



MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: May 19, 2026
To: CLFLWD Board of Managers
From: Mike Kinney, District Administrator
Subject: Natural Shoreline Education and Outreach Campaign



District Wide

Background/Discussion:

In January 2025, the CLFLWD requested interested and qualified firms to submit proposals for a Natural Shoreline Outreach and Education Program Development and Implementation for the District. Moore Engineering, Inc. was selected, and their largest role was to work with staff to strengthen natural shoreline outreach efforts now and into the future.

The last update was provided at the [April 23, 2026, Regular Board Meeting](#).

Attached are a final report and associated presentation from Moore Engineering staff on the Natural Shoreline Education and Outreach Campaign.

Recommended Motion:

Proposed Motion: Manager _____ moves to accept the Natural Shoreline Education and Outreach Campaign Report. Seconded by Manager _____.

Attached:

Natural Shoreline Education and Outreach Campaign Report
Natural Shoreline Education and Outreach Campaign PowerPoint Presentation

NATURAL SHORELINE OUTREACH & EDUCATION CAMPAIGN REPORT

Comfort Lake–Forest Lake Watershed District

Prepared by Moore Engineering, Inc.

May 2026



CLFLWD
WATERSHED DISTRICT

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Executive Summary

The Comfort Lake Forest Lake Watershed District (CLFLWD) launched the Natural Shoreline Education and Outreach Campaign to help lakeshore homeowners take practical steps toward healthier shorelines. The campaign ran from June 2025 through May 2026 and followed a three phase structure of 1) Fall Outreach; 2) Social Media Video Campaign; and 3) Refreshed Spring Outreach. The goal was to make shoreline restoration feel manageable, achievable, and personal to encourage participation in the program increasing the amount of shoreline restorations in the watershed.

Early work focused on translating Minnesota based research on shoreline behavior change into a friendly, homeowner centered approach. The 'Small Changes. Deep Roots. A Stronger Shoreline' campaign leaned into values-based motivation, trusted peer examples, and personal interaction because those drivers tend to move behavior more effectively than incentives alone. This foundation shaped the tone, the tactics, and the pacing of the outreach effort.

The campaign built a pathway from awareness to action using three connected elements including direct mailed and in person outreach to a priority audience, a refreshed Natural Shorelines webpage as a central information hub, and a steady stream of short social media videos that kept shoreline health visible through the winter months and ended with a final post card touch point. These multimedia elements strengthened program reach, improved message consistency, and created a set of deliverables that staff can continue to use beyond the grant period. ***The campaign also helped test and reinforce a practical, multimedia engagement pathway for homeowners.*** Postcards, videos, and workshops increased visibility of natural shoreline restoration, while free home visits and soil testing offered lower-barrier opportunities for homeowners to continue the conversation about natural shorelines and learn more about restoration options.

Background and Campaign Overview

Shorelines shape lake health where water meets land. They also shape daily life for homeowners who value their lake views and access, recreation, and a shoreline that looks and feels right for their property. CLFLWD initiated this campaign to strengthen natural

Key Project Outcomes

- 91 homes reached through direct home visit outreach
- 50% of contacted residents open to restoration
- Video campaign exceeded view goals across all videos
- Website engagement increased during campaign months
- 2025 project timelines reduced from 2+ years to ~7 months
- Continued project approvals and site visit momentum in 2026
- Multimedia outreach toolkit developed for long-term use

shoreline stewardship by meeting homeowners where they are and offering a clear, supportive path forward.

The campaign was funded through a Minnesota Pollution Control Agency (MPCA) Local Climate Action Grant and was developed through a request for proposals process in early 2025, with implementation from Moore Engineering. Early planning included kickoff meetings, a review of client recommended research, and strategy sessions discussing program content that turned research insights into usable messaging and tools specifically for a Forest Lake property owner audience. The resulting framework organized outreach into three phases so that each touchpoint could build on the last.

To focus efforts where small-scale restoration would be most feasible, CLFLWD and Moore Engineering identified a priority group of 104 Forest Lake properties for initial outreach. Selection criteria included an 80-foot setback from the lake that could accommodate a pocket garden and homes purchased within the last ten years, which may indicate a greater openness to shoreline modification.

Why Shoreline Restoration Matters and How People Come to Care

Natural shoreline restoration protects lake health while aligning with many homeowner priorities, including usability, aesthetics, and long-term stability limiting the need for maintenance.

Minnesota based research shows that people rarely take action based on information or financial incentives alone. Instead, shoreline restoration gains traction when ecological benefits are connected to personal values, social norms, and confidence in one's ability to act. Landowners are more motivated when shoreline protection is framed as caring for their lake and fulfilling a local responsibility, rather than complying with a technical recommendation. Research shows that awareness of environmental problems does not typically lead to action unless people believe their individual choices make a meaningful difference at the local level. Perceived ability strongly influences participation. Landowners are more likely to engage when outreach provides clear guidance, attractive examples, and reassurance that views and access can be maintained. Finally, peer influence and community identity play a central role in conservation behavior. When shoreline restoration is presented as something neighbors value and do, it becomes a shared norm rather than an individual burden, increasing both interest and follow through.

This research directly shaped the campaign's tagline, messaging, and outreach tactics, all of which were designed around findings that people are more likely to act when restoration feels personal, supported, and socially reinforced.

Phase By Phase Implementation

Establishing Campaign Messaging

Before implementation began, the team created a messaging framework to guide outreach across all phases, based on behavior change research showing people are more likely to act when shoreline restoration feels personal, simple to start, and consistently reinforced.

That work led to the development of a campaign tagline to anchor all materials and conversations. In the Forest Lake Fall phase, it was “*Small Change, Deep Roots. A Stronger Forest Lake,*” reflecting the local focus of early outreach. As the campaign expanded to the broader watershed, it became “*Small Changes. Deep Roots. A Stronger Shoreline,*” keeping the same structure while broadening the audience.

From there, the tagline carried through all outreach efforts and shaped how information was shared in direct engagement, digital content, and printed materials starting with the fall outreach phase.

Phase 1 - Fall Outreach

Fall outreach set the tone for the campaign by pairing a targeted post card mailing with face-to-face conversations with homeowners on Forest Lake. The goal was to build familiarity with natural shoreline practices, address common misconceptions, and give homeowners a clear and manageable first step to learn more.

The home visit process was developed before fieldwork began so staff could deliver a consistent experience while still keeping conversations natural. The team created a structured outline of planting options, a simple tracking form to capture responses in real time, and standardized talking points so messaging stayed consistent across staff. The talking points focused on why natural shorelines matter, key benefits like erosion control and wildlife habitat, and practical design options that could fit different property needs.

A key part of the process was introducing three pre-designed pocket garden options to make restoration feel more concrete and easier to picture. ‘Shoreline Sanctuary’ focused on habitat and balanced use of the shoreline. ‘Loon Landing’ used low-profile plantings to support nesting areas while keeping views open. ‘Goose Be Gone’ used taller edge plantings to discourage geese. Each garden design was intended as a starting point that could be adjusted for docks, views, and shoreline use.

Home visit materials supported this structure and included an informational folder, a pocket garden planting checklist, the three design options, and the tracking form used by staff to document



Figure 1. Shoreline Pocket Garden Handout

interest, concerns, and next steps during each visit. This helped ensure conversations were captured consistently and translated into clear follow-up actions.

The home visits served two purposes. Homeowners received clear, tailored information about what restoration could look like on their property. Home visits also provided useful insight into homeowner concerns, motivations, and common questions that can help inform future outreach efforts and program design. Common themes included concerns about maintenance, impacts to lake views, uncertainty about timing, and questions about how natural plantings would look once established.

These conversations also helped sort homeowners by readiness to act, which guided follow-up outreach. Readiness to act categories and follow up actions included:

1. *'Ready to Act Now'* included a follow-up call or email within one week to schedule a site visit.
2. *'Interested or Not Ready'* included adding the homeowner to the mailing list and following up in two to three weeks.
3. *'Not Interested or Resistant'* received no follow-up.
4. *'No Contact or Not Home'* received materials left behind and were added to the general newsletter list.

Overall, the structure helped turn home visits into more than information sharing. It created a clearer sense of where people stood and what the next step should look like for each homeowner.

Phase 2 - Social Media Video Campaign

The winter and early spring social media video campaign expanded reach of the program beyond doorstep conversations and reinforced the message that shoreline restoration can start small. The approach used short videos, generally under one minute, that felt lifestyle focused and relatable. The intent was not to push people into immediate action but instead to build awareness and keep natural shorelines visible during a season when outdoor projects often feel far away.

Videos were developed as a series so the natural shoreline benefits and garden options could be introduced gradually. Each video focused on a clear theme such as erosion protection, reduced mowing, or real neighbor examples. This structure helped differentiate content and kept messaging consistent with the campaign identity.

The project team met regularly throughout the video campaign to plan, monitor, evaluate, and refine content. Performance was consistently reviewed, and the team used adaptive management strategies to improve viewership and engagement. Adjustments included shifting posts from weekdays to Saturdays, testing horizontal versus vertical video formats, experimenting with accent colors, and featuring more staff within the videos. These adjustments aimed to improve visibility and help viewers connect the message to trusted local faces.

Phase 3 - Spring Refresh

The campaign's spring refresh was designed to reconnect with households that could not be reached during fall outreach and to provide a simple entry point for homeowners who were interested but not ready to commit. The target audience included approximately sixty homes that were not successfully contacted during fall home visits.

Spring materials reused and adapted the fall resources so that outreach remained consistent and efficient. Spring messaging also emphasized free soil testing as a practical next step for interested homeowners. The soil testing service was added at the client's request in response to strong community interest in learning more about soil health and shoreline restoration opportunities.

Soil testing provided homeowners with practical information about soil conditions and shoreline suitability, helping inform appropriate plant selection and design considerations while lowering the barrier to taking an initial step toward restoration. This approach was determined to help re-engage households that were previously unreachable and supported continued movement along the awareness-to-action pathway as the planting season approached.

Spring touchpoints were structured as a sequence including a reinforcement postcard in mid-April, home visits by staff in late April, and follow up by email or phone later in early May for homeowners requesting more information, all of which was accompanied by continued release of targeted videos reinforcing messages of the overall program.

Metrics and Performance Tables

Metrics were tracked across direct outreach, digital engagement, and early conversion indicators. The tables below summarize key measures and include brief interpretation to highlight what the data suggests.

Table 1 - Natural Shorelines Webpage Metrics

Metric	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Total users	28	20	24	19	38	30	42	45
New users	11	9	9	11	16	19	20	15
Views	55	25	41	22	49	35	79	79
Engagement rate percent	65.5%	65.4%	45.2%	50%	69.8%	64.7%	71%	70.8%

The refreshed webpage continued to serve as a consistent information hub from September through April. Activity levels fluctuated seasonally, with lower traffic and engagement in late fall followed by a noticeable increase beginning in January. From January through April, which aligned with the Facebook video campaign, both users and views increased, with April showing the highest overall activity. Engagement rates remained strong across the reporting period and were consistently high during the campaign months, indicating that visitors were actively interacting with the content rather than briefly visiting and leaving.

Table 2 - Facebook Video Campaign Goals

Goal	Target Metrics
Views per video	100
Interactions per video	3
Link clicks per video	1
Additional webpage visits per week	5 to 10

Goals focused on sustained visibility and engagement, which aligns with the campaign purpose of building familiarity before asking for bigger action.

Table 3 - Facebook Video Performance Snapshot

Video	Date	Views	Interactions	Link Clicks
Small Changes. Deep Roots	Jan 6	303	17	1
Prevent Damage & Protect What You Love	Jan 20	435	4	0
Low Maintenance, High Reward	Feb 3	155	1	0
Show Your Shoreline Some Love	Feb 14	157	3	1
Create Your Own Pollinator Paradise	Feb 28	158	2	0
Your Shoreline Can Be More Than a View	March 16	339	9	2
Meet Aidan, CLFLWD's Shoreline Expert	March 28	354	6	1
Build You're Shoreline Sanctuary!	April 11	295	4	0
Keep Geese Away Naturally	April 26	299	8	2
Spring is Planting Season!	May 2	199	2	0

Green cells indicate metrics that met/exceeded the target. Orange cells indicate metrics that fell below the target.

Early videos exceeded the view goal, and engagement varied depending on the topic, which is typical for an awareness campaign. Keeping a consistent format and clear themes helped make the series recognizable while still allowing room for new content that maintained interest over time.

Facebook performance data shows that the strongest videos were those that connected shoreline restoration to something personal for homeowners, whether that was protecting their property, improving their lake experience, or featuring familiar local people. Videos that leaned into emotional or lifestyle framing tended to perform better than those focused mainly on technical or ecological information. The top performers included Prevent Damage and Protect What You Love, Small Changes. Deep Roots, Your Shoreline Can Be More Than a View, Meet Aidan, CLFLWD's Shoreline Expert, and Keep Geese Away Naturally.

Videos that focused more narrowly on technical or concept-based information, such as Low Maintenance, High Reward and Create Your Own Pollinator Paradise, still contributed to overall awareness but generally saw lower engagement and shorter watch times.

Overall, the strongest content consistently focused on protecting property and improving the lake experience, used relatable and emotional language, addressed visible and practical concerns like erosion and maintenance, and featured real people or trusted local

staff. It also framed shoreline restoration as something manageable and relevant to everyday homeowners. These patterns align with the behavior change research referenced earlier in the report, which shows people are more likely to respond when messaging connects to personal values, trusted voices, and clear practical benefits rather than environmental information alone.

Table 4 - Fall Home Visit Outcomes

Measure	Result
Properties identified	104
Homes visited	91
Direct contacts	30
Postcard familiarity among contacted homeowners' percent	33
Restoration readiness among contacted homeowners	50 percent open, 37 percent not ready, 13 percent ready to act

Doorstep outreach delivered the clearest segmentation of homeowner readiness. It also showed that mail alone is not enough to encourage participation. Many residents required a personal touch and a clear next step to move from awareness to interest.

Qualitative Insights from Home Visits

Home visits revealed patterns that help explain what blocks action from natural shoreline restoration and what moves it forward. Several themes showed up repeatedly from the home visits, including the following.

- Many homeowners wanted more information before making a decision. This often reflected uncertainty about what a natural shoreline would look like at their property and whether it would feel neat, intentional, and compatible with their lake use.
- Some residents worried that native plants would look messy or require more work than turf grass. Others worried about weeds.
- Residents wanted reassurance that shoreline projects can be designed to protect sight lines and keep access points functional.
- Some homeowners indicated they might consider restoration in 2026, which underscores the value of multi season messaging. A small first step, such as soil testing, can help bridge the gap between interest and action.

Results and Impact

This campaign was built to strengthen the pathway from awareness to action. Direct outreach in Fall 2025 established a baseline for homeowner readiness. Staff reached 91 homes through doorstep visits and spoke directly with 30 residents. Among those contacted, half were open to the idea of shoreline restoration, and a smaller group was ready to act. This segmentation created a practical roadmap for follow up outreach and helped staff focus energy where it could lead to near-term progress.

Digital engagement supported sustained awareness of the program. The refreshed Natural Shorelines webpage served as a consistent place for residents to learn more. Short videos kept the message visible during winter and early spring, when in person

outreach was limited. The Facebook video campaign consistently exceeded its goal of 100 views per video, with several posts reaching more than 300 views and generating steady engagement throughout the campaign period. The strongest-performing videos were released in January and March, which aligned with increases in website traffic and page views during the same timeframe.

While direct link clicks to the website remained relatively low, the Facebook video campaign appeared to play a role in building awareness and familiarity with the program. Website users and page views increased as the campaign progressed, suggesting the videos helped encourage residents to seek additional information and explore the program further online.

The campaign successfully established a clearer behavior-change pathway for homeowners. Initial awareness was built through postcards and videos, while home visits and the promotion of soil testing offered low-barrier next steps. Follow-up outreach through email and phone calls then helped move interested homeowners toward scheduled site visits, grant applications, and project implementation. This progression helped reduce uncertainty for homeowners and supported the broader goal of making shoreline restoration feel more approachable and achievable.

NATURAL SHORELINE RESTORATION - BEHAVIOR CHANGE PATHWAY



Additional Conversion Indicators from Internal Tracking

The project team also tracked program activity beyond campaign touchpoints. The figures below were provided by the CLFLWD project team for close out reporting and reflect program momentum indicators.

Program tracking shows steady activity across the broader reporting period, including 6 projects approved and 4 completed in 2024, followed by increased activity in 2025 with 8 approved and 6 completed projects. Early 2026 data indicates continued momentum, with 6 additional projects approved or pending approval in the first four months of the year.

	Approved or Pending	Completed Projects
2024	6	4
2025	8	6
2026	6	0

Internal tracking also indicates a reduction in project completion timelines from 2023 to 2025. In 2023, projects typically took approximately two years to complete, whereas in 2025, completion times averaged around seven months. While multiple factors likely contributed, the campaign's emphasis on clearer next steps, consistent messaging, and early homeowner engagement may have supported more efficient movement from interest to implementation.

Workshops continue to emerge as a key driver of site visit demand, indicating strong alignment between educational events and follow-up engagement. One documented site visit directly resulted in both a pocket garden installation and grant approval, reinforcing the role of individualized follow-up in converting interest into completed projects.

Deliverables and Assets

The campaign produced a coordinated set of multimedia deliverables designed for ongoing use that can continue to support consistent homeowner messaging (see Appendix E for all deliverables).

A key early deliverable was the campaign identity and messaging, which evolved over the course of the project. In Phase 1, the tagline was "Small Change, Deep Roots. A Stronger Forest Lake," developed specifically for Forest Lake homeowners and grounded in behavior change research focused on making shoreline restoration feel personal, achievable, and socially reinforced.

As the campaign expanded beyond Forest Lake to the broader watershed, the tagline was adapted to "Small Changes. Deep Roots. A Stronger Shoreline." This shift reflected both a broader audience and a more universal framing of shoreline stewardship, while maintaining the same underlying message structure.

Across both versions, the tagline served as the organizing frame for all outreach materials. "Small Changes" emphasized manageable first steps, "Deep Roots" connected ecological function with long-term stability, and "A Stronger Shoreline" linked restoration to both environmental outcomes and homeowner priorities.

The Natural Shorelines webpage was refreshed to reflect this language and to provide a central location for learning and next steps.

Direct outreach tools in the fall included a targeted postcard for the priority audience and home visit materials that supported consistent conversations. These materials included an informational folder, a pocket garden checklist, and prepared talking points.

Digital assets included professional photos and a planned short form video series with themes designed to build familiarity over time. Spring materials included a reinforcement postcard that emphasized soil testing as a first step for interested homeowners to learn more about the program.

Lessons Learned and Recommendations

This campaign reinforced that homeowners respond best when shoreline restoration feels approachable, attractive, and tailored to their priorities. The campaign also reinforced that shoreline restoration is typically a long-term decision process that often requires repeated exposure, seasonal timing, and personal reassurance before homeowners are ready to take action. Several practical lessons can be taken from this campaign to strengthen future outreach.

1. Start earlier or later in the season when outdoor motivation is high. Campaign planning in early summer but ramping up outreach later in the fall may have reduced the ability to capture peak planting enthusiasm. A visible presence earlier in summer can help homeowners imagine projects while they are already thinking about landscape improvements.
2. Plan video themes earlier to improve filming efficiency. Field efforts were completed in the fall to gather b-roll footage and then the team met to discuss the theme and types of videos to be developed. Feedback from Moore's video production team suggested that outlining video concepts ahead of filming would support more intentional b roll capture and reduce reliance on footage from one strong natural shoreline site. Capturing footage earlier in the summer would have also allowed for the best representation of native plants and shorelines.
3. A smaller set of highly distinct videos may perform as well as, better than, a longer series while reducing the risk of content becoming repetitive or getting buried in social media feeds. Focusing on fewer, more differentiated videos could also allow for more intentional storytelling, stronger promotion of each release, and improved production efficiency (for example, reducing the series from ten videos to five).
4. Low barrier entry points such as soil testing or loon workshops give homeowners a concrete next step without requiring immediate commitment to native plantings. Future outreach can continue using simple entry points that lead naturally to pocket garde design support, a site visit, and program application.

Sustainment Plan

The Natural Shoreline Education and Outreach Campaign successfully delivered consistent messaging and increased resident awareness. CLFLWD can sustain this momentum by continuing to build on the campaign assets developed through this effort. The refreshed Natural Shorelines webpage, home visit materials, and video content provide a foundation for consistent messaging and clear next steps for residents. These tools support a seasonal rhythm of outreach, including mailed touchpoints, home visit conversations, and follow up outreach timed to planting seasons and homeowner readiness.

Workshops should continue to play an important role in CLFLWD's outreach efforts, particularly when they connect to existing interests and emotional connections to the lake. Workshops such as Loon Workshops are effective because they draw people around a compelling topic and create a natural entry point for broader shoreline conversations. This

type of “hook” approach builds curiosity and personal connection before introducing restoration concepts, making residents more receptive to learning how natural shorelines support habitat and protect lake health.

At the same time, workshops alone are unlikely to reach the full range of shoreline property owners. Native planting and technical restoration workshops often attract residents who are already interested or ready to act, while homeowners earlier in the decision process may be less likely to participate. The campaign showed that behavior change is most supported through repeated touchpoints across multiple communication channels. Mailed materials, digital outreach, videos, workshops, home visits, visual examples, and trusted one on one conversations worked together to build awareness, establish trust, and encourage action over time.

This multimedia approach will remain important because shoreline property owners consume information in different ways and engage at various stages of readiness. Pairing interest-based workshops with clear, low barrier follow up opportunities helps residents move from curiosity to action while allowing CLFLWD to meet people where they are.

As more shoreline restoration projects are completed, CLFLWD should capture homeowner testimonials, photos, and short video interviews for future outreach. People are more likely to consider shoreline restoration when they see neighbors successfully implementing it themselves. Highlighting local examples helps normalize restoration, reduce uncertainty, and make projects feel more achievable.

Continued tracking of webpage engagement, video performance, workshop participation, site visits, home visit conversion rates, and cost-share applications can help refine future outreach. Tracking how homeowners learned about the program will also provide valuable insight into which methods are most effective at generating interest and action. This feedback loop will help CLFLWD focus resources on the touchpoints that most effectively move homeowners from interest to implementation while adapting outreach as community interests evolve.

This sustainment approach reflects what research consistently shows, people are most likely to act when engagement builds personal relevance first, then provides simple next steps reinforced through trusted relationships.

Conclusion

Overall, the campaign increased visibility of natural shoreline restoration across Forest Lake and within the broader watershed, while also providing CLFLWD with practical insight into which outreach approaches generated the strongest interest and follow-up. The materials developed, messaging framework, and lessons learned through implementation offer a foundation for more targeted and effective engagement in the future. In addition, the campaign deepened understanding of the questions, concerns, and motivations that influence homeowner decision-making, helping to better inform future outreach and program design.

This level of engagement required a significant investment in staff time, coordination, content development, and relationship-building. While sustaining outreach at this intensity represents an ongoing commitment of resources, the effort also produced a substantial library of reusable materials, strengthened communication systems, and generated actionable insights that can improve efficiency and focus moving forward.

Most importantly, the campaign helped shift shoreline restoration toward being a more visible, approachable, and community-supported practice on Forest Lake. Continued outreach that builds on established relationships, local success stories, and tested communication tools will be key to maintaining momentum and supporting long-term improvements in shoreline health and water quality.

Appendix

Appendix A – Proposal



NATURAL SHORELINE OUTREACH IMPLEMENTATION

COMFORT LAKE-FOREST LAKE WATERSHED DISTRICT



February 28, 2025

JEFF MADEJCZYK | SENIOR PROJECT MANAGER

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February 28, 2025

Comfort Lake-Forest Lake Watershed District
Adam Hjelm
44 Lake Street South, Suite A
Forest Lake, MN 55025

RE: Proposal for Natural Shoreline Outreach and Education Program

Dear Mr. Hjelm,

Moore Engineering is pleased to submit our proposal to develop and implement the Natural Shoreline Outreach and Education Program for the Comfort Lake – Forest Lake Watershed District (CLFLWD). With our expertise in public engagement and environmental science, we are well-equipped to assist CLFLWD in promoting natural shoreline restoration and associated practices, including riparian tree planting and buffer area extension, to private lakeshore landowners on Forest, Comfort, and Bone lakes.

We understand the unique challenges posed by the differing community norms and expectations among the lakes' residents. Our approach will tailor outreach strategies to your community, using targeted messaging, educational materials, and events to drive engagement and action. We will leverage both digital and print channels, including video content showcasing local success stories, to ensure broad participation.

Our team is confident that our combination of technical expertise and proven public outreach experience will help CLFLWD effectively promote natural shoreline practices, improving water quality and supporting long-term environmental health. We look forward to discussing our proposal further in the coming weeks.

Thank you for your consideration.

Respectfully,

Moore Engineering Inc.



Jeff Madejczyk
Senior Project Manager

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Firm History & Overview

1960

YEAR ESTABLISHED

ESOP

OWNERSHIP TYPE -
S-CORP

190+

EMPLOYEES

Engineers
Engineering Technicians
Surveyors & Crews (PLS)
CADD & GIS Technicians
Environmental Scientists

12

OFFICE LOCATIONS

North Dakota

Bismarck
Horace
Minot
Valley City
West Fargo
Williston

Minnesota

Bemidji
East Grand Forks
Fergus Falls
Plymouth
St. Cloud

Colorado

Lakewood

**SERVICE
OFFICE**

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Kip Moore and Marshall Moore founded Moore Engineering in 1960 to create solutions for everyday problems. The brothers incorporated their partnership in 1970. Today, Moore Engineering is a 100% employee-owned ESOP company that continues its dedication to advancing the region's water, municipal and transportation infrastructure.

Since our company's inception, Moore's engineering and technical teams have completed thousands of civil and environmental projects throughout the Midwest. As members of the same communities we serve, our employees are invested in every project's success, and work with hundreds of municipalities, counties, water resource and watershed districts, developers and private citizens to help them thrive. Many of our clients have been with us for decades – we've served as the City Engineer for Casselton, ND, since 1962.

We attribute our success to the values that have guided our growth since the beginning. Moore Engineering is a family that believes in **Respect** and we strive to show **Integrity** in all our work. We consistently maintain our **Accountability** and **Loyalty**, upholding our obligation to the health, safety and welfare of the people at the center of our work. By giving back to those in need and incorporating **Kindness** into our daily work, we are truly committed to improving lives and building strong communities.

Moore works with multiple entities at local, state and federal levels to effectively carry out projects with the understanding that the work we do for you today is an investment in your future. We recognize that every project is unique and we always take the opportunity to improve the quality of life for the people the project impacts. We look forward to growing side by side with our clients, and we nurture that relationship from day one.

IMPROVING LIVES BY BUILDING STRONG COMMUNITIES.



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Executive Summary

Moore Engineering is excited to present our proposal for developing and implementing a Natural Shoreline Outreach and Education Program for the Comfort Lake – Forest Lake Watershed District (CLFLWD). Our plan focuses on collaborating with CLFLWD to promote natural shoreline restoration practices to private lakeshore landowners, building directly upon existing knowledge and market research previously conducted by CLFLWD.

Our team brings a unique combination of public engagement, marketing, environmental science, and watershed management expertise. Unlike a traditional public relations firm, Moore has hands-on experience restoring lakes, streams, and wetlands, allowing us to clearly communicate the value of CLFLWD's program to lakeshore owners. Our work with regional watershed districts gives us an insider's understanding of their operations. With our technical knowledge and outreach experience, we are well-equipped to create messaging that not only informs but also motivates landowners to take part in natural shoreline restoration programs.

Our Environmental team will support this education effort and assist in creating messaging to address gaps in natural shoreline knowledge, particularly around issues such as identifying beneficial lake plants, the appropriate use of rip-rap for erosion control, and methods for evaluating water quality. Our Engagement and Marketing team's outreach approach will emphasize the value of natural shorelines in maintaining clean water, wildlife, and the beauty of the lake. We will also highlight the benefits of natural shorelines in supporting recreational activities like fishing, boating, and water sports. Our approach will include producing both print and digital educational and outreach materials, supporting community events, and creating a video series featuring local success stories. To ensure widespread participation, we will use a targeted digital outreach campaign through social media and email newsletters, alongside traditional materials. Stakeholder engagement, including outreach to city officials and local lake associations, will further support program adoption.

By building on the foundation of CLFLWD's education and outreach to the community, Moore will make sure the outreach program is relevant, compelling, and effective in promoting natural shoreline restoration to lakeshore landowners. Our multidisciplinary team looks forward to collaborating with CLFLWD to advance the protection and improvement of water resources across the District.



Our Environmental team will support this education effort and assist in creating messaging to address gaps in natural shoreline knowledge.



Watkins, MN
Wetland Mitigation Banking (Before)



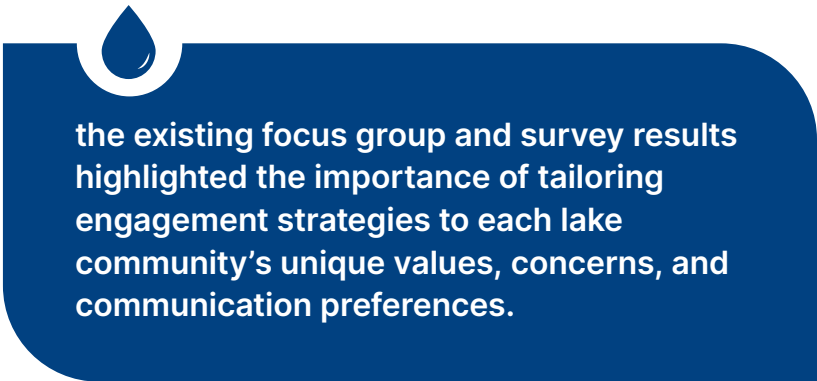
Watkins, MN
Wetland Mitigation Banking (After)

Fully restored native vegetation that included over 60 documented species after the 3rd growing season.

Project Understanding

The CLFLWD seeks to expand its Education and Outreach Program to focus specifically on natural shoreline restoration for lakeshore property owners on Forest, Comfort, and Bone Lakes. While previous efforts have provided broad watershed education, existing focus group and survey work indicates a need for more targeted outreach that builds awareness of natural shoreline benefits, addresses knowledge gaps regarding healthy shoreline management, invasive species, and erosion control. This outreach will encourage participation and action by promoting financial incentives, such as the CLFLWD mini grant program, and connecting landowners with additional District resources.

Additionally, the existing focus group and survey results highlighted the importance of tailoring engagement strategies to each lake community's unique values, concerns, and communication preferences. By leveraging these insights, Moore Engineering will develop a data-driven, community-centered outreach initiative that effectively increases participation in shoreline restoration efforts.



the existing focus group and survey results highlighted the importance of tailoring engagement strategies to each lake community's unique values, concerns, and communication preferences.

Approach

Our proposed approach integrates strategic messaging, multi-platform outreach, and community engagement to maximize landowner participation in the District's natural shoreline programs. We will build upon CLFLWD's existing focus group and survey work to ensure outreach efforts are informed by existing knowledge while introducing compelling, data-driven content to promote action within the Forest, Comfort, and Bone Lakes communities.

STRATEGY & DEVELOPMENT

A successful outreach program starts with clear goals and well-defined messaging. We will work closely with CLFLWD to ensure our efforts align with the district's objectives and resonate with the target audience. At the beginning of our partnership, we will arrange an initial strategy meeting with CLFLWD to review research findings and refine engagement strategies, approach and budget. Then our multidisciplinary team will collaborate with CLFLWD to develop clear, compelling messages focused on shoreline restoration benefits and the District's incentive programs. We will collaborate to develop an outreach and education plan tailored to each lake community's unique values and concerns.

MESSAGING

Current natural shoreline messaging effectively addresses common shoreline challenges. **Moore sees an opportunity to further align the messaging to emphasis how natural shorelines enhance recreation and scenic beauty to make the message even more compelling to the lakeshore homeowners.** Incorporating local success stories from neighbors who have restored their shorelines may also help landowners see these practices as achievable and beneficial. These small messaging refinements would build on the strong foundation already in place, reinforcing the connection between shoreline restoration and the lake lifestyle residents enjoy.

EVENT SUPPORT

Continuing CLFLWD's efforts to engage directly with residents through in-person events will create additional opportunities for education, discussion, and peer influence among lakeshore landowners. Moore will support CLFLWD to continue to coordinate outreach events related to natural shorelines and assist in creating visually engaging materials such as presentations and handouts that explain shoreline restoration benefits, actionable steps and financial incentives.

Approach

DIGITAL OUTREACH

Video storytelling and digital campaigns will expand the program's reach beyond in-person events. Moore recommends a series of short videos featuring local shoreline restoration success stories to build trust and inspire action from landowners. **These videos can be directed, filmed, and edited by Moore's award-winning, in-house videographer.** Once videos are produced, our team can implement a social media and email marketing strategy that will promote the natural shoreline benefits, CLFLWD's financial incentives, and additional resources.



Scan to see project videos we created with Pelican River Watershed District for Buck's Mill Dam.

PRINT MATERIALS

High-quality printed materials can provide landowners with tangible, take-home resources that reinforce the program's key messages. **Moore's in-house graphic designer can create materials that explain shoreline restoration benefits, financial incentives, and project success stories.** Moore also recommends providing natural shoreline advocates with yard signs to visually promote a landowner's participation in the program and to spark neighborhood interest.

CITY & LAKE ASSOCIATION ENGAGEMENT

Engaging key stakeholders at City Council and within the Lake Associations will help reinforce natural shoreline restoration as a community priority. Moore will support CLFLWD in providing educational materials for city officials and lake associations at quarterly meetings. Moore will assist with the creation of presentation materials and talking points to equip local decision makers with the knowledge and materials to further champion shoreline restoration within their communities.

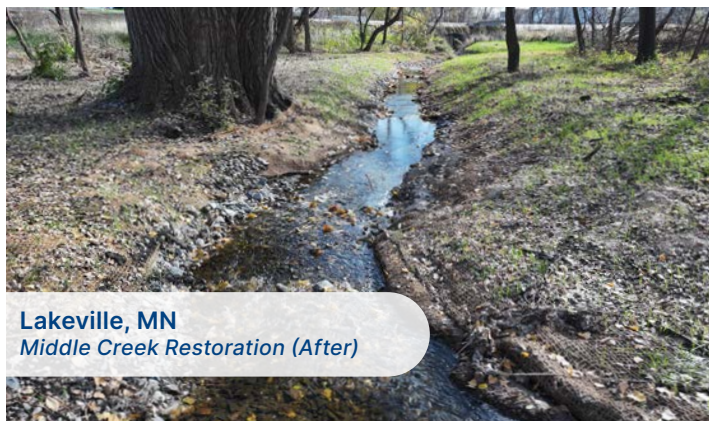
PROGRAM MONITORING & EVALUATION

Finally, tracking engagement and program effectiveness will ensure continuous improvement. Moore will monitor and track event attendance, video views, and social media interactions. This information will be used to develop a final report summarizing outreach impact, successes, and recommendations for future engagement.

By leveraging the CLFLWD's prior market research, enhancing strategic messaging with Moore's environmental and engagement expertise, and multi-channel marketing, our approach will increase awareness and participation in the District's natural shoreline programs. Through engaging content, community-driven storytelling, and stakeholder collaboration, this initiative will inspire long-term stewardship and enhance the health of CLFLWD's lakes for future generations to enjoy.



Lakeville, MN
Middle Creek Restoration (Before)



Lakeville, MN
Middle Creek Restoration (After)

Middle Creek had actively eroding banks with soil loss impacting habitat and water quality. The channel was restored using engineering practices directly applicable to lake shoreline restoration (vegetated rip-rap and coir fiber logs and mat).

Budget

Moore is committed to delivering the Natural Shoreline Outreach and Education Program efficiently and within an agreed-upon budget. The Project Manager and Engagement Specialist will work with the CLFLWD Education and Outreach Coordinator and others to agree upon the project scope and budget.

Our team will work closely with CLFLWD to prioritize outreach efforts while maximizing the value of available resources. Budget considerations will be integrated into every stage of the project, from initial strategy development to the creation of outreach materials, event coordination, and program evaluation. Regular team communication will be conducted to monitor progress and adjust allocations as needed, ensuring the project deliverables align with CLFLWD's expectations.

Throughout the project, Moore will maintain open communication with CLFLWD regarding budget status and potential adjustments. Our goal is to provide a cost-effective, results-driven outreach program that enhances shoreline stewardship while remaining within an approved budget.

PROPOSED BUDGET

The following budget outlines the proposed costs associated with the development and implementation of the Natural Shoreline Outreach and Education Program. Moore Engineering has structured this budget to maximize impact while remaining cost-effective, ensuring that each communication tactic supports CLFLWD's goals of increasing landowner awareness and participation in shoreline restoration programs.

TASK	BUDGET
Program Strategy & Development	\$4,000
Community Event Planning and Support	\$2,000
Video Production	\$10,000
Digital Outreach Campaign	\$2,000
Print Outreach Materials	\$5,500
Advocate and Stakeholder Engagement	\$2,000
Monitoring, Reporting and Program Evaluation	\$2,000
TOTAL	\$27,500

Program Strategy and Development - \$4,000

- Planning sessions with CLFLWD to align goals, messaging, and outreach.

Community Event Planning and Support - \$2,000

- Coordination support for three educational events and supporting materials.

Video and Digital Outreach - \$10,000

- Creation of a series of shoreline restoration videos, including local testimonials to encourage participation.
- Development and implementation of social media posts, advertisements, email newsletters, and video promotion.

Print Material Development - \$5,500

- Design of a program brochure, postcard, and lawn sign to promote the program, benefits and incentives.

City Officials and Lake Association Engagement - \$2,000

- Development of presentations and talking points for quarterly meetings with city officials and lake associations.

Reporting - \$2,000

- Tracking participation metrics and community feedback for a final outreach report.

TOTAL \$27,500

Project Team

Moore brings a multidisciplinary team with expertise in public engagement, environmental science, and marketing, making us uniquely suited to develop and implement the Natural Shoreline Outreach and Education Program for CLFLWD. While the CLFLWD seeks to partner with a public relations firm, our team offers a deeper level of expertise—not only in marketing and outreach but also in environmental science and watershed management. Our team has direct experience completing restoration projects for lakes, stream, and wetlands allowing us to confidently communicate to lakeshore owners the merits of the District programs. Our experience working with regional watershed districts gives us an insider’s perspective on how watershed district’s operate, how they are funded, and how they effectively engage their stakeholders. ***With our technical and public engagement expertise, we are uniquely positioned to develop messaging that not only educates but also motivates landowners to participate in shoreline restoration practices.***



East Grand Forks, MN

Environmental Field Work - Completing Rapid Floristic Quality Assessments in the Red River Basin

ENGAGEMENT SPECIALIST

Our Engagement Specialist translates technical concepts into clear, actionable insights for communities. With experience developing engagement strategies for distinct audiences, she will ensure that outreach materials and messaging resonate with lakeshore landowners of Forest, Comfort, and Bone lakes and effectively address the varying community concerns. By incorporating two-way communication, our engagement approach will further buy-in and encourage participation in shoreline restoration efforts.

ENVIRONMENTAL TEAM

Moore’s Environmental Team brings extensive experience in watershed management, habitat restoration, and natural resource regulations. They will ensure that all educational materials and outreach initiatives are scientifically accurate while providing landowners with practical, effective solutions for shoreline restoration, as well as supporting practices such as riparian tree and shrub planting, and extended buffer areas. Our Environmental Team can also be available to answer landowner questions, contribute to educational materials, and present at community events to demonstrate real-world applications of restoration techniques.

MARKETING TEAM

Our Marketing Team will develop high-quality multi-media materials that are visually compelling. This includes the design of brochures, postcards, yard signs, and digital campaigns that effectively communicate the benefits of shoreline restoration. Our Video Media Specialist will create engaging video content featuring local success stories, expert insights, and practical restoration guidance. These videos will be a key component of the digital outreach strategy, helping landowners see the benefits of shoreline restoration firsthand.

Moore Engineering’s team approach will use technical expertise, public engagement strategies, and marketing best practices to deliver a high-impact natural shoreline outreach program. We are committed to working closely with CLFLWD to develop a campaign that resonates with lakeshore landowners, drives participation, and generates long-term stewardship of natural shorelines.

Project Team



Jeff Madejczyk **Senior Project Manager**

Jeff has over 25 years of consulting experience as an environmental scientist and project leader, helping to lead clients through complex and challenging design, permitting, and construction projects. Jeff works with a mix of private and public sector clients. His clients appreciate his commitment to customer service and his excellent communication skills. Jeff enjoys helping clients identify the best way to address a project and then provides strategic input to help them move forward to the desired successful outcome.



Tara Ostendorf **Environmental Group Leader**

Tara has over a decade of experience working with local governments and private landowners to promote conservation and water quality. She has extensive experience in addressing land management issues and achieving conservation goals. Her work with central MN watershed districts and the Board of Water & Soil Resources has given her valuable insight into regulatory processes, funding mechanisms, and government partnerships. Tara has handled various resource issues, from shoreland to agricultural drainage, and has expertise in public administration, grant management, project management, and community outreach. She can leverage her unique experience to ensure project success, from initial contact with landowners to final reporting.



Lauren Weller **Engagement Specialist**

Lauren has over a decade of experience developing public engagement strategies and technical communications. As an Engagement Specialist at Moore Engineering, she creates outreach plans, writes technical content, and ensures clear, effective communication for clients and the public. She collaborates with Moore's funding team, marketing team, engineers and scientists to create compelling proposals and informational materials. She holds a bachelor's degree in journalism and technical communication and a master's in agricultural sciences, focusing on public engagement and Extension education.



Rayonna Hystead **Marketing Manager**

Rayonna Hystead is an experienced marketing and communications professional with a passion for strategic planning, project management, and process optimization. As a Marketing Manager at Moore, she leads a dynamic team of creatives including a graphic designer, content developer, and videographer—to execute high-impact marketing initiatives that drive brand awareness and business growth. Rayonna specializes in planning and managing strategic marketing campaigns, overseeing the company's intranet, and developing digital marketing assets. Her expertise in project management and process improvement ensures that marketing operations run efficiently, delivering high-quality results on time and within scope.

Project Team



Anna Erickson **Marketing Specialist II**

Anna has over eight years of experience in graphic design. She serves as Moore's marketing specialist, specializing in proposals and design. She also creates and designs construction notices, logos, infographics, signage, water tower graphics, handouts, flyers, packaging, and more. Anna is known for her process driven approach, communication, efficiency, and ability to relay messages through clean layout and design. She is proficient in Adobe Creative Suite programs, such as InDesign, Illustrator, Lightroom, and Photoshop.



Cody Rogness **Video Media Specialist**

Cody has over 14 years of experience in video production and photography. For the past 3 years, he has served as Moore's videographer/media specialist. In this role, Cody oversees all aspects of video projects, from producing, interviewing, and shooting to editing and postproduction, while also capturing photos of employees, projects, and events. His extensive experience spans various video projects, including full-length documentaries, television shows, and commercial and corporate content. Cody is known for his meticulous attention to detail, has experience managing video teams, and possesses a high level of technical skill with cameras, video, audio, and lighting equipment. He is also proficient in Adobe Creative Suite programs, such as Premiere Pro, After Effects, Audition, Lightroom, and Photoshop.

Conclusion

Moore brings a multidisciplinary team with expertise in public engagement, environmental science, and marketing to develop and implement CLFLWD's Natural Shoreline Outreach and Education Program. ***Our team understands watershed district operations, shoreline benefits, and community engagement, allowing us to create outreach efforts that drive participation and long-term stewardship from shoreline landowners on Forest, Comfort, and Bone lakes.***

We will create clear, compelling messaging, tailored to each lake community, and deliver it through targeted multi-media, informational community events, and stakeholder collaboration. By leveraging our technical expertise and communication skills, landowners will understand the benefits of natural shorelines and take action.

We are ready to partner with CLFLWD to build an effective outreach program that strengthens shoreline restoration efforts. We look forward to collaborating and delivering an approach that resonates with the community, increases participation, and enhances the health of CLFLWD's lakes.





APPENDIX



Jeff has over 25 years of consulting experience as an environmental scientist and project leader. He serves as a client manager and project manager to help lead clients through complex and challenging design, permitting, and construction projects. Jeff works with a mix of private and public sector clients. His clients appreciate his commitment to customer service and his excellent communication skills. Jeff enjoys helping clients identify the best way to address a project or problem and then provides strategic input to help them move forward to the desired successful outcome.

Education

- BS in Ecology, Winona State University
- MS in Fisheries & Wildlife Biology, Iowa State University

Professional Experience

- Moore Engineering since 2021
- Other Firms – 22 Years

Jeff Madejczyk Senior Project Manager

jeff.madejczyk@mooreengineeringinc.com
952.239.9464

RELEVANT EXPERIENCE

Middle Creek Channel Restoration

» Lakeville, MN

Project Manager for a channel improvement project completed in Lakeville. Efforts included surveys to evaluate the problems with the stream channel and identify the engineering practices that would stabilize the stream and improve habitat conditions. The design used a combination of hard armoring and bioengineering practices. The project included field topographic surveys, concept design, securing grant funding, hydrological modeling to achieve no-rise conditions, state & federal permitting, project design, construction plans, public bidding, and construction administration & oversight. Construction was complete in October 2023.

Root Wetland Restoration Project

» Watkins, MN

Project manager to complete annual wetland monitoring and credit releases for the Root Farms Wetland Bank. Compliance monitoring is required for five years post construction to ensure the wetland bank meets performance standards and credits can be released for sale. While at a prior firm also served as the project manager to lead the development, design, permitting, and construction of the wetland bank. The project construction was completed in summer 2020 and the initial wetland bank credits were granted to the project owner.

*Vermillion River Watershed Fish Community Monitoring

» Dakota County, MN

Project Manager and Lead Biologist for the Vermillion River Watersheds annual fish community biological monitoring study for coldwater trout streams and warmwater streams. The monitoring efforts collected data via stream electrofishing used to determine biotic health of the streams and support the Biotic Total Maximum Daily Load (TMDL) study. The field study was continued annually to track changes in the fish community identify stream reaches for restoration projects.

Kingswood Ravine Stabilization Project

» Minnetrista, MN

Project Manager to complete a ravine stabilization project for Three Rivers Park District. The project stabilized an actively eroding ravine that discharges to a Tamarack Bog in Kingswood Park, while coordinating with multiple stakeholders including the Park District, Hennepin County, and City of Minnetrista. Moore developed a hydrology & water quality model, engineering plans, completed permitting, and led the bidding and construction process for the project.

**PROJECT COMPLETED WHILE EMPLOYED BY ANOTHER FIRM*



Lauren joined Moore in the summer of 2024 and serves in the first dedicated engagement position at the firm. She has experience leading and designing creative public outreach and engagement efforts particularly for technically complex projects. Previously she worked at Colorado State University for over a decade and created international relationships, managed creative teams and promoted University research initiatives. Her role included promoting R1 research and organizing outreach events. Lauren's public engagement strategies have earned her three national marketing awards from the Campus Safety, Health, and Environmental Management Association, and in 2023, BizWest Magazine recognized her as one of Northern Colorado's 40 Under Forty.

Education

- BS in Journalism and Technical Communication, Colorado State University
- MS in Agricultural Science, Colorado State University

Professional Experience

- Moore Engineering since 2024
- Other Firms – 11 Years

Lauren Weller Engagement Consultant

lauren.weller@mooreengineeringinc.com
612.895.7667

RELEVANT EXPERIENCE

Buck's Mill Dam Modification, Engagement Specialist

» Pelican River Watershed District

Directing community outreach for the Buck's Mill Dam Modification project, a prominent initiative engaging the Detroit Lakes, MN community. Leading various two-way communication efforts including an educational plaque with the local museum. This effort demonstrates Lauren's skill in public-focused engagement strategies and media outreach.

Ottawa Street Reconstruction, Engagement Coordinator

» City of Bismarck

Serving as engagement coordinator for the City of Bismarck's Ottawa Street Reconstruction project awarded in Fall 2024. Co-leading the development and implementation of multimedia engagement tools specifically selected for the project area.

***NAAAN CONNECT, Co-Developer**

» Colorado State University

Co-led the development, branding and launch of the North American Agricultural Advisory Network (NAAAN) CONNECT, a digital platform and shared resource for agricultural experts, practitioners, and researchers across Canada, Mexico, and the United States. This platform fosters an online community through strategic engagement and communication.

***GFRAS Annual Meeting, Organizer**

» Colorado State University

Organized the Global Forum for Rural Advisory Services (GFRAS) Annual Meeting, bringing together 180 participants from over 40 countries. This three-day event facilitated knowledge exchange through 26 working sessions and six farm visits, showcasing Lauren's ability to manage and promote complex, large-scale outreach events.

***CSU Research Magazine, Senior Editor**

» Colorado State University

Directed the editorial and design vision of the CSU Research Magazine, ensuring high-quality content and broad distribution. Lauren's leadership in this role amplified the university's research initiatives and fostered collaborations within and beyond the university.

**PROJECT COMPLETED WHILE EMPLOYED BY ANOTHER FIRM*

Environmental

SOLUTIONS & SERVICES

Environmental impact and natural resource regulation are at the forefront of nearly every project. Moore Engineering has equipped thousands of public and private landowners, developers, and farmers with comprehensive environmental solutions and the confidence to build compliant and sustainable projects. Our team of environmental scientists and engineers has decades of experience navigating complex regulatory environments in the region. We're proud to serve clients with best-in-class analysis and evaluation, design and engineering, reporting, permitting, and funding assistance support.

CAPABILITIES

ANALYSIS AND EVALUATION

- Wetlands—Delineations, Permitting, Mitigation, Banking, Monitoring
- Environmental Monitoring—Construction, Wetlands, Vegetation, Wildlife, Streams, Lakes
- Environmental Management Plans (Invasive/Endangered Species, Wetlands, Habitat)
- Restoration—Vegetation, Soils, Wetlands, Streams
- GIS and Remote Sensing
- Threatened and Endangered Species—Habitat Surveys, Agency Coordination, Habitat Conservation Plans
- Section 4(f)/6(f) Evaluation
- Floodplain Analysis
- Watershed Planning

DESIGN AND ENGINEERING

- Feasibility Studies
- Water Quality Assessment
- Wetland Restoration
- Stormwater Treatment
- BMP Design and Implementation
- Stream Restoration
- Channel and Ravine Stabilization

REPORTS

- Wetland Mitigation and Banking
- NEPA/Environmental Review (EIS, EA, EAW, CatEx)
- Watershed Planning and Implementation
- Site Constraints/Fatal Flaws Analysis
- Permit Applicability Analysis
- Zoning Ordinance Review
- Funding Research and Assistance
- Public and Stakeholder Involvement

PERMITTING AND COMPLIANCE

- USACE Section 401, 404 and 408
- MN Wetland Conservation Act (WCA)
- MN DNR Public Waters and Utility Crossing
- NPDES/SDS
- SWPPP
- MS4 Permits and Compliance Systems
- Permit Compliance Assistance and Tracking Systems

FUNDING ASSISTANCE

- Funding Resource Identification
- Funding Strategy Planning
- Application Assistance
- Grant Management and Administration

Marketing Resources

Our diverse marketing team consists of marketing specialists, automation specialists, account managers, and videographers. The team collectively creates various marketing materials that can help get your City's message across to the community members whether it's showcasing project updates or providing marketing materials for public input meetings.

SERVICES

PUBLIC INFORMATION

- Project Information Webpages
- Resident Notification Emails
- Postcards, Mailers, & Flyers
- Digital Q&A and Feedback
- Printed or Email Construction Updates
- Public Meeting Presentations & Poster Exhibits
- Media Releases
- Project Updates
- Project Input Meetings
- Proposal Preparation
- Public Surveys

MEDIA CREATION

- Photography
- Videography
- Drone Footage
- Social Media
- Graphic Design
- Water Tower & City Sign Design



Rayonna Hystead
Marketing Manager



Nadine Swee
Sr Marketing Manager



Cody Rogness
Videographer



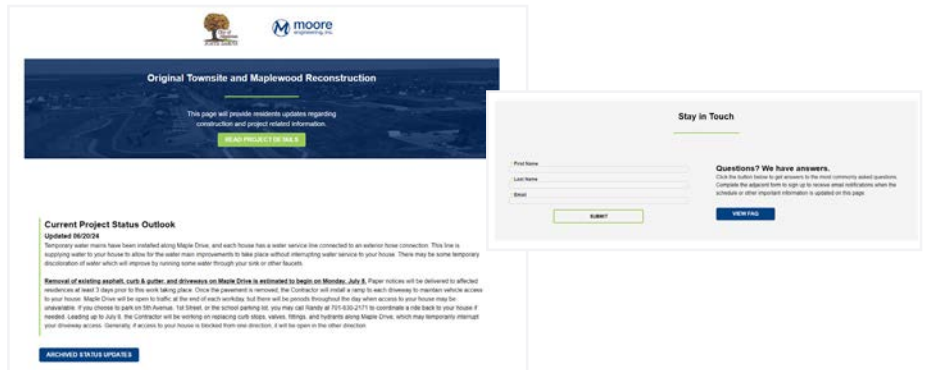
Anna Erickson
Graphic Design



Jafrah LaVoy
Sr Marketing Specialist

EXAMPLES

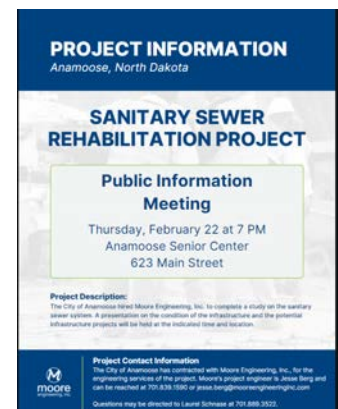
Project Information Webpage with Contact Form



Construction Update Email



Public Info Meeting Handout



Funding Services

Moore Engineering has facilitated over \$270M for 100+ projects around the region since 2018. Our team will help you navigate regulation, identify opportunities, and maximize awards to develop critical infrastructure to benefit your community.



VISIT OUR
FUNDING PAGE

Our Approach

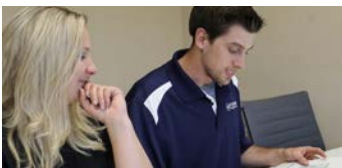
Moore Engineering has unmatched experience helping communities, ranging in budget and population, identify funding opportunities. Our team has helped unlock over \$270 million through 30 state and federal programs for more than 100 projects throughout the region.



Pre-Award Services

- **Opportunity Intelligence**
Up-to-date insights on funding programs from agency staff.
- **Solicitation Analysis**
Deep understanding of application requirements and agency priorities.
- **Proposal Management and Development**
Leverage insights to create and maintain proposal schedules, coordinate contributions, and develop compelling proposals.
- **Engagement Strategy**
Fostering a sense of ownership and support for projects by ensuring the community's needs and concerns are addressed.

Post-Award Services



Award Analysis

Identify all terms, conditions, and other requirements by carefully examining award documents and consulting with agency staff.



Graphic Guides

Create flow charts and other visual aids to effectively portray key phases, milestones, and award deadlines.



Compliance Coordination

Compile and maintain project data related to BABA, Labor Standards, Section 3, and other requirements of federal and state awards.



Report Development

Integrate contributions from the project team to draft and submit interim and final reports.

Scope of Services



MUNICIPAL

- Water
- Wastewater
- Storm Water
- Streets
- Solid Waste
- On-Site Inspection
- CIP
- Pavement Management



TRANSPORTATION

- Urban-Rural Highway Design
- Traffic Analysis
- Traffic Planning
- Parking Facilities
- Structures
- Project Concept Reports
- Environmental Clearance



WATER & WASTEWATER

- Water Treatment Plants
- Storage Facilities
- Wastewater Treatment Facilities
- Distribution Systems
- Inflow/Infiltration Studies
- Pumping Facilities & Intake
- Collection Systems
- Facility Needs Studies



LAND & SITE DEVELOPMENT

- Land-Use Planning
- Residential Subdivisions
- Industrial Parks
- Recreational Facilities
- Parking Facilities
- Site Design



ENVIRONMENTAL

- Environmental Review (EAW,EA,EIS)
- Wetland Delineation
- Wetland Permitting & Mitigation Plans
- NEPA Expertise
- Site Constraints/Fatal Flaws Analysis
- Threatened & Endangered Species
- Zoning Ordinance
- Regulatory Compliance & Permits
- BMP Design & Implementation
- Watershed Planning & Implementation
- Community Planning
- Public Engagement
- Funding Research & Assistance
- Geographic Information Systems (GIS)
- Assessment for Water Quality



GIS

- Topographic Mapping
- Assessment District Analysis
- Facility Mapping
- Flood Mapping & Analysis
- Mobile Mapping Applications
- Geographic/Spatial Analysis
- Parcel Databases
- Asset Management
- Utility Relocation Documentation



SURVEYING

- Platting
- Topographic
- Legal Surveys
- Construction Staking
- ALTA
- GPS



WATER RESOURCES

- Flood Control Studies
- Watershed Modeling
- Drainage Systems
- River Modeling
- Floodplain Administration
- Watershed Management
- Dams, Levees, & Dikes
- Jurisdictional Agency Coordination
- Storm Water Modeling
- Watershed Planning
- Drainage Structures
- Stream/River/Ditch/Bank Restoration
- Erosion Control
- FEMA Projects
- USACE Projects
- Retention Facilities
- Geographic Information Systems (GIS)
- MS4



DRONES

- Project Inspection
- Mass Data Collection
- Real-Time Tracking of Flight Plan
- Document Project Progress
- Create & Track Flight Plans in the Field
- GIS Integration
- Data Processing



AIRPORTS

- Planning – Environmental
- Runways
- Taxiways & Ramps
- Airport Layout Plans
- Navigation Aids



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Appendix B - Deliverable Matrix with Rationale for Deviation from Proposal

Appendix B: Scope Alignment and Implementation Summary

Summary

This appendix summarizes how the implemented outreach activities aligned with, expanded upon, or differed from the original proposal scope. Adjustments reflect adaptive management implementation to maximize homeowner engagement and participation while maintaining alignment with overall project goals.

Key Deliverables and Alignment

Deliverable	Proposed Scope	Implemented Outcome	Alignment Summary
Program Strategy & Development	Strategy meetings; messaging alignment	Kickoff meetings; regular check in meetings	Aligned with expanded depth
Messaging Framework	Refined messaging themes	Campaign framework and tagline	Branding added
Print Outreach Materials	Brochure, postcard, lawn sign	Targeted postcards; home-visit materials	Shifted to support home visit engagement
Digital & Video Outreach	Video series; social and email promotion	10-video Facebook series; metrics tracking	Aligned; platform and number of videos refined
Community Events	Support ~3 events	Not implemented	Replaced by direct home visit outreach and additional videos
Stakeholder Engagement	City and lake association meetings	Not implemented	Replaced by direct home visit outreach and additional videos
Direct Homeowner Outreach	Not specified	Doorstep outreach; tracking system	Added based on effectiveness
Monitoring & Reporting	Metrics tracking and final report	Expanded metrics and asset inventory	Aligned; evaluation expanded

Appendix C – Progress Reports

Memorandum

To: Adam Hjelm
Date: August 4, 2025
Prepared By: Lauren Weller, Jeff Madejczyk
Project: Natural Shoreline Outreach and Education Campaign
Subject: Quarterly Summary Report May 1 – July 31, 2025

May 2025 – Program Strategy & Development

- Research into natural shoreline resources from the MN DNR, white papers and best practice documents to guide messaging.
- Meeting prep and team communication for kick off meeting.

June 2025 – Program Strategy & Development

- Initiated the project with a strategy meeting between Moore and CLFLWD staff to align on goals, timelines, and deliverables.
- Conducted initial demographic research to better understand shoreline property owners and identify outreach challenges.
- Began developing campaign themes.
- Outlined key communication components, including handouts, postcards, blog posts, and video storytelling with partner and landowner interviews.
- Confirmed alignment on timeline expectations with Adam and Aidan, including a goal to launch initial campaign materials by mid-August.
- **June Client Meetings**
 - June 3, 2025 – Kickoff Meeting
 - June 20, 2025 – Strategy and timeline alignment
 - June 26, 2025 – Messaging development, tagline brainstorming, and outreach discussion

July 2025 – Print & Digital Outreach Materials

- Identified an initial project target audience of 104 properties with 80-foot shoreline setbacks and home purchases in the last 10 years. The first outreach approach will include mailed postcards followed by home visits to distribute printed materials and engage landowners directly.

- Refined campaign messaging based on stakeholder input shared in previously conducted focus groups. Alternatives to the initial tagline were brainstormed, with a focus on local relevance.
- Finalized creative direction for Phase 1 materials including postcards, brochures, and branded pocket folders. Moore's team produced design drafts for internal and client review.
- Established that Moore will print materials through Rapid Press Printing and handle fulfillment. Adam confirmed brand standards and shared logos and font guidance.
- Built out campaign webpage content and confirmed launch of a new, shortened URL. Adam connected Lauren with Brook at Pinnacle to coordinate website implementation.
- Moore's marketing team created trackable QR codes to include in all printed materials.
- Discussed the opportunity to build momentum in neighborhoods by featuring early adopters and simplifying restoration pathways. The success of smaller, less complex projects (e.g., the Poff project) was emphasized as a replicable model.
- **July Client Meetings**
 - July 10, 2025 – Confirmed deliverables and branding steps
 - July 24, 2025 – Review of text for postcard, brochure, webpage; confirmed printing logistics
 - July 31, 2025 – Design review and refinements.

Looking Ahead

- Early August- Finish and print all Phase 1 outreach materials
- Week of September 8 - Mail postcards to 104 identified households
- Mid-September to mid-October - Aidan and Adam will conduct home visits to talk with residents and share printed materials
- August through fall - Launch updated webpage, social media posts, newsletter content, etc. and track engagement.
- Fall - Prepare Phase 2 digital content.

Memorandum

To: Adam Hjelm
Date: September 3, 2025
Prepared By: Lauren Weller, Jeff Madejczyk
Project: Natural Shoreline Outreach and Education Campaign
Subject: Summary Report August 5 to September 3, 2025

August 5 to September 3, 2025

Over the past month, we wrapped up several key pieces that move the project forward and set the stage for the next phases of the campaign.

- Print Materials – Finalized designs for the brochure, postcard, and pocket folder and sent them to the printer for production.
- Webpage – Completed and launched the project webpage to provide residents with easy access to information.
- Client Meetings
 - August 7- Design Review
 - August 28 - Phase 1 Review and Phase 2/3 Coordination

Looking Ahead

- All print materials will be delivered to CLFLWD the week of September 2.
- The week of September 8, postcards will be mailed to the 104 identified households.
- From mid-September through mid-October, CLFLWD will conduct home visits to talk with residents and share printed materials.
- Moore will also develop a home visit tracking system to help CLFLWD record and monitor outreach.
- Planning for Phases 2 and 3 will continue as we build on the work completed in Phase 1.

Memorandum

To: Adam Hjelm

Date: October 1, 2025

Prepared By: Lauren Weller, Jeff Madejczyk

Project: Natural Shoreline Outreach and Education Campaign

Subject: Summary Report September 3 to October 1, 2025

September 3 to October 1, 2025

Over the past month, we wrapped up several key pieces that move the project forward and set the stage for the next phases of the campaign.

- Delivered all print materials, including brochures, postcards, and pocket folders, to CLFLWD.
- Mailed postcards to 104 identified households to invite participation.
- Supported CLFLWD's home visits with residents, which began mid-September and will continue into October.
- Developed and implemented a home visit tracking system to record and monitor outreach efforts.
- Began planning for Phases 2 and 3, building on the foundation established in Phase 1.
- Captured project photos and video to use for future phases of the project.
- Wrote a Natural Shoreline Restoration newsletter article to include in the quarterly newsletter.
- Client Meetings
 - September 4 - Content Calendar Discussion

Looking Ahead

- Create and finalize a content calendar to promote Natural Shoreline Restoration through social media, newsletters, media outreach and blog content to use for future phases of the project.
- Begin creating story boards for short form videos.

Memorandum

To: Adam Hjelm

Date: December 3, 2025

Prepared By: Lauren Weller, Jeff Madejczyk

Project: Natural Shoreline Outreach and Education Campaign

Subject: Summary Report October 1 to December 3, 2025

October 1 to December 3, 2025

Over the past two months, we wrapped up several key pieces that moved the project forward.

- Developed and finalized a social media content calendar to guide outreach and brand consistency.
- Created video storyboards and a reusable template for a series of 10 short-form educational shoreline videos.
- Collaborated with Pinnacle Marketing Group to update and expand the natural shoreline program webpage content, shifting content from Forest Lake-specific to district-wide relevance.
- Completed review and QA of home-visit data, including troubleshooting and resolving list vs. form data entry inconsistencies.
- Analyzed CLFLWD Facebook performance analytics and established baseline success metrics to measure upcoming social media campaign performance.
- Client Meetings:
 - October 2 – Meeting to review video and content calendar
 - October 16 – Meeting to discuss grant applications and management support
 - November 13- Reviewed Home Visit progress and finalized video/social media content

Looking Ahead

- Post one video and call-to-action social post on Facebook every other Tuesday starting December 9, driving viewers to the natural shoreline webpage.

- Track Facebook and website analytics to measure engagement and click-through performance to prepare a report at the end of the contract period.



Memorandum

To: Adam Hjelm

Date: February 10, 2026

Prepared By: Lauren Weller, Jeff Madejczyk

Project: Natural Shoreline Outreach and Education Campaign

Subject: Summary Report December 3-February 10, 2026

December 3-February 10, 2026, Progress:

Over the past five weeks, we've made steady progress implementing the Facebook video campaign and establishing early performance benchmarks to guide future outreach.

- Produced and published three short-form video/Reels introducing shoreline restoration concepts.
- Implemented a regular video posting schedule to support consistent distribution on Facebook.
- Defined baseline performance metrics for views, engagement, and page visibility.
- Reviewed Facebook analytics and confirmed that video/Reels are outperforming static posts.
- Observed higher reach and visibility, with multiple videos ranking among the top posts by views.
- Compared results to original success targets and confirmed the campaign is on track for this phase.

Client Meetings

- January 7, 2026 – Check in to discuss progress and opportunities to continue collaborating

Looking Ahead

- Continue publishing short-form video/Reels to maintain momentum and reinforce awareness of shoreline restoration practices.
- Monitor reach, engagement, and page visits to track compounding benefits of consistent video posting.



Memorandum

To: Adam Hjelm

Date: April 24, 2026

Prepared By: Lauren Weller, Jeff Madejczyk

Project: Natural Shoreline Outreach and Education Campaign

Subject: Summary Report February 10 – April 24, 2026

February 10 – April 24, 2026 Progress:

Over the past two months, we continued implementing the Natural Shoreline campaign's digital phase while preparing CLFLWD staff for the spring targeted outreach refresh.

- Video campaign implementation and review: We reviewed ongoing Facebook video analytics and continued refining the approach to include a more human element by featuring Aidan Read more prominently, including sharing his phone number for outreach.
- Campaign schedule adjustments to support final reporting: The 10th/last video posting date was moved from May 23 to May 16 to allow additional time for final reporting
- Web + social analytics coordination: We requested webpage analytics and planned to combine webpage insights with social media analytics for reporting.
- Spring home visit planning: CLFLWD confirmed that Aidan Read is leading tracking and outreach for spring home visits and that no MS Flow materials or additional printing are needed for home visits at this time.
- Soil testing postcard: We initiated development of new postcard language and design for homes not contacted in the fall; the postcard will focus on soil testing. The postcard was designed, printed and mailed the week of April 20, 2026.
- Campaign performance tracking: CLFLWD's board update materials documented ongoing campaign metrics, including home visit totals (104 identified, 91 visited, 30 direct contacts) and video performance results to date (views/ interactions per video).
- Video campaign implementation (production and scheduling complete): The final two videos (Videos 9 and 10) were finalized and, following review and approval from Adam Hjelm, were scheduled for publication to support final reporting.

Client Meetings

- February 12, 2026 – Natural Shoreline Campaign Check In
- March 10, 2026 – Natural Shoreline Campaign Check In
- April 2, 2026 – Natural Shoreline Campaign Check In

Looking Ahead

- Continue the remaining videos in the short-form series through May.
- Implement the spring targeted outreach refresh, including the planned early May and mid-May outreach phases, plus the soil testing postcard reinforcement.
- Compile combined web + social analytics and integrate results into final reporting materials.

Appendix D – Deliverables

Social Media Video Links

1. Small Changes. Deep Roots- <https://vimeo.com/1138280179/e33bb31841>
2. Prevent Damage & Protect What You Love- <https://vimeo.com/1138284682/529b095054>
3. Low Maintenance, High Reward- <https://vimeo.com/1158503183/7fc4091b99>
4. Show Your Shoreline Some Love- <https://vimeo.com/1158866738/a19067b998>
5. Create Your Own Pollinator Paradise- <https://vimeo.com/1166350238/92da0339a3>
6. Your Shoreline Can Be More Than a View- <https://vimeo.com/1170321292/4de24df9a5>
7. Meet Aidan Reed, CLFLWD's Shoreline Expert- <https://vimeo.com/1175506309/96bf2dc76c>
8. Build You're Shoreline Sanctuary!- <https://vimeo.com/1181727432>
9. Keep Geese Away Naturally- <https://vimeo.com/1185239327/3ece991f86>
10. Spring is Planting Season!- <https://vimeo.com/1185311538>

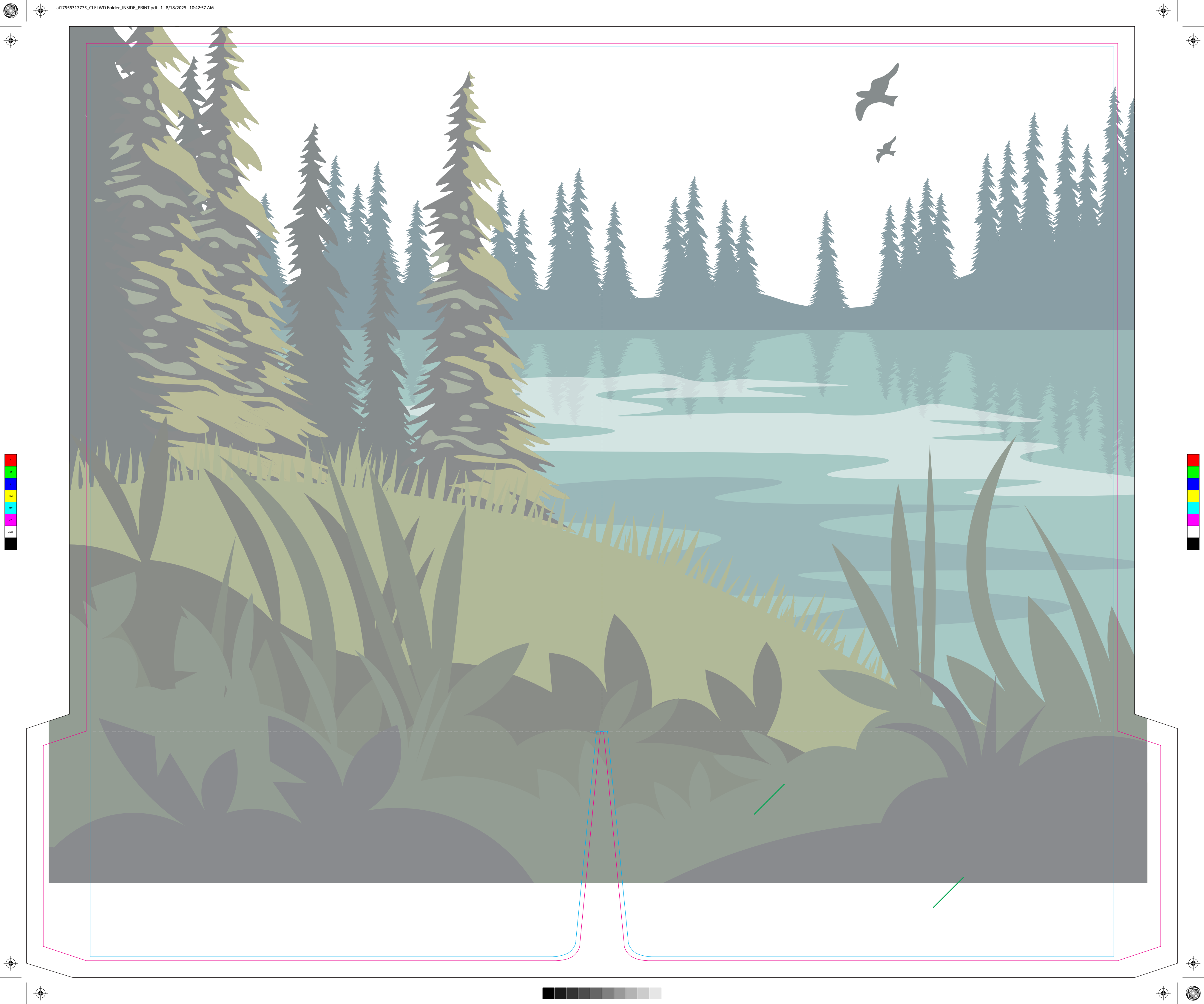
SMALL CHANGES. DEEP ROOTS. A BETTER FOREST LAKE.



Contact us to schedule your free site
visit and explore funding opportunities.
Contact Aidan Read
651.395.5850
aidan.read@clflwd.org

SCAN HERE TO
LEARN MORE







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@clflwd.org



CLFLWD
WATERSHED DISTRICT

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





TESTIMONIALS

“The new shoreline has become a perfect balance of natural beauty along with usability and function. Our shoreline now requires less maintenance while improving the natural buffer and protecting the lake from a large runoff source, while also providing a great beach and dock access to the lake.”

- Reid, Lakeshore Resident

“Interactions with staff were excellent, and we were provided the help we needed. We are excited to see this project grow and provide needed shoreline restoration.”

- Terry and Mary Jo, Lakeshore Residents



YOUR SHORELINE IS YOUR PROPERTY'S FRONTLINE. PROTECT IT TODAY.

Contact us to schedule your free site visit and explore funding opportunities.

Contact Aidan Read

651.395.5850

aidan.read@clflwd.org



SMALL CHANGES. DEEP ROOTS. A BETTER FOREST LAKE.

Protecting your Forest Lake property starts at your shoreline.

SCAN HERE TO LEARN MORE



clflwd.org/natural-shorelines
651.395.5850



WHY NATURAL SHORELINES?

1

PREVENT DAMAGE

Native roots stabilize soil, reducing erosion and damage from water and ice.

LOW MAINTENANCE

Once established, native plants need less mowing, watering, and fertilizing than lawns.

2

3

REDUCE RUNOFF

Vegetation soaks up rain and snowmelt, cutting erosion and standing water.

SUPPORT WILDLIFE

Native shorelines provide habitat for birds, pollinators, and aquatic species.

4

DESIGNS TAILORED TO YOU

Small changes with big impact

We offer three ready-to-go, pocket garden designs for shoreline stability and function, customizable to your lot size and preferences.



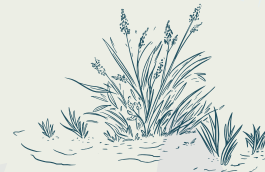
SHORELINE SANCTUARY

A mix of native plants that offer food, cover, and nesting space for birds and turtles.



LOON LANDING

Low-profile native plants and zones that support nesting loons.



GOOSE BE GONE

Tall, dense plants near the water's edge discourage geese from landing and nesting.

All designs are customizable and compatible with lake access and dock use.

HOW TO GET STARTED

STEP 1: REACH OUT

Schedule a free site visit with CLFLWD.
651.395.5850 • aidan.read@clflwd.org

STEP 2: PICK A POCKET GARDEN

We'll help you choose the design that fits your goals and space.

STEP 3: SECURE COST-SHARE

You may receive funding that covers up to 75% of your project costs.

STEP 4: INSTALL AND ENJOY

Install the garden yourself or work with a trusted contractor.

We'll support you either way.

COST-SHARE PROGRAM

Get up to \$1,000 in reimbursement to improve shoreline stability and function.

QUALIFYING PRACTICES

- Native plantings & native pocket gardens
- Tree and shrub installations
- In-lake habitat

WHO'S ELIGIBLE?

- Homeowners
- Homeowners associations
- Businesses

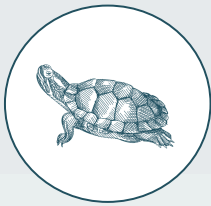


Scan to see if you are in an eligible area

SHORELINE POCKET GARDENS

Small changes with big impact.

The Comfort Lake–Forest Lake Watershed District offers **three ready-to-go pocket garden designs** that strengthen shorelines and create habitat for wildlife. They can be customized to fit your lot, and no permit is required.



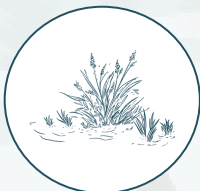
SHORELINE SANCTUARY

Native plants that offer food and nesting space for birds and turtles.



LOON LANDING

Low-profile native plants and zones that support nesting loons.



GOOSE BE GONE

Tall, dense native plants that discourage geese from landing and nesting.

Ready to design your pocket garden?

Use the back of this planner to help bring your shoreline pocket garden to life. Each of our pocket garden options includes a mix of grasses, wildflowers, and shrubs or trees. Follow the checklist for one of the pocket garden options, or make it your own.

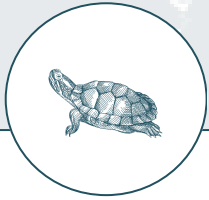


CLFLWD
WATERSHED DISTRICT

Learn more at clflwd.org/natural-shorelines

PICK YOUR POCKET GARDEN

Select one of our preset pocket gardens, or customize it by adding extra wildflowers for more color and more grasses to better support wildlife.



SHORELINE SANCTUARY

Grasses

- Fox Sedge
- Awl-fruited Sedge
- Big Bluestem
- Green Bulrush
- Riverbank Wild Rye
- Indian Grass
- Side-oats Grama

Wildflowers

- Blue Flag Iris
- Partridge Pea
- Mountain Mint
- Sneezeweed
- Swamp Milkweed
- Canada Milk Vetch
- Obedient Plant
- Black Eyed Susan
- Cardinal Flower
- Canada Anemone

Shrubs/Trees

- Grey Dogwood
- Buttonbush
- Swamp White Oak



LOON LANDING

Grasses

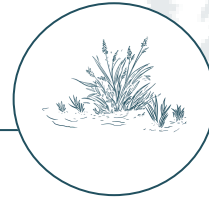
- Fox Sedge
- Awl-fruited sedge
- Side-oats Grama
- Riverbank Wild Rye
- Green Bulrush
- Indian Grass
- Big Bluestem

Wildflowers

- Blue Flag Iris
- Canada Anemone
- Cardinal Flower
- Boneset
- Black Eyed Susan
- Sneezeweed
- Obedient Plant
- Mountain Mint
- Canada Milk Vetch

Shrubs/Trees

- Red Osier Dogwood
- False Indigo
- River Birch



GOOSE BE GONE

Grasses

- Riverbank Wild Rye
- Indian Grass
- Fox Sedge
- Side-oats Grama
- Indian Grass
- Big Bluestem
- Green Bulrush

Wildflowers

- Joe-pye weed
- Brown Eyed Susan
- Blue Flag Iris
- Mountain Mint
- New England Aster
- Sneezeweed
- Obedient Plant
- Swamp Milkweed
- Cardinal Flower
- Canada Anemone

Shrubs/ Trees

- Pussy Willow
- Sandbank Willow
- Silver Maple

Tip: Add plants approximately one foot from each other. A planting along 25 feet of shoreline, 10 feet deep (25'x10') will need approximately 250 plants.

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 →



Readiness Categories and Next Steps

- **Ready to Act Now**
 - Follow-up call/email within 1 week to schedule site visit right away.
- **Interested, Needs More Info/Interested, Not Ready**
 - Add to mailing/newsletter list. Follow up email or phone number in 2-3 weeks.
- **Not Interested / Resistant**
 - No follow-up.
- **No Contact / Not Home**
 - Leave brochure at visit. Add to general newsletter list.

**SMALL CHANGES.
DEEP ROOTS.
A STRONGER SHORELINE.**



**Pocket gardens add stability, color,
and wildlife habitat to your shoreline.**




RESTORE YOUR SHORELINE WITH HELP FROM CLFLWD

Comfort Lake - Forest Lake Watershed District offers free soil testing, free site visits, and up to \$1,000 in cost-share to help you protect your shoreline and improve Forest Lake.

Spring is a great time to invest in your property and the future of Forest Lake.

CONTACT US BY MAY 15 TO GET STARTED!

AIDAN READ, SHORELINE SPECIALIST

 **651-395-5850**

 **AIDAN.READ@CLFLWD.ORG**

 **CLFLWD.ORG/NATURAL-SHORELINES**

CURRENT RESIDENT

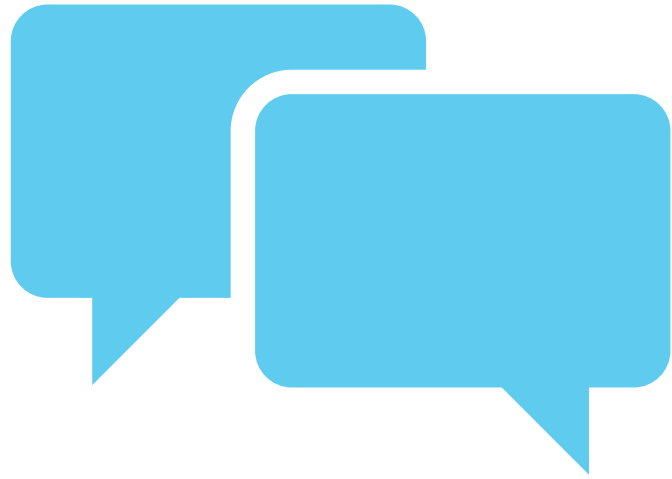
0000 JEWEL LANE N

FOREST LAKE, MN 55025



CLFLWD
WATERSHED DISTRICT

Appendix E – Digital Metrics



Facebook Video Campaign and Webpage Metrics

January 2026 to May 2026

Video 1- January 6

Small Changes. Deep Roots.
Reel · Published on: Tue Jan 6, 6:00pm

New viewers metric for content published after July 31, 2025
Use this new metric to help better understand who sees your content across Meta technologies. The reach metric will no longer be shown on Meta Business Suite, but you can still find it in Ads Manager.

Overview

Views	Interactions	Link clicks	Follows
272	17	1	0

This post received more views compared to your recent Facebook posts.

Views
272

Total Followers **Age & gender**

Views on Facebook, age and gender breakdown

Age Group	Men (%)	Women (%)	Custom (%)
18-24	~5	~5	~0
25-34	~10	~10	~0
35-44	~15	~15	~0
45-54	~38	~38	~0
55-64	~10	~10	~0
65+	~15	~15	~0

Viewers
139

This post received more interactions compared to your recent Facebook posts.

Interactions
17

Likes and reactions	Comments	Shares	Saves
12	1	3	1

Watch time

Average watch time	Watch time
13s	49m 27s

Feed preview

Comfort Lake Forest Lake Watershed Dist...
January 6 at 6:00 PM

Small changes can make a big difference! Native plants protect your shoreline and your lake. Start your shoreline restoration and get up to \$1,000 in cost-share funding... See more

Boost this post to get more reach for Comfort Lake Forest Lake Watershed District. **Boost**

12 likes 1 comment 2 shares

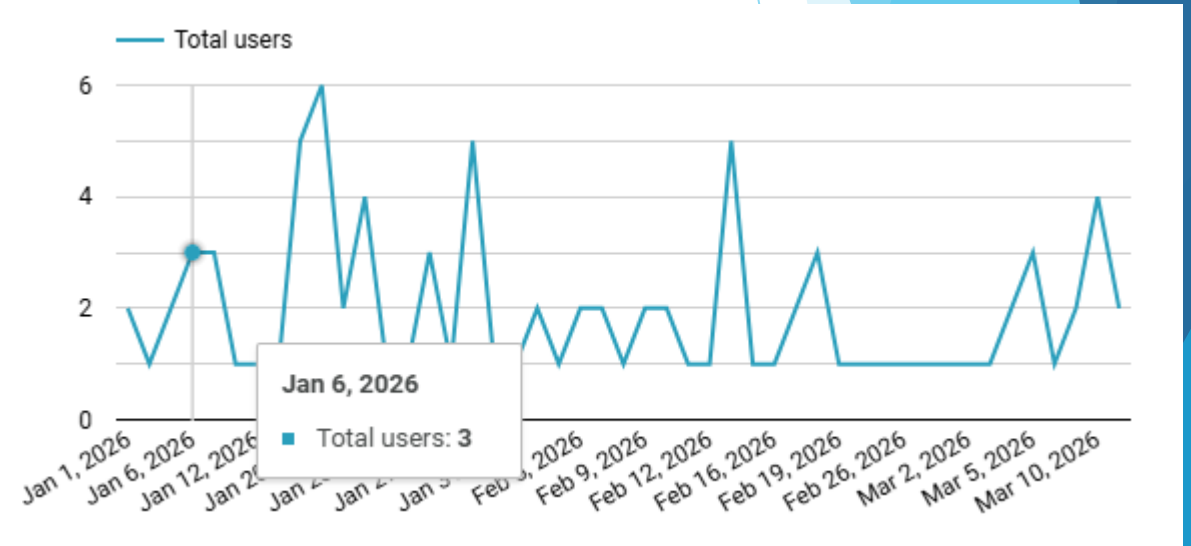
Share

Most relevant

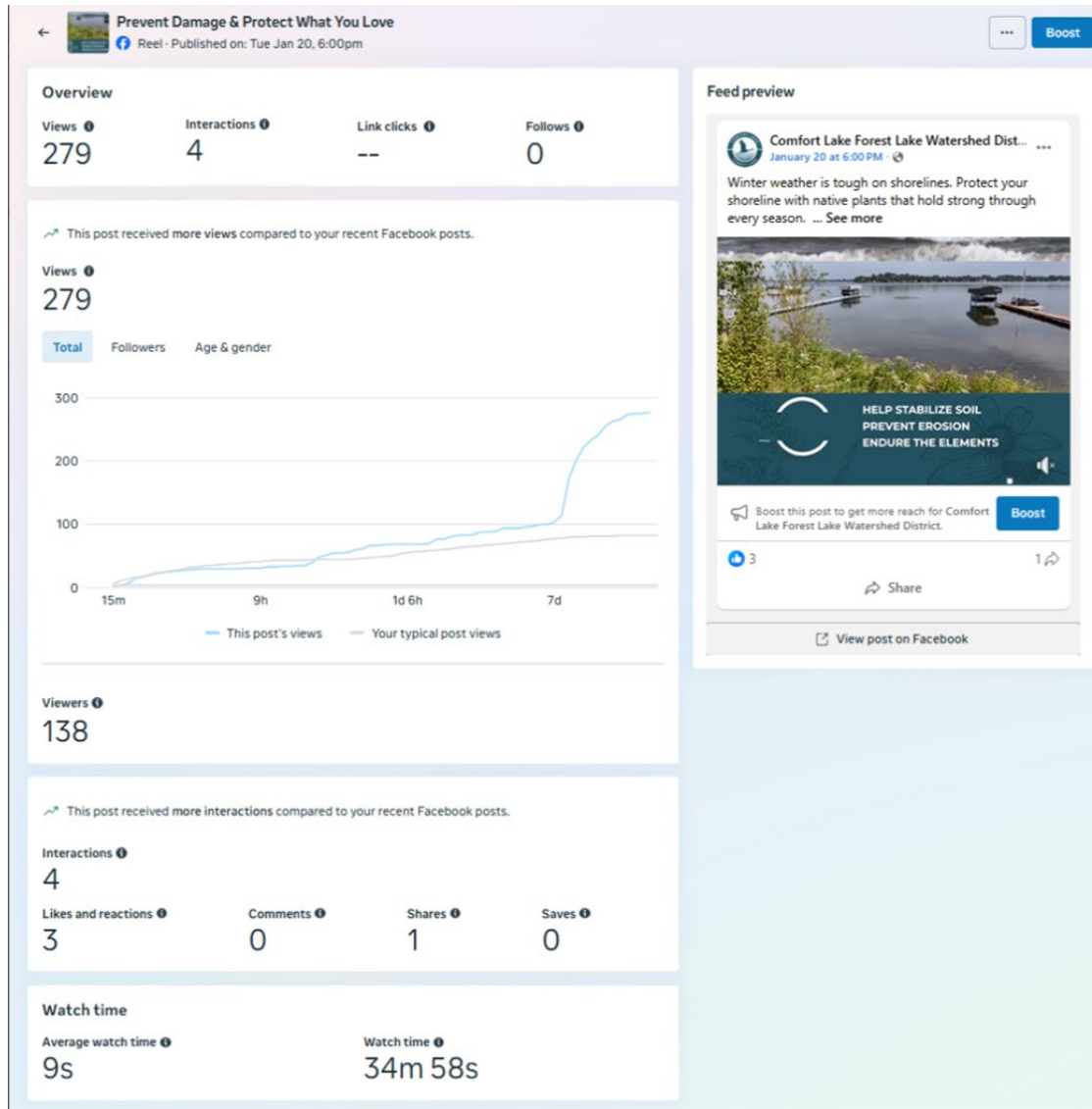
Murphy Boston
If anyone needs some guidance, let me know
1w

View post on Facebook

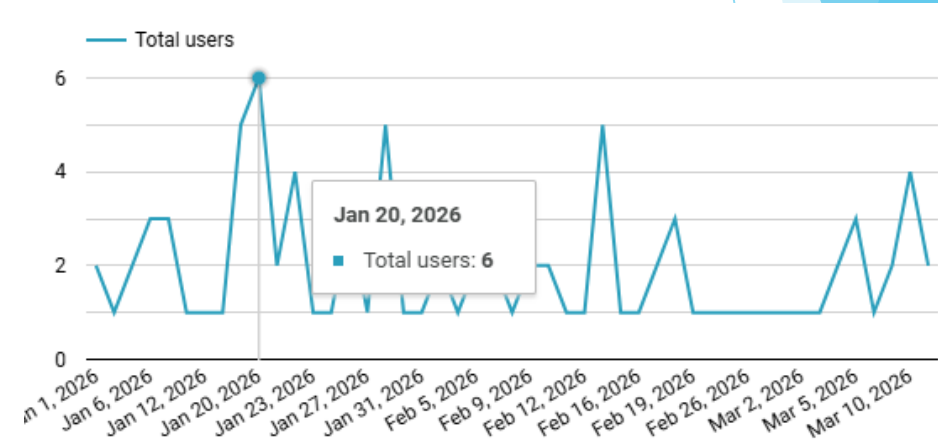
Natural Shoreline web page traffic



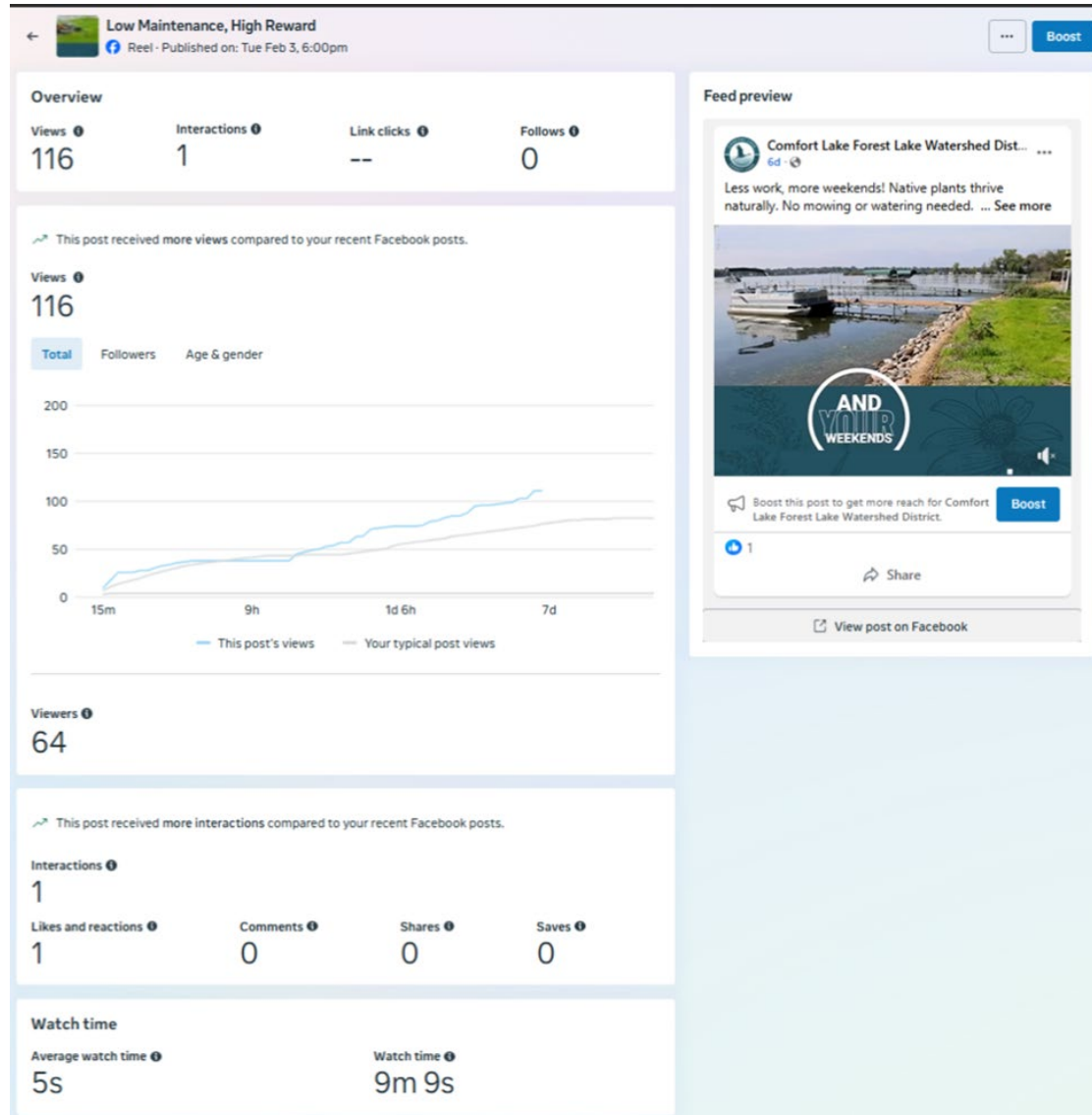
Video 2 - January 20



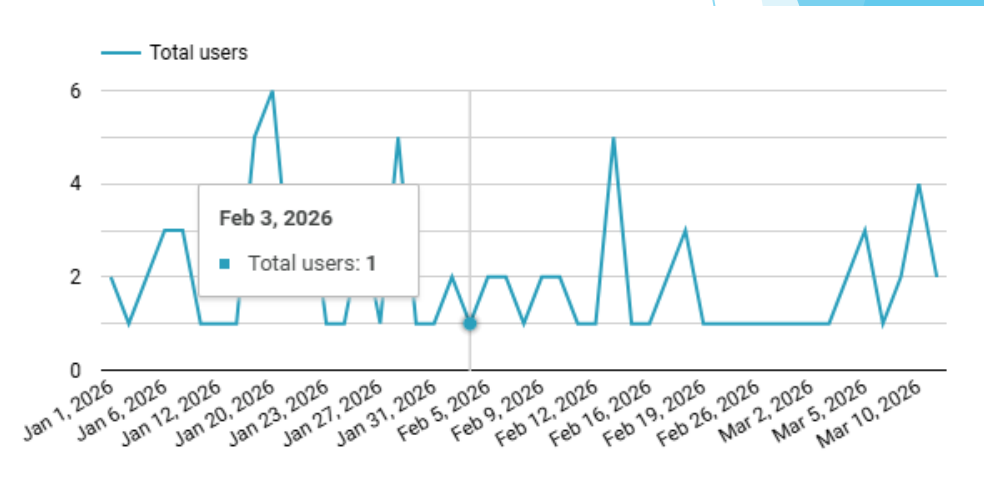
Natural Shoreline web page traffic



Video 3 - February 3



Natural Shoreline web page traffic



Video 4 - February 14

Performance

Overview

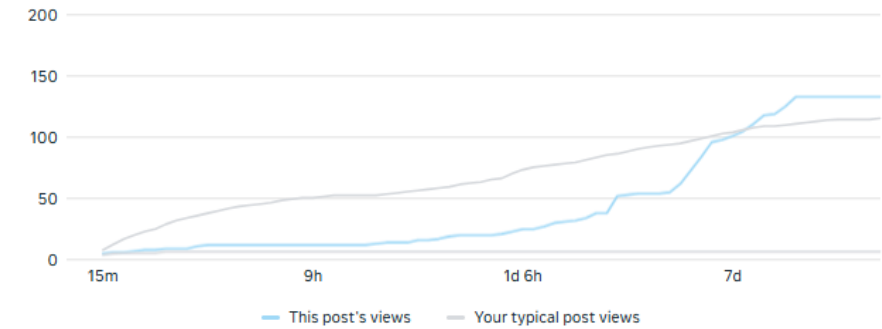
Views ⓘ	Interactions ⓘ	Link clicks ⓘ	Follows ⓘ
141	3	1	0

📈 This post received more views compared to your recent Facebook posts.

Views ⓘ

141

Total Followers



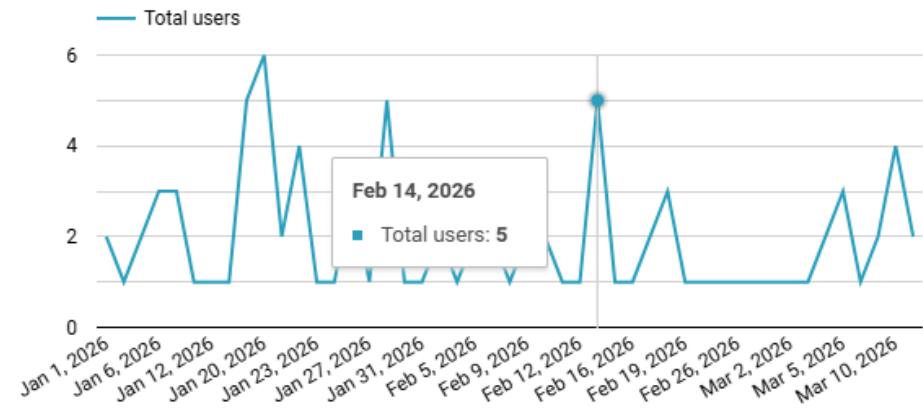
Viewers ⓘ

48

Feed preview

The feed preview shows a post from the Comfort Lake Forest Lake Watershed District, dated February 14. The post text reads: "Residents within our watershed are stepping up to protect the lakefronts they love! ❤️... See more". Below the text is a video thumbnail with the text "ACROSS THE WATERSHED NEIGHBORS ARE RESTORIN THFID". The video player shows a scenic view of a lake with a wooden walkway and greenery. Below the video, there is a "Boost" button and a "View post on Facebook" link.

Natural Shoreline web page traffic



Video 5 - February 28

Performance

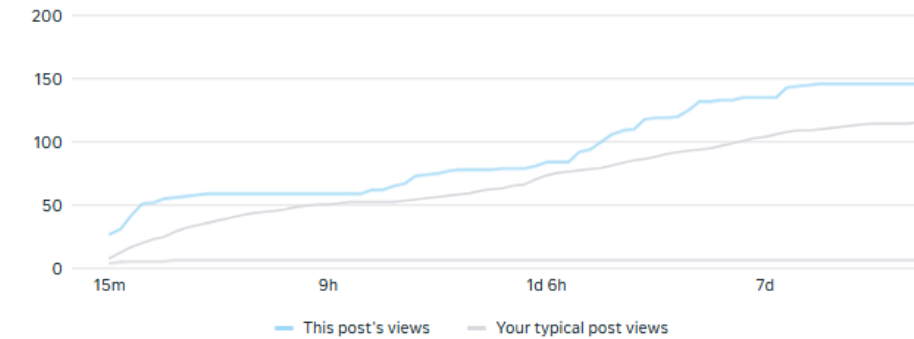
Overview

Views **151** Interactions **2** Link clicks **--** Follows **0**

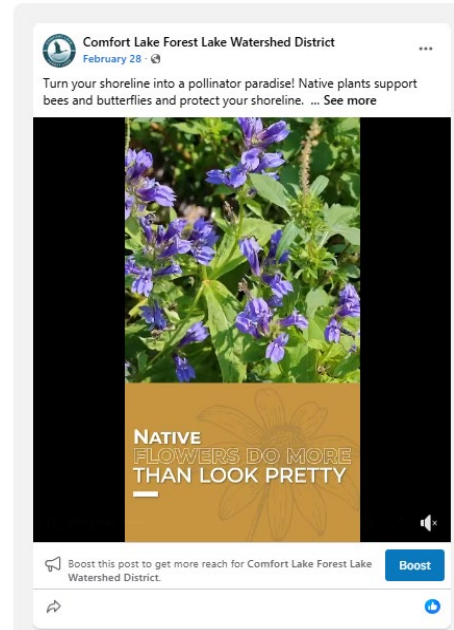
📈 This post received more views compared to your recent Facebook posts.

Views **151**

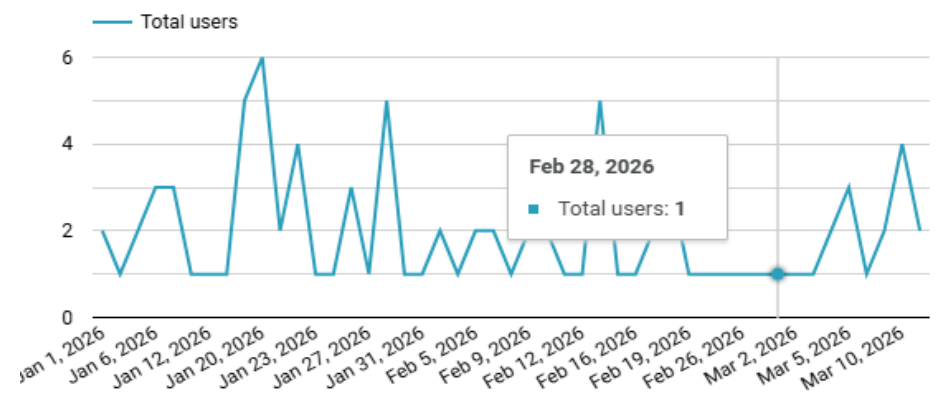
Total Followers



Viewers **90**



Natural Shoreline web page traffic



Video 6 - March 14

Overview Performance Feed preview

Performance

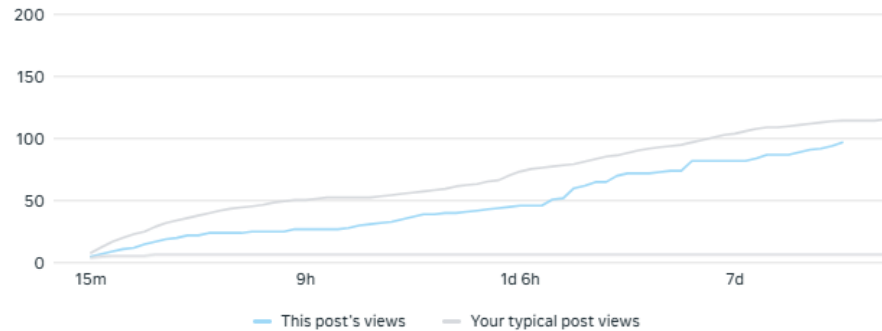
Overview

Views 97 Interactions 5 Link clicks 2 Follows 0

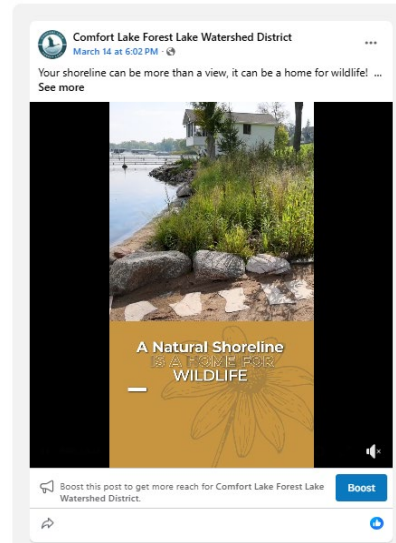
This post's views are typical compared to your recent Facebook posts.

Views 97

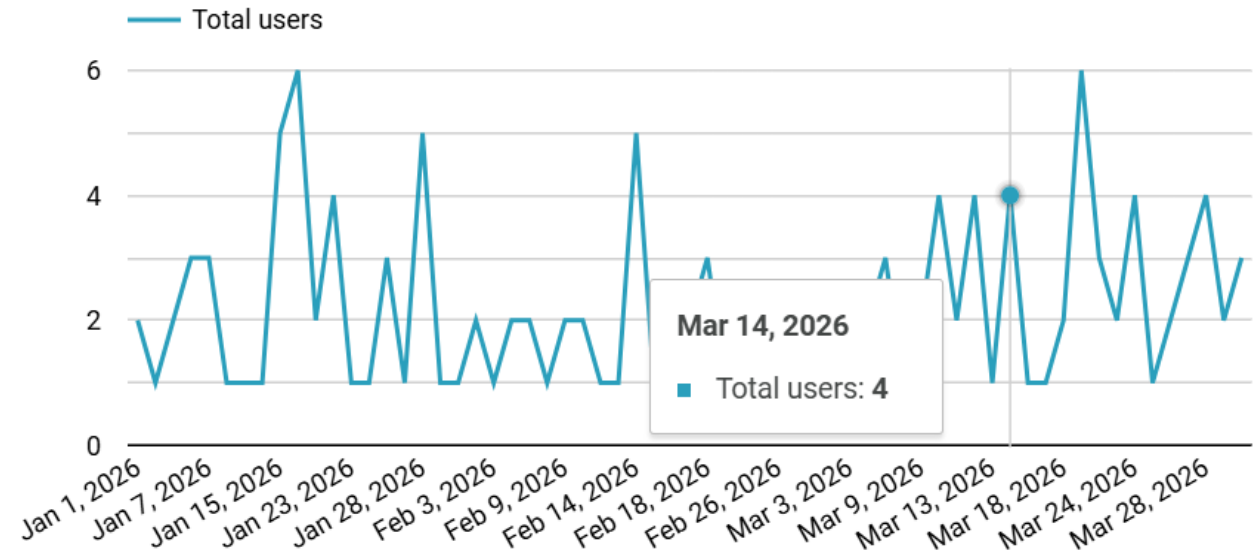
Total Followers



Viewers 72



Natural Shoreline web page traffic



Video 7 - March 28

Performance

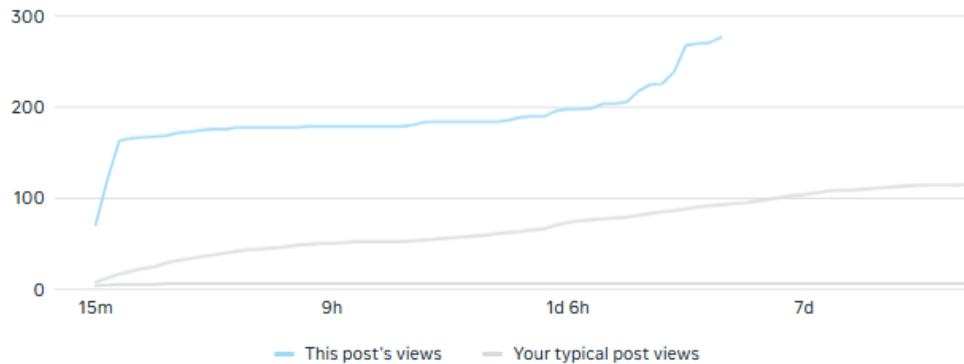
Overview

Views **287** Interactions **6** Link clicks **--** Follows **0**

↑ This post received more views compared to your recent Facebook posts.

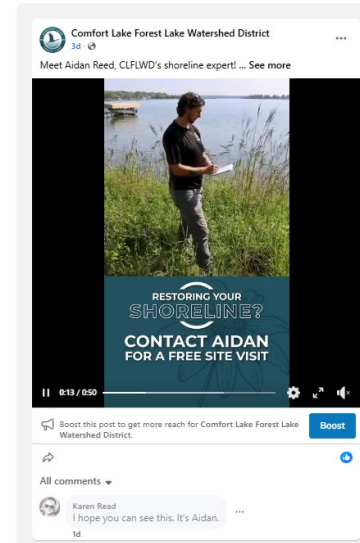
Views **287**

Total Followers

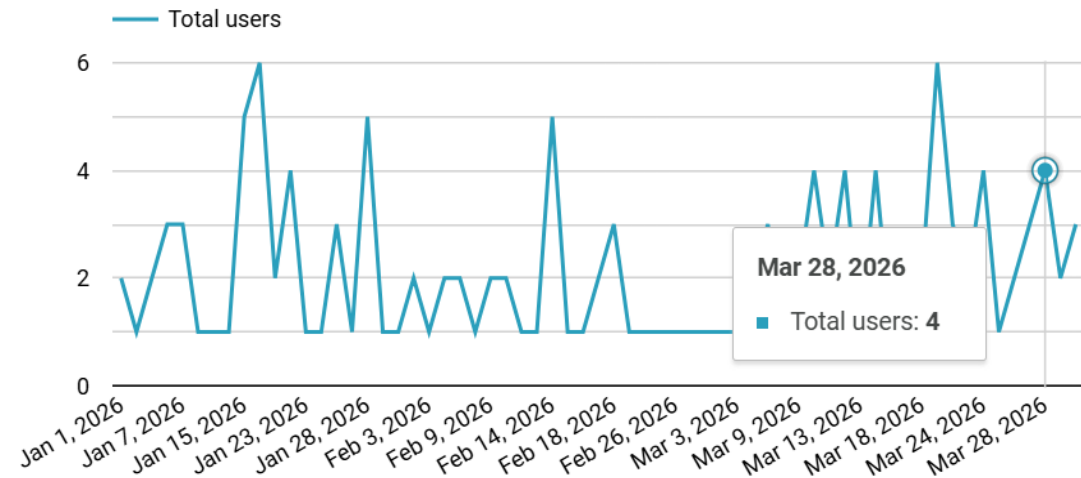


Viewers **217**

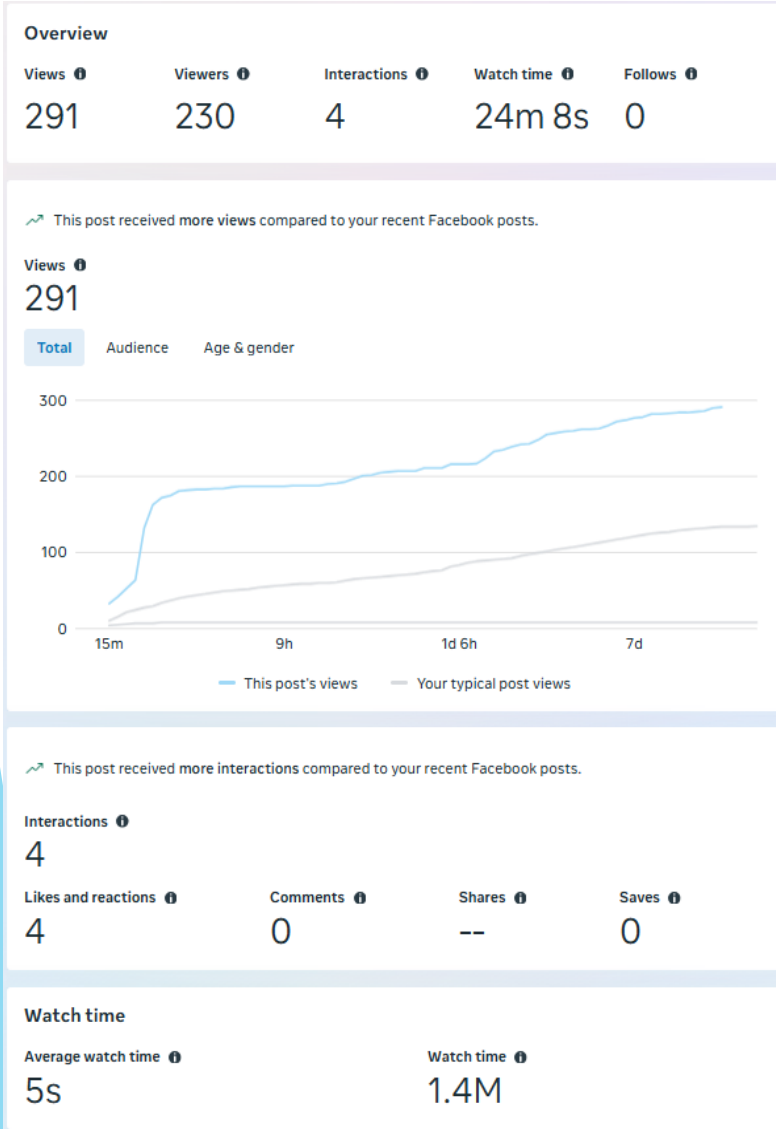
Feed preview




Natural Shoreline web page traffic



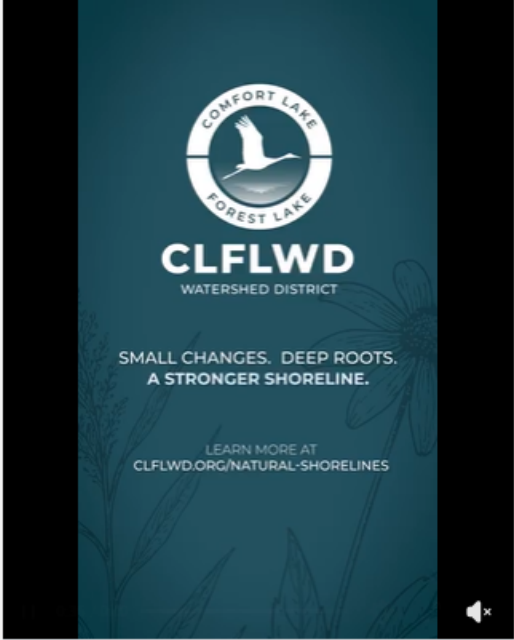
Video 8 - April 11



Feed preview

 **Comfort Lake Forest Lake Watershed Dist...**
April 11 at 6:01PM · 🌐

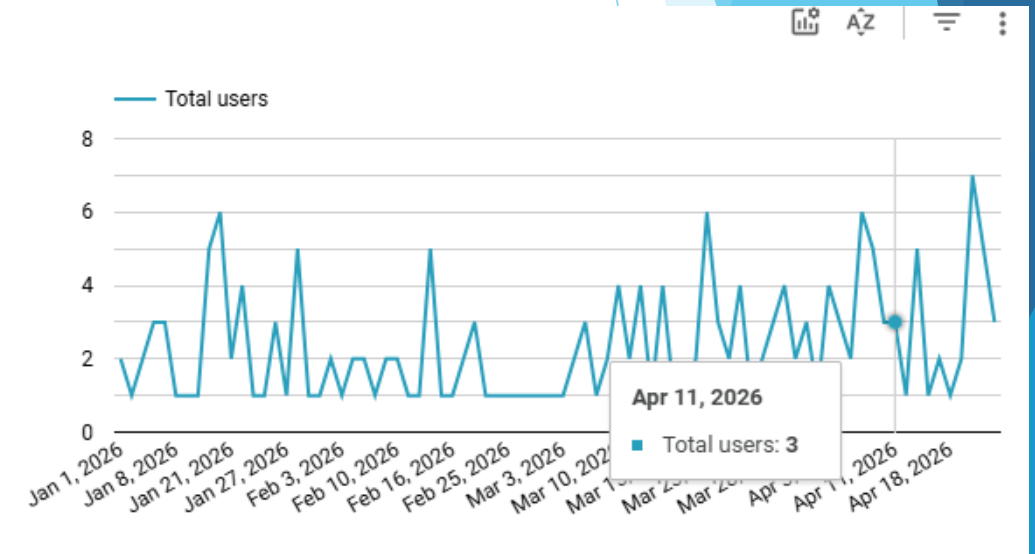
Build a Shoreline Sanctuary! CLFLWD's pocket garden designs are beautiful, low-maintenance, and lake-friendly. Our shoreline expert, Aidan Read can help you plan and help fund your project. Call Aidan today at 651-395-5850 or visit our website to get started cflwd.org/natural-shorelines.



Boost this post to get more reach for Comfort Lake Forest Lake Watershed District. **Boost**

[View post on Facebook](#)

Natural Shoreline web page traffic



Video 9 - April 26

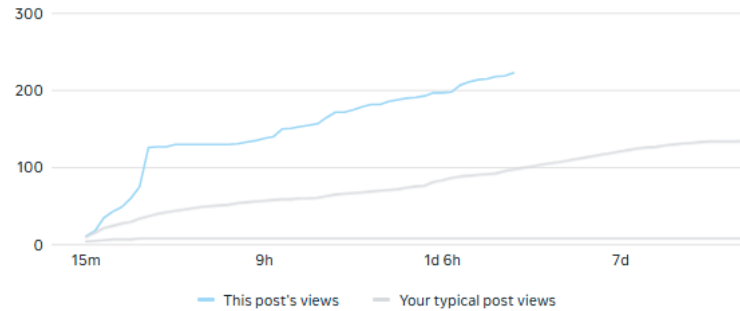
Overview

Views 226 Viewers 188 Interactions 5 Watch time 16m 37s Follows 0

This post received more views compared to your recent Facebook posts.

Views 226

Total Audience Age & gender



This post received more interactions compared to your recent Facebook posts.

Interactions 5

Likes and reactions 4 Comments 0 Shares -- Saves 0

Watch time

Average watch time 5s Watch time 1M

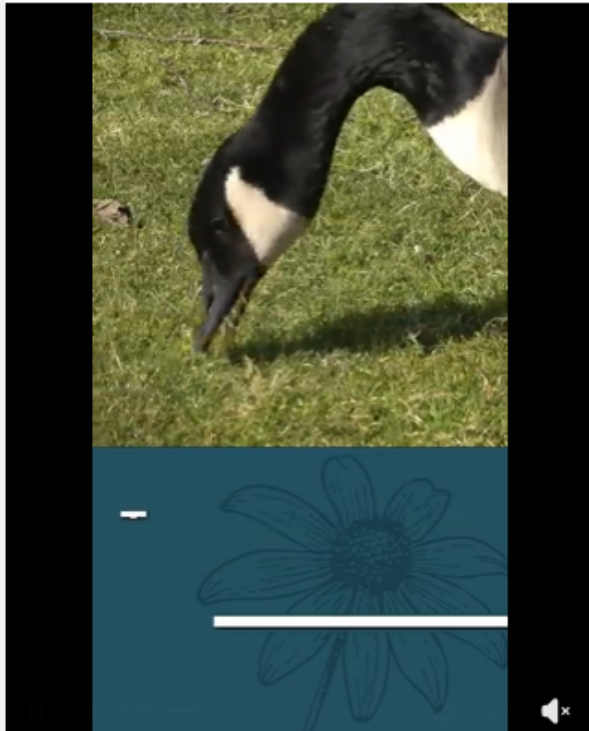


Comfort Lake Forest Lake Watershed Dist... 2d

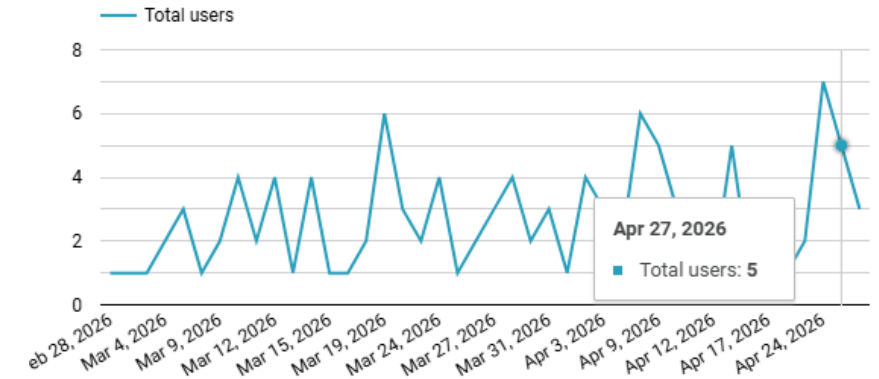
Keep geese away naturally! Our Goose Be Gone pocket garden design uses tall native plants to create a natural barrier from geese. Beautiful, functional, and eligible for cost-share funding.

Contact us today to learn about our natural shoreline reimbursement opportunities and the best plants to keep geese out of your yard.

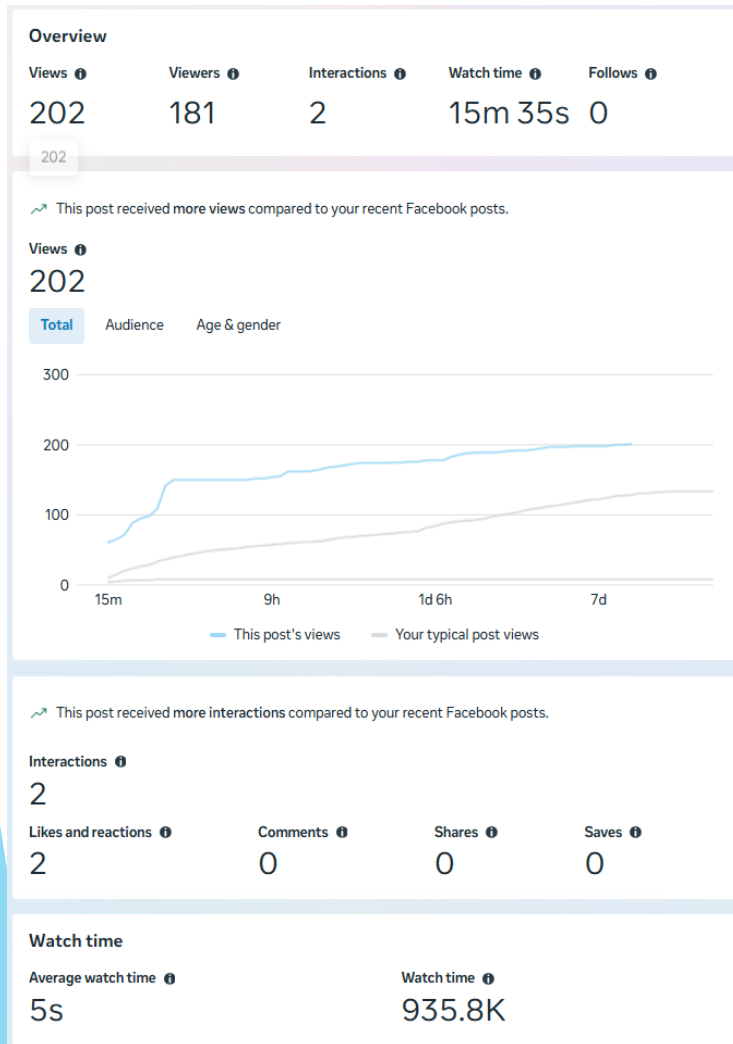
Call 651-395-5850 or visit our website cflwd.org/natural-shorelines/




Natural Shoreline web page traffic



Video 10 - May 2




Feed preview

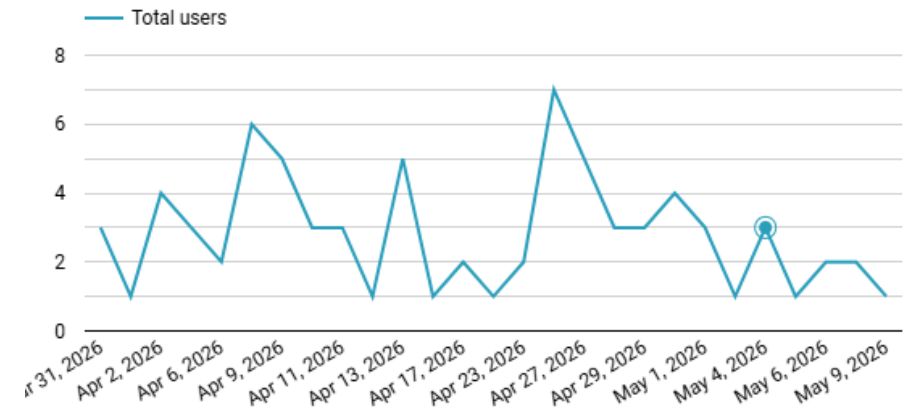
 **Comfort Lake Forest Lake Watershed Dist...** ...
May 2 at 8:01 PM · 🌐

Spring is planting season! Restore your shoreline with native plants that protect your lake and your property.

Schedule your free site visit today and apply for up to \$1,000 in cost-sharing funding. Learn more at clfld.org/natural-shorelines/ or call us at 651-395-5850. [See less](#)

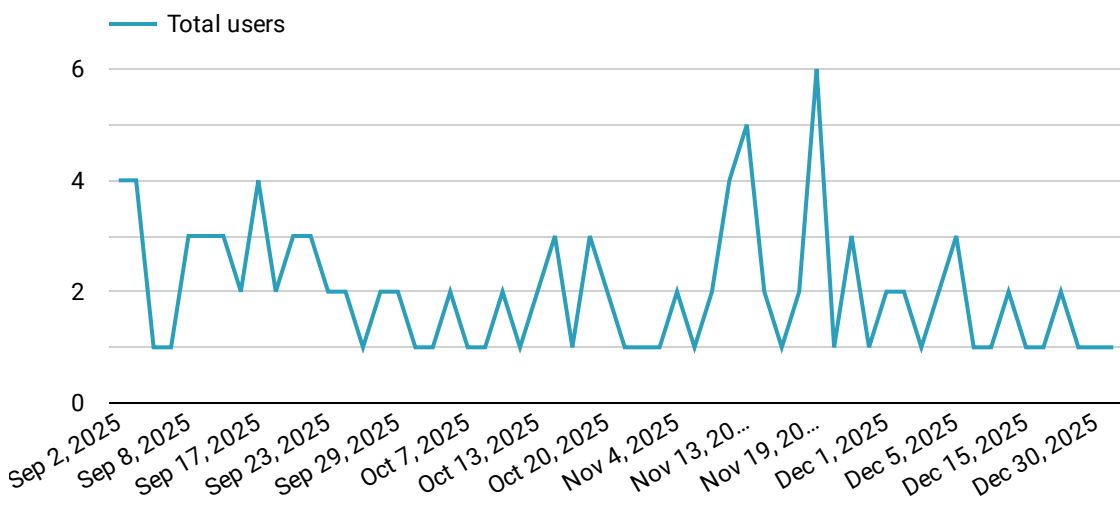


Natural Shoreline web page traffic



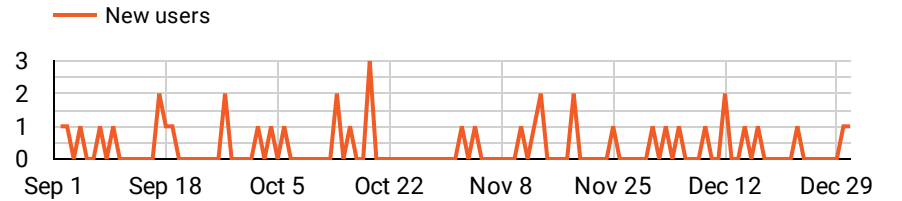
CLFLWD Natural Shorelines Analytics Report

Country ▾ Region ▾ Device category ▾ Session campaign ▾ Sep 1, 2025 - Dec 31, 2025 ▾



First user source	Total users ▾	New users
1. (direct)	63	40
2. google	14	0
3. bing	2	0
4. statics.teams.cdn.office...	1	0

1 - 4 / 4 < >



Total users

80

New users

40

Sessions per user

1.8

Sessions

147

Views

143

Events per session

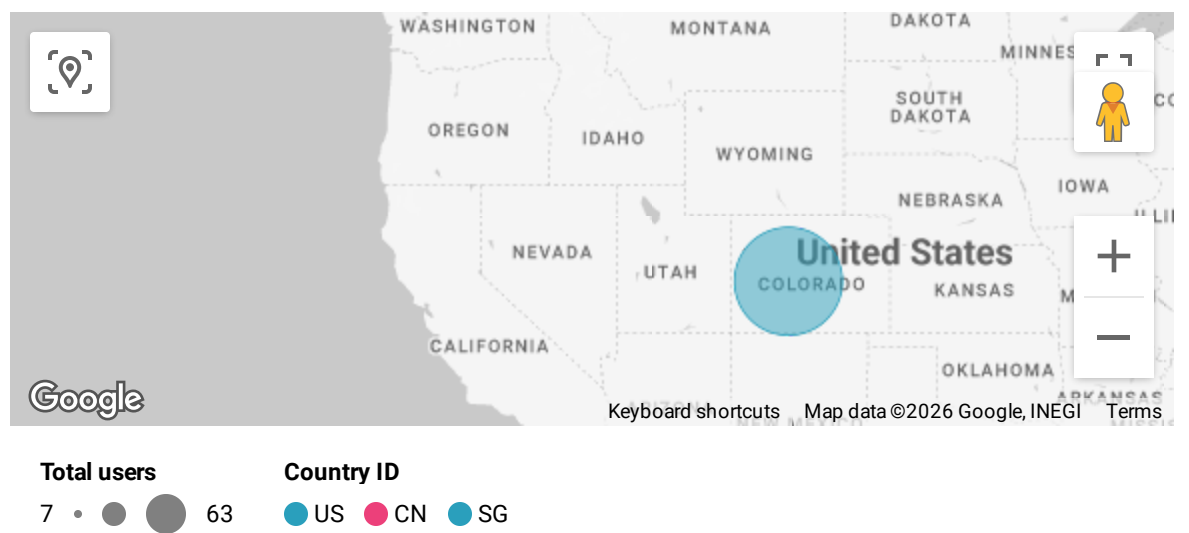
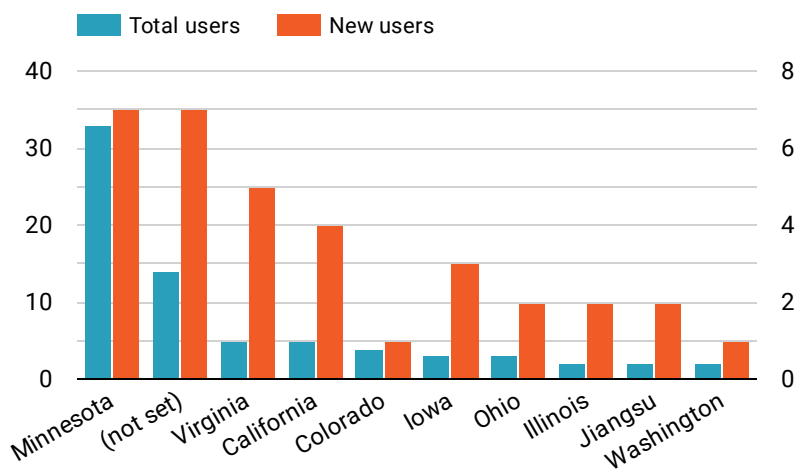
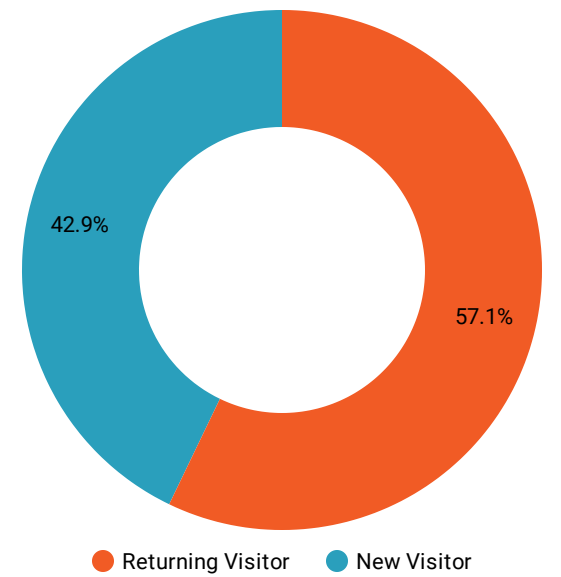
2.7

Engaged sessions

84.0

Engagement rate

57.1%

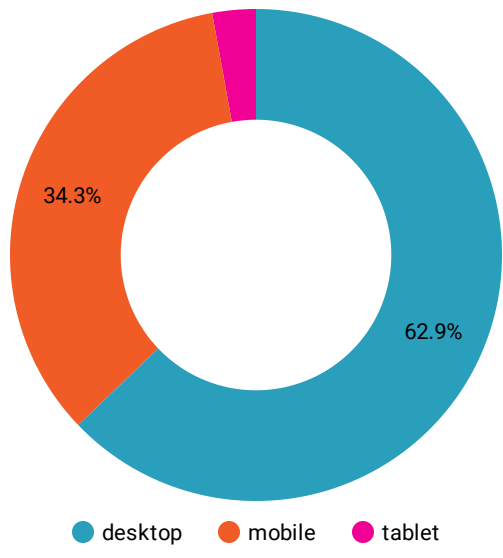


Region	Total users ▾	New use...
1. Minnesota	33	7
2. (not set)	14	7
3. Virginia	5	5
4. California	5	4
5. Colorado	4	1
6. Iowa	3	3
7. Ohio	3	2
8. Illinois	2	2

1 - 20 / 20 < >

Country	Total users ▾	New users
1. United States	63	29
2. China	11	11
3. Singapore	7	0

1 - 3 / 3 < >



	Device category	Total users
1.	desktop	22
2.	mobile	12
3.	tablet	1

	Page path	Views	Average Engagment Time
1.	/natural-shorelines/	61	00:00:25

A botanical illustration in a light teal color, showing a plant with a large, multi-petaled flower and a seed head on the left side. The illustration is positioned on the left side of the slide, partially overlapping the main text.

Natural Shoreline Education and Outreach Campaign

Final Report Presentation

Comfort Lake–Forest Lake Watershed District Board

May 2026

Project Purpose and Goals



Increase awareness of natural shoreline restoration



Make restoration feel manageable and achievable

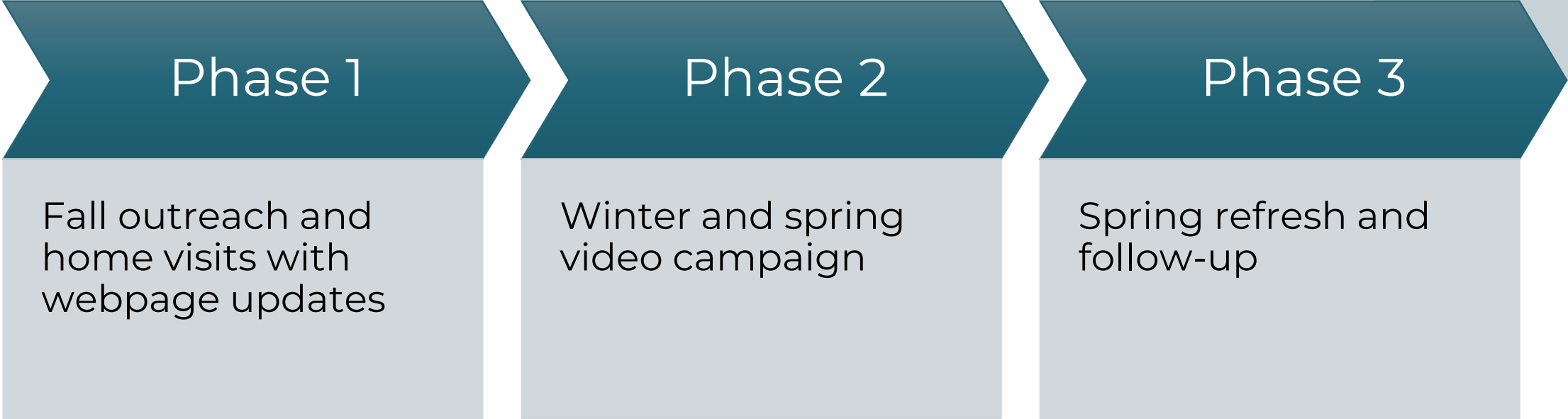


Encourage homeowner participation in shoreline programs



Create long-term outreach tools and messaging assets

Campaign Structure



Behavior Change Strategy



Research showed information alone rarely changes behavior



Messaging focused on personal values and trusted examples



Peer influence and local identity were important motivators



Campaign tagline emphasized small, achievable actions

Campaign Messaging



“Small Changes.
Deep Roots. A
Stronger Shoreline.”



Focused on
approachable first
steps



Consistent
messaging across
postcards, videos,
webpage, and visits



Designed to feel
supportive rather
than technical

The background features a stylized, layered illustration of a natural landscape. In the foreground, there are large, overlapping shapes representing grass or reeds in shades of light green and yellow. Behind this is a calm body of water, possibly a lake or a wide river, with soft, wavy lines indicating its surface. The middle ground is dominated by a dense line of evergreen trees, rendered in various shades of green and blue. In the upper right corner, two birds are shown in flight, their wings spread. The overall aesthetic is clean and modern, with a focus on natural elements.

Phase 1: Fall Outreach

Phase 1: Fall Outreach

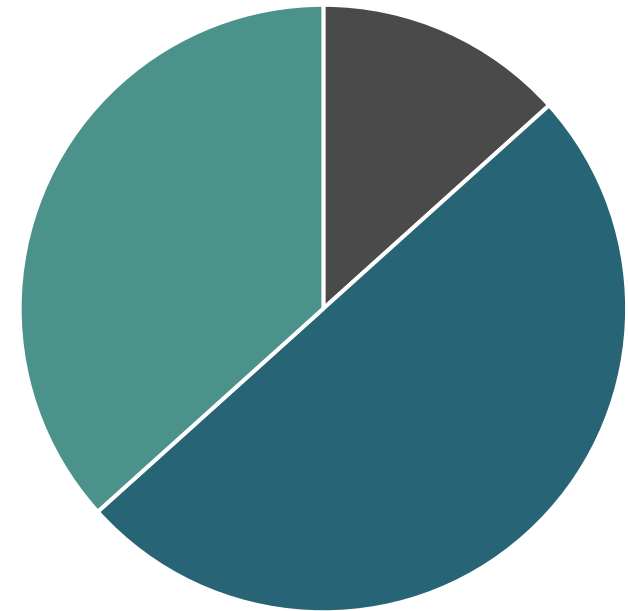
- 104 priority properties identified
- 91 homes visited in person
- 30 direct homeowner conversations
- Pocket garden concepts helped residents visualize restoration



Homeowner Insights

- Common concerns included maintenance and appearance
- Residents wanted reassurance about views and lake access
- Many homeowners needed more time before committing

30 Contacted Homeowners:
Shoreline Restoration Readiness



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

The background features a stylized, layered illustration of a natural landscape. In the foreground, there are large, overlapping shapes representing grass or reeds in shades of light green and yellow. Behind this is a calm body of water, possibly a lake or a wide river, which reflects the sky and the trees. The middle ground is filled with a dense forest of evergreen trees, rendered in various shades of green and grey. In the upper right corner, two birds are shown in flight against a light, hazy sky. The overall aesthetic is clean and modern, with a focus on natural elements.

Phase 2: Video Campaign

Phase 2: Video Campaign



10 short-form videos released January through May



Videos emphasized relatable homeowner benefits



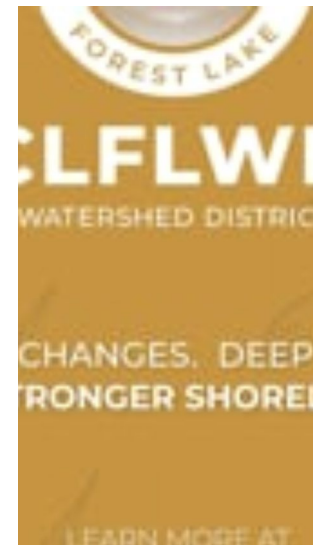
Topics included erosion protection, pollinators, and lake enjoyment



Campaign adjusted strategy based on performance data

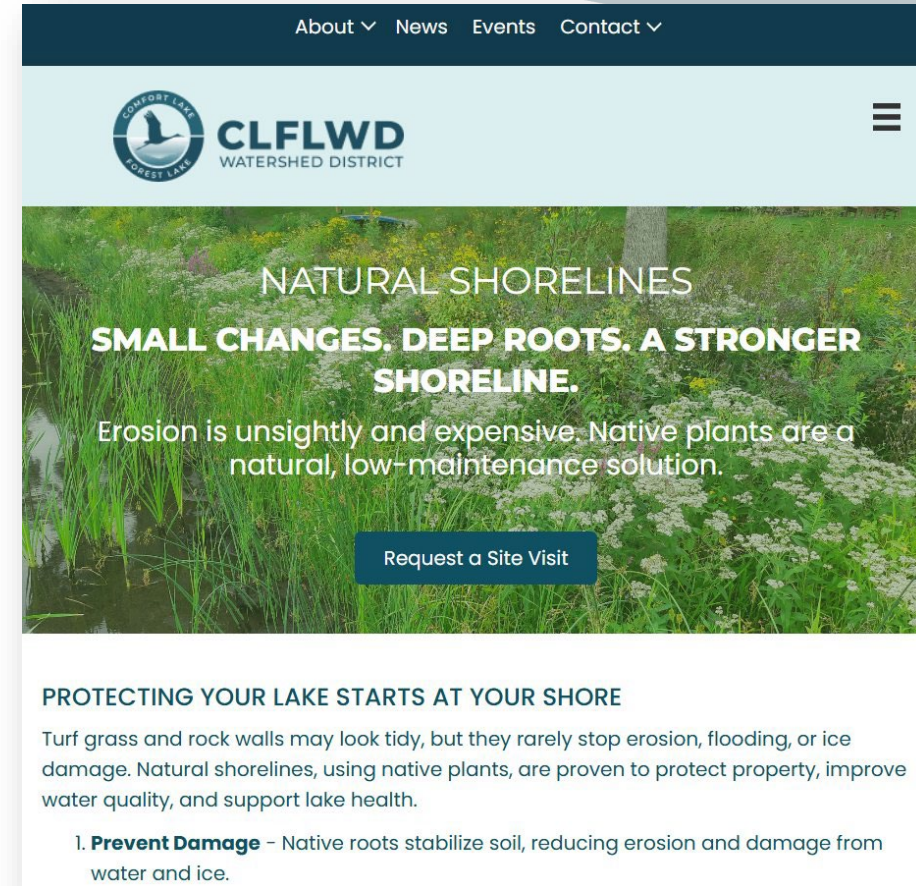
Video Campaign Performance

- Used adaptive management to refine video content and posting strategies to improve engagement
- All videos exceeded the 100-view target
- Several videos surpassed 300 views
- Including people and faces increased engagement



Website Engagement Trends

- Website traffic increased during the winter and spring video campaign
- April showed the highest number of users and page views
- Engagement rates remained consistently strong throughout the campaign indicating visitors were interacting with content



Results and Impact



Reached 91 lakeshore homes through direct outreach and 30 homeowner conversations



Increased awareness through postcards, videos, webpage content, and home visits



Facebook video campaign exceeded view goals, with several videos reaching 300+ views



Created a clearer pathway from awareness to action through three pocket garden concepts, and follow-up outreach



Helped reduce shoreline project timelines from 2+ years to roughly 7 months



Developed a reusable outreach toolkit including videos, messaging, print materials, and tracking systems for future campaigns



Key Lessons Learned



Seasonal timing matters



Fewer, more distinct videos may improve performance



Planning video themes earlier would improve filming efficiency



Low-barrier entry points like soil testing or loon habitats were effective

Sustainment Recommendations



Continue reusing campaign assets and messaging



Pair workshops with clear follow-up pathways



Highlight local homeowner success stories



Continue tracking engagement and program metrics



Thank You

Questions and discussion