

2025 Education and Outreach Implementation Plan



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Purpose

The purpose of the 2025 Education & Outreach Implementation Plan is to outline the specific initiatives that will be undertaken by Education & Outreach Staff this year. The Implementation Plan is guided by the Comfort Lake – Forest Lake Watershed District's (CLFLWD) 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 had been identified as a 2023 priority for the Education and Outreach Program. If 2023 baselines were not established, 2024 metrics may be used for baseline measurement. If a new goal and measurement begins in 2025, those metrics will be used for the baseline. Progress 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 noncompliance with District rules and regulations
How it’s measured: Permitting program compliance percentages

Progress:

2023 (baseline)	2024	2025
97.08%	95.76%	

- » Inventory and tracking of deep-rooted native vegetation along lake shorelines and streambanks
How it’s measured: District shoreline surveys

Progress:

2023	2024	2025
3	4	

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

How it's measured: CLFLWD Lake Scores

Progress:

2024 (baseline score for each lake)	2025
In-progress	

- » Reduce risk of AIS spread through public access usage.

How it's measured: AIS violation rate (drain plug, material on watercraft)

Progress:

2023	2024	2025
1.5%	2.2%	

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

How it's measured: District chloride education awareness campaigns

Progress:

2025 (baseline)

- » Reduced excess chloride usage whether through chloride pollution awareness

How it's measured: Salt watch program monitoring data points

Progress:

2023 (baseline)	2024	2025
9	0	

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 users reached by social media posts**
How it's measured: Account analytics; monthly reach average

Progress:

2023 (baseline)	2024	2025
345	552	

- » **Increased number of new email addresses added to the District's social marketing**

How it's measured: Number of Constant Contact email subscribers

Progress:

2023 (baseline)	2024	2025
245	261	

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

How it's measured: Count of events and tours hosted by the District

Progress:

2023 (baseline)	2024	2025
2	10	

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

How it's measured: Attendance at events and tours by the District

Progress:

2023 (baseline)	2024	2025
25	261	

- » **Increased number of District-sponsored workshops and classes**

How it's measured: Count of in-person and virtual classes and workshops hosted by the District

Progress:

2023 (baseline)	2024	2025
4	18	

- » **Increased attendance numbers for District-sponsored workshops and classes**

How it's measured: Attendance at in-person and virtual classes and workshops hosted by the District

Progress:

2023 (baseline)	2024	2025
50	228	

- » **Increased number of District-sponsored youth specific workshops, classes, and events**

How it's measured: Count of in-person and virtual youth specific workshops, classes, and events

Progress:

2024 (baseline)	2025
3	

- » **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

Progress:

2023 (baseline)	2024	2025
35	45	

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

How it's measured: Count of print and digital campaigns

Progress:

2025 (baseline)

Program Support

The following program priorities have been identified by District Staff for implementation guidance in 2025. Education & Outreach staff worked with programmatic staff to complete an Annual Needs Assessment form for each program area. 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 2025

3001 District Rules & Rulemaking

- None

3002 Permitting

- Update informational regulatory materials
- Develop & implement promotional materials
- Revise permitting information in “Tools and Rules”
- Create permitting section for new landowner packets

3003 Monitoring & Data Assessment

- Develop & implement promotional materials for CAT volunteer program
- Develop & implement promotional materials for Chloride volunteer monitoring
- Update Lake Information Brochures
- Develop HOA BMP maintenance/ monitoring materials

3004 Non-Point Source Pollution Abatement

- Develop & implement promotional materials for cost-share programs
 - Specific emphasis on natural shorelines
- Update Tools & Rules/Shoreline Guide For Homeowners

3005 Education & Outreach

- Increase the amount of District sponsored workshops, classes, and events
- Implement branding standards
- Implement Standard Signage
- Local Student Engagement
 - Increase engagement with local schools
- Coordinate with grant staff to identify and apply for education & outreach grants
- Website maintenance
- Increase social media presence and implement social media calendar (Facebook)
- Develop specific social marketing campaigns (Constant Contact)

3006 Interagency Communication

- Continued meeting coordination and communication channels

3007 Research

- None

3008 Measurements of Progress

- Promote progress toward water quality goals and nutrient impairment delistings
- Promote and distribute Annual Report and Progress Reports
 - Specifically on website/social media
 - Focused excerpts shared within lake management districts

3009 Grant Research & Preparation

- Coordinate with grant staff to incorporate funds for E/O efforts into grant applications
- Ensure all project web pages and project signage acknowledges appropriate grant funding sources and partners

3010 Operations & Maintenance

- Update logo and branding on district equipment

3011 Aquatic Invasive Species (AIS) Prevention & Management

- Develop AIS treatment communications
- Develop educational materials for public access points
- Develop education materials for tabling events
- Develop AIS activities for youth events
- Revise AIS information in "Tools and Rules"
- Create AIS section for new landowner packets

3012 Land Acquisition & Management

- Develop informational signage

3013 Planning & Resiliency

- Develop & implement Floodplain Resiliency awareness and materials

Project Support

The following project priorities have been identified by District Staff for implementation in 2025. 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. 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 2024

5000 General Project Management

- Project Outreach Plan to standardize outreach initiatives and awareness
- Standard Project Signage
 - Develop signage priority and implementation plan for each project
 - Priority efforts on newer and highly visible projects
 - Border signage

5100 Floodplain

- (See 3013 Planning and Resiliency Program)

5200 Lakes (Project Engagement Level)

- Little Comfort Lake Heath Iron-enhanced Sand Filter (High)
- Forest Lake Alum Treatment Project (High)
- School Lake Agricultural BMPs (Medium)
- Moody Lake Agricultural BMPs (Medium)
- North Shore Circle Park Shoreline Restoration (High)

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"> Formal Outreach Plan + Timeline¹ Key leader info sessions Public info sessions Pre-Project Fact Sheet Pre-Project Press release Community event attendance (Arts-in-the-park, Lake Assoc. Mtgs, etc.) Project webpage 	<ul style="list-style-type: none"> Neighborhood info sessions Pre-Project Fact Sheet Project webpage 	<ul style="list-style-type: none"> Individual meetings with landowner Adjacent landowner meetings as-needed Pre-Project Fact Sheet Project webpage
Construction	<ul style="list-style-type: none"> Website pop-up on homepage Weekly status updates on project webpage Social Media Updates Informational construction signage Interactive Storymap or Prezi (Capstone projects only) 	<ul style="list-style-type: none"> Weekly/Monthly updates to neighborhood Webpage updates as appropriate 	<ul style="list-style-type: none"> Ongoing communication with landowner
Project Completion	<ul style="list-style-type: none"> Press Release Final Fact Sheet Informational Project Signage 	<ul style="list-style-type: none"> Press Release Final Fact Sheet Standard Project Signage 	<ul style="list-style-type: none"> Press Release Final Fact Sheet Signage as required by grant(s)

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.