



## MEMORANDUM

Comfort Lake-Forest Lake Watershed District

**Date:** December 12<sup>th</sup>, 2024  
**To:** CLFLWD Board of Managers  
**From:** Mike Kinney, District Administrator  
**Subject:** Shoreline Public Relations RFP



**District Wide**

### Background/Discussion


A shoreline taskforce group consisting of Managers Anderson and Schmaltz has been meeting with District Staff to assess strategies for increasing the amount of natural shoreline on lakes in the District. Following a meeting on November 25<sup>th</sup>, it was the recommendation of Managers Anderson and Schmaltz that a request for proposals (RFP) be issued. This RFP will seek proposals for increasing the adoption of natural shorelines in the District through public relations efforts. It was the recommendation of Manager Anderson that EOR be asked to draft the RFP.

### Recommended Motion

Manager \_\_\_\_\_ moves that the Board direct the Administrator to solicit an RFP for shoreline public relations efforts from Emmons & Olivier Resources Inc.


### Attached



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www.clflwd.org 

44 Lake St. South, Suite A  
Forest Lake, MN 55025 

## COMFORT LAKE-FOREST LAKE WATERSHED DISTRICT REQUEST FOR PROPOSALS

Comfort Lake-Forest Lake Watershed District (CLFLWD) is requesting interested and qualified firms to submit proposals for **Natural Shoreline Outreach and Education Program Development and Implementation** for the District for 2025.

### Background

CLFLWD is a special purpose unit of local government in charge of managing water resources within its designated drainage boundaries. Watershed districts work to protect and improve water quality in lakes, rivers, wetlands, and streams within their jurisdiction, and to protect residents and property against flooding. CLFLWD is governed by a five-member board of managers that guides CLFLWD in the implementation of its Watershed Management Plan adopted in 2021. The work of CLFLWD is currently carried out by 11 staff members.

CLFLWD covers 49 square miles and includes portions of the cities of Forest Lake, Wyoming, Scandia, Chisago City, and townships of Chisago Lakes and Franconia. It is located partially within northern Washington County and southern Chisago County. CLFLWD drains to the Sunrise River, which ultimately drains to the St. Croix River. Major CLFLWD lakes include Forest Lake, Bone Lake, Comfort Lake, Little Comfort Lake, Shields Lake, Moody Lake, Birch Lake, School Lake, and Lake Keewahatin.

In the past ten years CLFLWD has completed a number of large-scale water quality projects that have led to the delisting of one impaired waterbody, with the expected delisting of several more in the next few years. To make further progress on water quality goals and promote landscape resiliency the District has increased efforts to preserve and restore natural shorelines. A shoreline program promoting adoption of natural shorelines is necessary for CLFLWD to meet its water quality goals and to protect the substantial investments that have been made in our water resources.

This RFP will build on existing focus group and survey work that has been conducted in the District. This work will be conducted in the context of vanishing natural shorelines emerging as an issue of concern throughout the state of Minnesota.

Additional information about CLFLWD is available at [www.clflwd.org](http://www.clflwd.org).

### The Project

The mission of the CLFLWD is to protect and improve its water resources through adaptive management approaches and education of local stakeholders. The District has historically addressed the “education of local stakeholders” portion of the mission through the implementation of its Education and Outreach Program as outlined in its 10-Year Watershed Management Plan. While the Education and Outreach Program addresses the need for educating District residents and local

Board of Managers

Steve Schmaltz, President · Christopher Loth, Vice President  
Jackie Anderson, Treasurer · Douglas Toavs, Assistant Treasurer · Dave Bakke, Secretary

governments to build their knowledge and understanding of local water resources, the program does not adequately address the Districts need for focused education and outreach on natural shoreline restoration, specifically to the shoreline landowners on Forest, Comfort, and Bone lakes.

The District is seeking the services of a qualified, professional public relations firm to aid in the development and implementation of a natural shoreline outreach and education program. This program will promote the adoption of natural shorelines to private lakeshore landowners, as well as supporting practices such as riparian tree and shrub planting, and extended buffer areas. Community held expectations and norms differ significantly between residents of the different major waterbodies in CLFLWD, so unique strategies will likely be required to reach unique audiences.

### **Review Process**

CLFLWD will review all submittals and determine which firm(s) are qualified. Up to three firms deemed most qualified may be invited for an interview. Interviews are planned for February 2025. The final selection will be based on qualifications, approach, and the interview. The CLFLWD Board of Managers is expected to select the firm in March 2025. Once a firm is selected, a scope of work, budget and schedule will be negotiated and incorporated into an agreement to be approved by the Board of Managers.

### **Questions and Point of Contact**

Questions regarding this RFP must be submitted by January 31<sup>st</sup>, 2025, to Mike Kinney at Michael.Kinney@clflwd.org. Responses will be provided to all firms receiving this RFP by February 7<sup>th</sup>, 2025.

### **Submittal**

Five paper copies and one electronic (PDF) copy of your proposal must be submitted by **February 14<sup>th</sup>, 2025** to Mike Kinney, District Administrator, Comfort Lake-Forest Lake Watershed District, 44 Lake Street South, Suite A, Forest Lake, MN 55025, Michael.Kinney@clflwd.org.