



MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: December 8, 2025
To: CLFLWD Board of Managers
From: Mike Kinney, District Administrator
Subject: 2026 Education and Outreach Implementation Plan



District Wide

Background/Discussion

The purpose of this agenda item is to provide the draft 2026 Education and Outreach Implementation Plan.

This plan is for informational purposes at this time; approval will be at a later meeting.

Attached

2026 Education and Outreach Implementation Plan



Comfort Lake - Forest Lake Watershed District 2026 Education and Outreach Implementation Plan



December 9, 2025

Prepared by Adam Hjelm

2026 Education & Outreach Implementation Plan

Purpose

The purpose of the 2026 Education & Outreach Implementation Plan is to outline 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 2022–2031 Watershed Management Plan.

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

The District has a compelling story to share with its residents and partners. This plan provides 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.

CLFLWD 2022-2031 Watershed Management Plan Education and Outreach Goals

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 changes outcomes relate primarily to Goal 1 and include, but are not limited to:

- » Reduced instances of noncompliance with District rules and regulations
- » Reduced instances of yard waste disposal in wetlands, ditches, and other water resources
- » Increased instances of deep-rooted native vegetation along lake shorelines and streambanks
- » Reduce excess 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 users reached by social media posts
- » Increased number of new email addresses added to the District's social marketing
- » Increased attendance numbers for District-sponsored events and tours
- » Increased attendance numbers for District-sponsored events and tours
- » Increased number of District-sponsored workshops and classes
- » Increased attendance numbers for District-sponsored workshops and classes
- » Increased number of District-sponsored youth specific workshops, classes, and events
- » Increased participation numbers for District programs such as cost-share grants under the Nonpoint Source Pollution Abatement Program
- » Increased number of outgoing communications to the public

Program Support

The following program priorities have been identified by District Staff for implementation guidance in 2026. 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 2026

3001 District Rules & Rulemaking

- Develop, promote and distribute Rule Revision awareness materials
- Help develop, promote, and facilitate public awareness events

3002 Permitting

- Update informational regulatory materials
- Develop & implement promotional materials
- Develop and implement stormwater BMP maintenance events
- Develop and distribute BMP maintenance guides

3003 Monitoring & Data Assessment

- Develop & implement promotional materials for focused CAT volunteer program
- Develop & implement promotional materials for DIY tributary monitoring program
- Develop & implement promotional materials for focused CAMP lake monitoring
- 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

3005 Education & Outreach

- Increase the amount of District sponsored workshops, classes, and events
- Implement continued branding standards
- Local Student Engagement
 - Increase events, classes, and overall youth engagement
- 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
- Develop and distribute project inspection and maintenance awareness materials

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

- Expand AIS awareness to include new and expanding new populations

3012 Land Acquisition & Management

- Develop informational signage
- Promote land acquisition program and benefits

3013 Planning & Resiliency

- Develop & implement Floodplain Resiliency outreach plan that includes flood risk awareness and residential mitigation strategies
- Promote Floodplain Resiliency practices

Project Support

The following project priorities have been identified by District Staff for implementation in 2026. 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 2026

5000 General Project Management

- Project Outreach Plan to standardize outreach initiatives and awareness

5100 Floodplain

- Greenway Corridor
- Floodplain Resiliency Priority Areas
- Shallow Pond

5200 Lakes

- General lake and monitoring awareness
- Comfort Lake Delisting

5400 Wetlands

- North Shore Trail Nature Area
- Bone Lake South Property

5500 Upland Resources

- North Shore Nature Trail Area
- Bone Lake South Property

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.

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.