



## MEMORANDUM

Comfort Lake-Forest Lake Watershed District

**Date:** March 25, 2026  
**To:** CLFLWD Board of Managers  
**From:** Mike Kinney, District Administrator  
**Subject:** Natural Shoreline Education and Outreach Campaign Update



**District Wide**

### **Background/Discussion:**

The purpose of this agenda item is to present to the Board an update to the Natural Shoreline Education and Outreach campaign. A **pre-recorded presentation is available on YouTube** and attached are the PowerPoint presentation slides.

### **Attached:**

Natural Shoreline Education and Outreach Campaign Update presentation



**CLFLWD**  
WATERSHED DISTRICT

# Natural Shoreline Education and Outreach Campaign Update

Adam Hjelm

Education and  
Outreach  
Coordinator

April 9, 2026





## Background

### **Natural Shoreline Education and Outreach Campaign Development and Implementation**

Request For Proposals – February 2025

Interviewed Firms – March/April 2025

Moore Engineering, Inc. Selected – May 2025

- Contract ends May 31, 2026
- Funded through MPCA grant

**Moore's largest role is to work with staff to strengthen natural shoreline outreach efforts now and into the future.**



# Background

## Campaign Development

*Inspire shoreline restoration by making it feel feasible (smaller scale), attractive, and rewarding.*

### Phase 1: Targeted Outreach

### Phase 2: Videos (via Facebook)

### Phase 3: Targeted Outreach (Refresh)

### Closing: Results, Analytics, Campaign Continuance



## Phase 1: Targeted Outreach

### Key Activities:

1. Campaign language identified
2. Refresh webpage
3. Direct mailing
4. Home visits

### Purpose:

**Build awareness, establish campaign identity, directly connect with priority landowners.**

**Many, many variables...Phase 1 goals are focused on product creation and modification.**

**Not reinventing the wheel but rather making the wheel more effective and efficient.**

### PROTECTING YOUR LAKE STARTS AT YOUR SHORE

Turf grass and rock walls may look tidy, but they rarely stop erosion, flooding, or ice damage. Natural shorelines, using native plants, are proven to protect property, improve water quality, and support lake health.

1. **Prevent Damage** - Native roots stabilize soil, reducing erosion and damage from water and ice.
2. **Low Maintenance** - Once established, native plants need less mowing, watering, and fertilizing than lawns.
3. **Reduce Runoff** - Vegetation soaks up rain and snowmelt, cutting erosion and standing water.
4. **Support Wildlife** - Native shorelines provide habitat for birds, pollinators, and aquatic species.





## Targeted Outreach

### Key Activities:

1. Campaign language identified (July-August 2025)

### Main campaign tagline:

*Small Changes. Deep Roots. A Stronger Shoreline.*

Language focused on personal connection and emotion.

**“shoreline sanctuary, ready-to-go, customizable, loon landing, goose be gone, your shoreline, your property, your lake, natural, low-maintenance”**



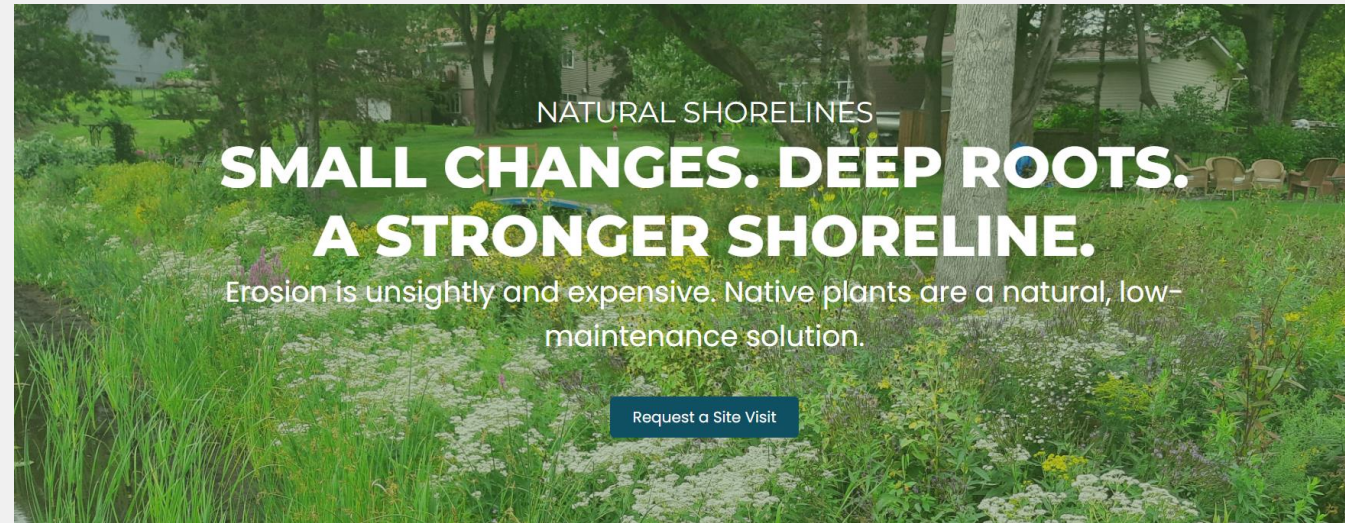
## Targeted Outreach

### Key Activities:

#### 2. Refresh Webpage (August-September 2025)

Refresh webpage to utilize campaign language, give updated look, and create more focused information center.

**Webpage name change:  
Cost-share to Natural Shoreline**





# Targeted Outreach

## Key Activities:

### 2. Refresh Webpage (August-September 2025)

#### Metrics (to date)

*Website Refresh*

Natural Shorelines Webpage								
	Average							
	2025	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Total users	15	28	20	24	19	38	30	29
New users	8	11	9	9	11	16	19	10
Views	30	55	25	41	22	49	35	58
Engagement Rate %	50.5	65.5	65.4	45.2	50	69.8	64.7	76.6



# Targeted Outreach


## Key Activities:

### 3. Direct Mailing (September 2025)

## Target audience identified; 104 properties on Forest Lake

Parcels with minimum 80' setback, sold within last ten years

**SMALL CHANGES.  
DEEP ROOTS.  
A BETTER FOREST LAKE.**



Your shoreline can protect your property, support wildlife, and keep Forest Lake clean.

**Restore Your Shoreline  
with Help from CLFLWD**

Comfort Lake - Forest Lake Watershed District offers free site visits and up to \$1,000 in cost-share to help homeowners install native pocket gardens that reduce erosion and improve lake health.

Choose from three easy "pocket garden" designs tailored to your property and your goals.

Now is the time to invest in your shoreline and the future of Forest Lake.



**Scan here to learn more & contact us today to get started!**

651.395.5850  
aidan.read@cflfwd.org



**CLFLWD**  
WATERSHED DISTRICT

Comfort Lake - Forest Lake Watershed District  
44 Lake St S Ste A  
Forest Lake, MN 55025

*Tagline focused on Forest Lake*



# Targeted Outreach

## Key Activities:

### 4. Home Visits (October-November 2025)

Same target audience; 104 properties on Forest Lake

-informational folder was either handed to resident or left if not home

-predesigned script / talking points

#### Natural Shoreline – Home Visit Talking Points

##### Opening

"Hello! I'm stopping by to share some options for protecting your shoreline and keeping Forest Lake healthy."

##### Icebreaker questions

- "What do you enjoy most about living on Forest Lake?"
- "Have you noticed any changes to your shoreline recently?"

##### Why Natural Shorelines?

- Rain, waves, ice, and wind take a toll on shorelines.
- Turf grass and rock rip rap often don't prevent erosion or ice damage.
- However, native plants that have deep roots hold soil, absorb runoff, and support wildlife.

##### Key benefits

1. Prevent Damage: Stabilize soil, protect against erosion and ice.
2. Low Maintenance: Less mowing, watering, and fertilizing than lawns.
3. Reduce Runoff: Vegetation soaks up rain and snowmelt.
4. Support Wildlife: Habitat for birds, pollinators, turtles, and fish.

##### Design Options (Pocket Gardens)

"Our natural shoreline pocket gardens can be tailored to your property. We have three ready-to-go designs that can be customized for your space and still make room for docks and lake access."

1. **Shoreline Sanctuary** – Food, cover, and nesting space for birds and turtles.
2. **Loon Landing** – Low-profile plants, great for loon nesting.
3. **Goose Be Gone** – Taller plants at the water's edge deter geese.

"Would you be interested in setting up a free site visit to see what could work on your shoreline?"

##### How to Get Started

1. Reach Out – Schedule a free site visit with CLFLWD staff.
2. Pick a Pocket Garden – Choose a design that fits your goals.
3. Secure Funding Match – Cost-share funding may cover up to 75% (up to \$1,000).
4. Install and Enjoy – Do it yourself or work with a contractor, with CLFLWD support.

##### Close the Visit

- **Interested** - "Great! I'll leave this brochure with you, and we can schedule a free site visit to get started. What is the best way to contact you?"
- **Somewhat interested** - "No problem, I'll leave the information with you. If you'd like to explore it further, you can reach out anytime or scan the QR code."

Leave behind the brochure and point out the website/QR codes/contact info.

**Don't forget to complete the post-visit survey** →





# Targeted Outreach

## Key Activities:

**4. Home Visits (October-November 2025)**

## Metrics (to date)

**104 identified, 91 homes visited, 30 direct contact**

### Postcard familiarity

**33% which is below 50% marketing average for postcards**

### Restoration Readiness

**50% were open to idea**

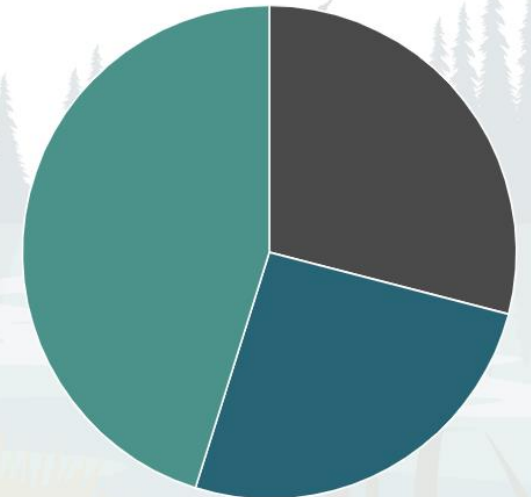
**37% were resistant or not ready**

**13% ready to act**

## Postcard Familiarity

*Awareness of our natural shoreline postcard outreach was varied.*

30 Contacted Homeowners: Postcard Familiarity

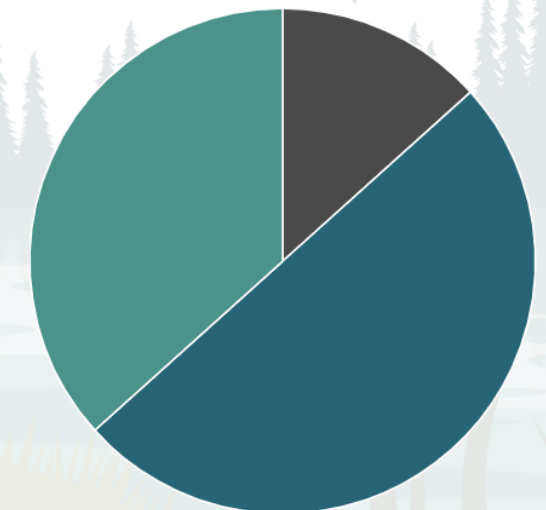


■ Yes, familiar (9) ■ No, not familiar (8) ■ Unsure (14)

## Restoration Readiness

*Of the 30 contacted homeowners, most (15) were open to restoration, and a few (4) were ready to act immediately*

30 Contacted Homeowners: Shoreline Restoration Readiness



■ Ready to Act Now (4) ■ Curious/Not ready (15) ■ Not Interested/Resistant (11)



## Phase 2: Videos (via Facebook)

### Key Characteristics:

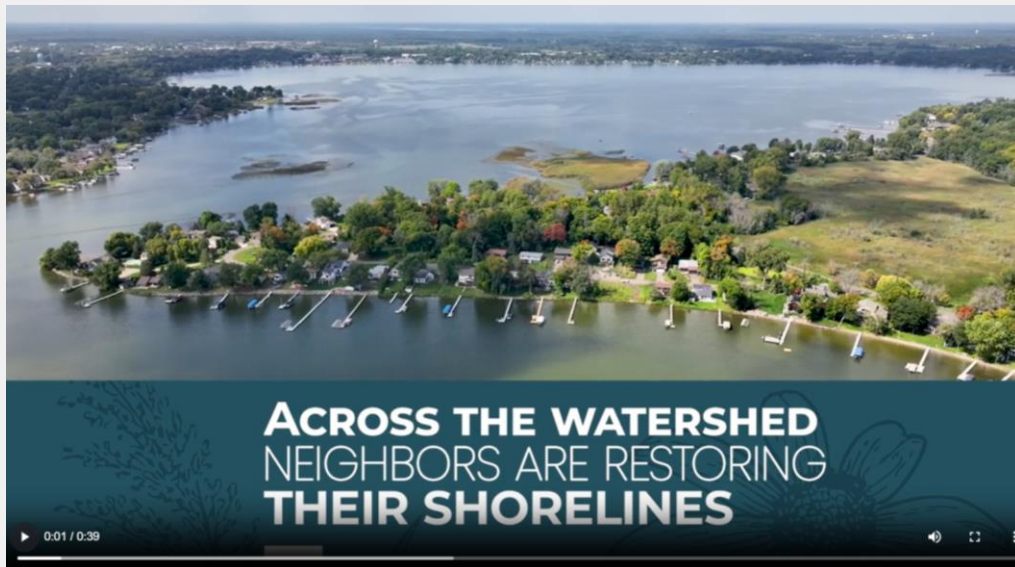
1. Campaign language
2. Short-form videos, less than 1 minute – 10 videos (January – May 2026)
3. Gradual introduction of shoreline restoration concepts
4. Lifestyle-forward, relatable messaging and imagery



## Phase 2: Videos (via Facebook)

### Phase 2 Goals:

1. 100 views per video in first month
2. 3 interactions per video (likes, comments, shares)
3. 1 link click per video
4. 5-10 additional (natural shoreline) webpage visits per week





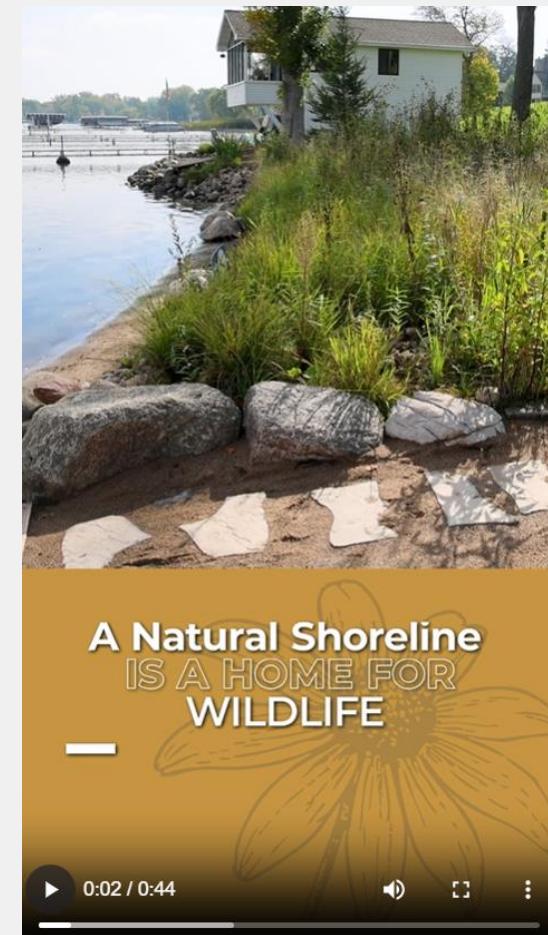
## Phase 2: Videos (via Facebook)

### Video Content to Date:

#### Metrics (to date)

Video ID	Date Published	Views	Interactions
Small Changes	Jan 6th	290	17
Protect	Jan 20th	371	4
Less Mowing	Feb 3rd	153	1
Your Neighbors	Feb 14th	133	3
Native Flower Power	Feb 28th	141	1

1. 100 views per video in first month **Goal Met!**
2. 3 interactions per video (likes, comments, shares) **Goal Met 3 of 5**





# Phase 2: Videos (via Facebook)



## Metrics (to date)

*Website Refresh*

*Videos Begin*

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*Goals Met!*

### Phase 2 Goals:

1. 1 link click per video
2. 5-10 additional (natural shoreline) webpage visits per week



## Campaign Continues...

*Inspire shoreline restoration by making it feel feasible (smaller scale), attractive, and rewarding.*

**Phase 1: Targeted Outreach (ongoing)**

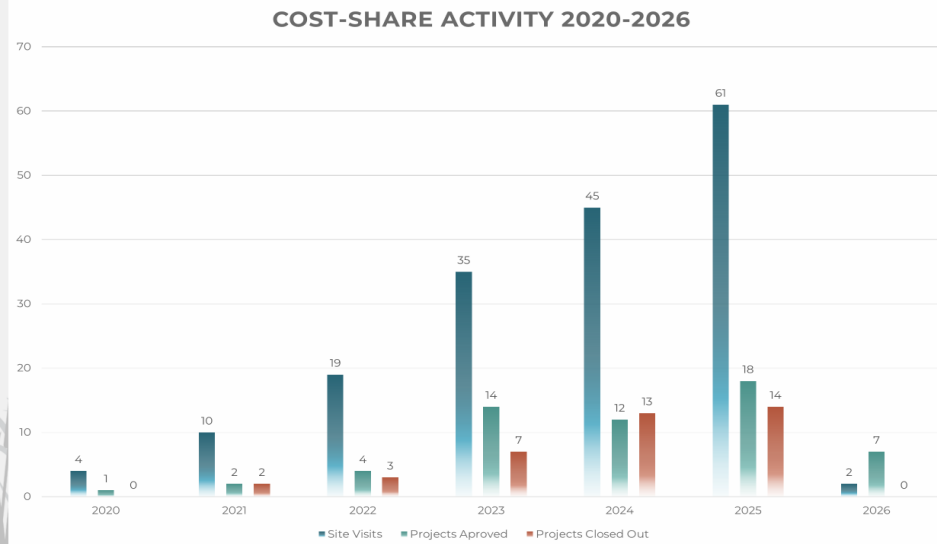
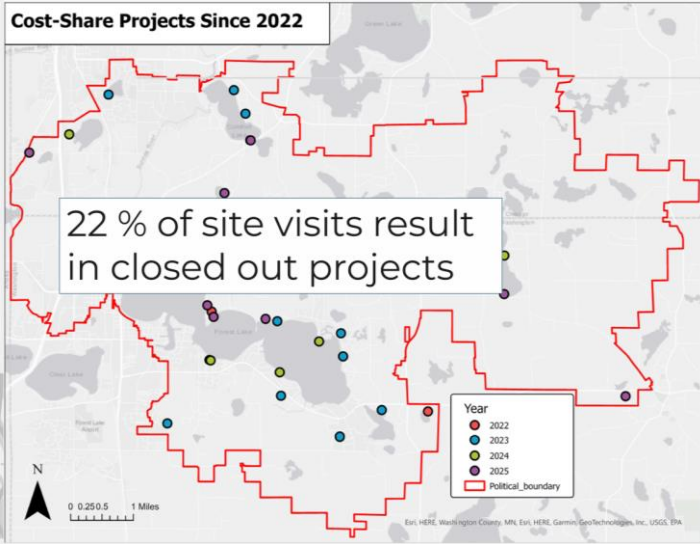
**Phase 2: Videos (via Facebook) (10 videos total, into May 2026)**

**Phase 3: Targeted Outreach (postcard and direct mailing April – May 2026)**

**Closing: Results, Analytics, Campaign Continuance (final report, lessons, applying to future efforts) (June Board presentation)**



# Marathon NOT a Sprint...results are trending positively!



**2025 marked a year of significant focus on workshops and events for the District. 492 people participated in 28 workshops and classes hosted by CLFLWD. That is nearly double the metrics from 2024.**

*Website Refresh*

*Videos Begin*

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## **Adam Hjelm, M.S.**

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