually at a staff meeting. This will ensure that staff understand their roles and responsibilities in maintaining consistent and quality relationships with partners.

Strong relationships with District partners is not accidental. It requires planning and purpose. It is an exchange of information; an opportunity to listen and share information.



## **APPENDIX F: Crisis Communication Plan**

This appendix is currently being developed to provide guidance and preparation for the District to effectively manage communication in crisis, emergency, and negative situations. It's an important resource to reduce confusion and damage to the District's reputation. It utilizes best practices for coordinated, transparent, rapid, and responsible internal and external communications.