



Program Update

Education and Outreach 10/10/24

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Education & Outreach Guiding Documents

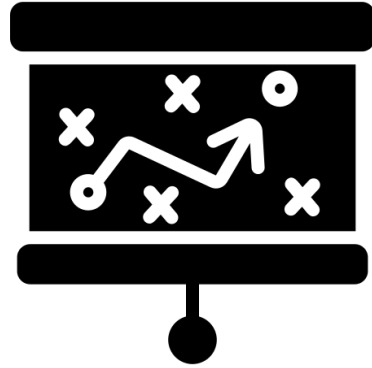
Watershed Management Plan



10-year

- Provides general areas of focus

Comprehensive Education/Outreach



5-year

- Provides strategies

Education/Outreach Implementation Plan



1-year

- Provides specific actions & activities
- Tracks program metrics



2024 E&O Implementation Plan (Goals)

Education/Outreach Implementation Plan

Goal 1.

Increase public knowledge and appreciation for human impacts to natural resources that increase behaviors that positively impact water resources.



1-year

Goal 2.

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



2024 E&O Implementation Plan (Goals and Baseline)

Goal 2.

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

- A. Increase the numbers of outgoing communications to the public**
- B. Increase the numbers of user reached by social media posts**
- C. Increase numbers of new email addresses added to the District's notifications list**
- D. Increase the numbers of District-sponsored events**
- E. Increase the numbers of Cost-share grants**
- F. Increased audience diversity engaging in District events**





Metrics for Goal Tracking

Goal 2B

Increase the number of users reached by social media posts.

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

Progress:

2023 (baseline)	2024	2025	2026



Comfort Lake Forest Lake Watershed District

495 followers • 62 following



2024 yearend Education and Outreach Summary and the 2025 EO Implementation Plan will be presented at the January 23rd Board Meeting.



Metrics for Goal Tracking (Tracking Example)

Goal 2B

Increase the number of users reached by social media posts.

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

Baseline (2023 Averages)

Reach	345
Content Interactions	51
Link Clicks	6

2024 Facebook Tracking

Month	March	April	May	June	July	August	September
Reach	828	910	746	564	418	1818	564
Content Interactions	143	128	94	80	46	104	29
Follower Change + -	7+	10+	7+	2+	3+	22+	3+ (494)
Link Clicks	39	14	22	18	9	68	20

Facebook Daily Schedule (as of March 2024)

Monday - Water Quality Tips

Tuesday - Native Plant

Wednesday - Wildlife

Thursday - Did You Know... (History 11/24)

Friday -

Ongoing - news, events, partners materials, etc.



EO Quality vs Quantity...or a bit of both?





Community Education 2024

Quality vs Quantity...or a bit of both?

Rain Barrels – description from **Forest Lake Winter CE Catalog**

Rain barrels harvest rainwater from roofs and other structures that can then be used to water gardens, lawns, and potted plants. Installing a rain barrel is an excellent way to reduce run-off and pollution as well as save MONEY! As much as 40% of residential water is used for irrigation in the summer.

Participants will learn the ins and outs of rain barrels, site selection, and other tips to use rain barrels most efficiently. We will also talk about the pros and cons of many of the commercially available rain barrels and how to make your own.

Residents within the Comfort Lake – Forest Lake Watershed District may be eligible for free rain barrels...join us to learn more. Participants will receive a free native plant book and there will be several gift certificates from local nurseries given away as door prizes.



Classes and Workshops

Spring 2024 (March - May)

Number of CE Events 7
Attendance 62

Summer 2024 (June - August)

Number of CE Events 9
Attendance 83

Fall 2024 (September - present)

Number of CE Events 3
Attendance 39
(9 more events scheduled)

2024 “Other Workshops”

Number of Events 5
Attendance 180
Shoreline Info Mtgs, Delisting, etc.

Baseline 2023

Number of Events 4
Attendance ~50

**Chisago Community Education,
Forest Lake Community Education,
Hardwood Creek Library.**

CLFLWD FALL COMMUNITY EDUCATION CLASSES



Chisago Lakes Community Education

October 21 - Mulches and Composts
November 18 - Dormant Seeding
November 19 - Fall Septic System Care

Forest Lake Area Community Education

October 17 - Fall Lawn Care
October 28 - Fall Septic System Care
November 14 - Mulches and Composts
November 25 - Dormant Seeding

Hardwood Creek Library

November 21 - Lakescaping for Loons
December 5 - Sidewalk Salt Use for Homeowners



Website Updates and Analytics

January 1, 2024 previous website contractor support ended.

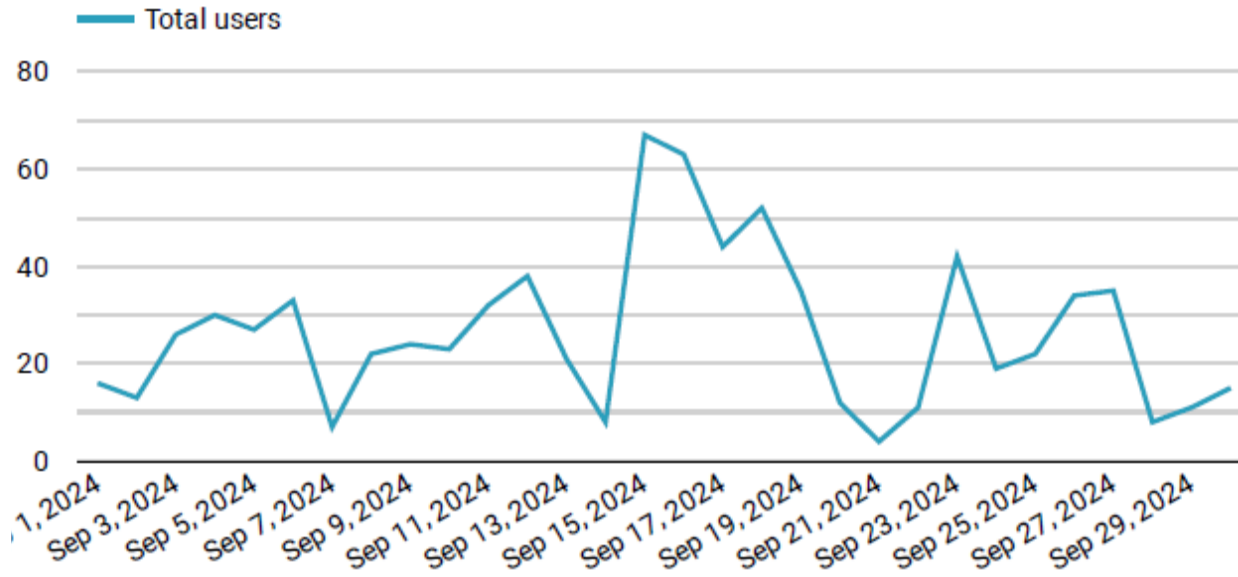
- Left us hanging a bit...without design, analytics, hosting, domain, or security support.
- The web builder platform that was being used was a very technical, high level, and required large blocks of time for staff to make small modifications.
- Going over traffic limit and being charged for overages from set plan.

In June after reviewing many options, we hired a new website contractor and website platform. September, “new” website launched.

- We now have...design support, hosting and domain support, and security monitoring



Website Updates and Analytics

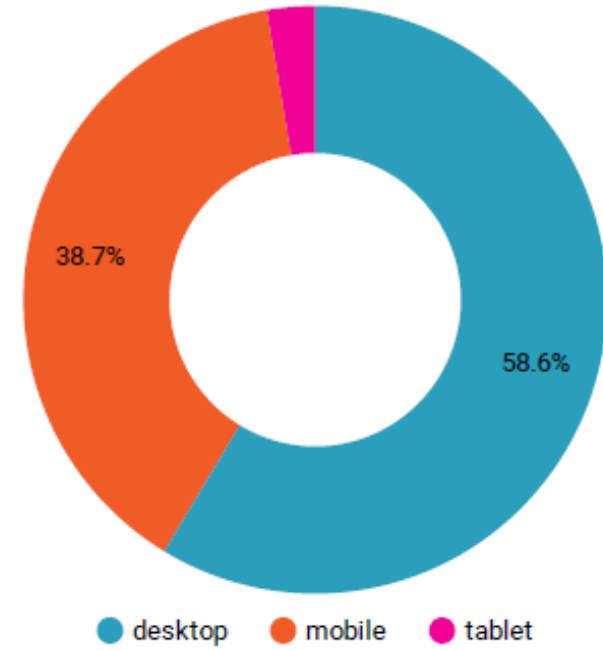


Total users
584



Top Viewed Items

- Board Meeting Materials
- Contact Info - Staff and Board
- Events and News
- Lake Levels



	Device category	Total users ▾
1.	desktop	329
2.	mobile	217
3.	tablet	15



State of the Watershed & 25th Anniversary Banquet

September 18th

5 to 7:30 p.m. at the Forest Lake American Legion

Attendance ~90

Live-streamed to Lakes Area TV and is on Lakes TV and CLFLWD YouTube

Expenses

Watershed Champion Awards

Crystal Trophy \$678.86

Certificates/Folders \$52.02

Gift Cards \$500.00

Food and Venue

American Legion \$4,083.96

Supplies and Materials

Copies/Paper/Etc. \$85.16

Total \$5400





On the Radar...

Winter Community Education Classes - 15 scheduled

Monthly newspaper articles

Confirmed in Chisago Press and Country Messenger

Website Remodeling

Winter 2024 Newsletter - November

2025 Newsletters x4

New Landowner Welcome Packet (monthly)

November 1st will be first mailing

~ 25 per month ~\$20 each

Youth Education Program

Education Kits

Class Presentations

Field Days



Questions?

Reminder...

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