



MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: May 14, 2026
To: CLFLWD Board of Managers
From: Mike Kinney, District Administrator
Subject: Education and Outreach Program Midseason Update



District Wide

Background/Discussion:

The purpose of this agenda item is to present to the Board a mid-season education and outreach update.

Attached:

Program Mid-season Update presentation



Program Mid-season Update

Education and Outreach 05/28/2026

Education & Outreach Coordinator
Adam Hjelm





Education & Outreach Guiding Documents

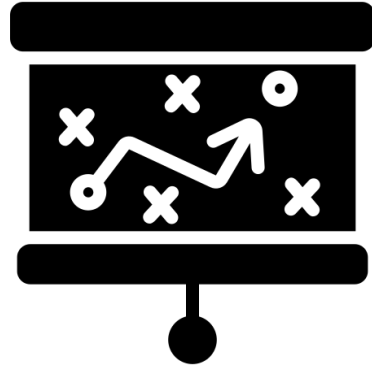
Watershed Management Plan



10-year

- Provides general areas of focus

Comprehensive Education/Outreach



5-year

- Provides strategies

Education/Outreach Implementation Plan



1-year

- Provides specific actions & activities
- Tracks program metrics



Website Updates and Analytics

2026 Monthly Averages

Month	Total Users	Engagement Rate
January	751	55.5%
February	712	56.5%
March	1603	62.0%
April	900	57.1%
Average	991	57.8

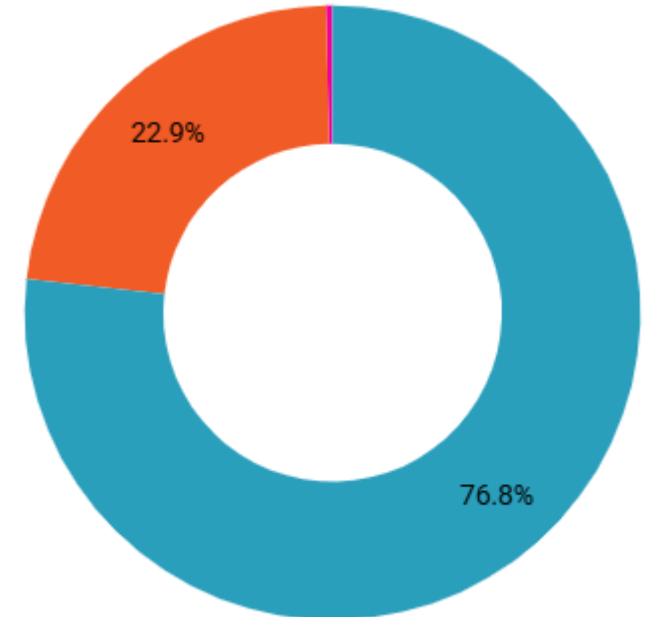


	Total Users	Engagement Rate
2025 Monthly Average	928	55%

Above 50% is good
Above 60% is great
Above 70% is excellent

Top Topics/Pages

Events/News
Board Materials
Contact
Employment



● desktop ● mobile ● tablet





Constant Contact Updates and Analytics


2026 Monthly Averages


Total Contacts 406	Email Open Rate* 50%	Contact Growth ↑ 85
------------------------------	--------------------------------	-------------------------------

	Contacts
Natural Shoreline News	77, up by 24
General News and Events	352, up by 38
Board Meeting Materials	160, up by 13
Bone lake South Property News	13, all new since March 30

- 

NSTNA WT June 9 flyer 2026/05/06 03:41:17 PM
 Sent Email • Sent May 6, 2026 at 10:44am CDT
 342 sends • 126 (45%) opens • 0 (0%) clicks • 65 (19%) bounces • 0 (0%) unsubscribes
- 

Event Flyer Mercury 2026/04/22 06:11:44 PM
 Sent Email • Sent Apr 22, 2026 at 1:14pm CDT
 320 sends • 114 (44%) opens • 0 (0%) clicks • 62 (19%) bounces • 1 (1%) unsubscribe
- 

04-23-2026 Regular
 Sent Email • Sent Apr 20, 2026 at 5:17pm CDT
 150 sends • 64 (49%) opens • 14 (11%) clicks • 20 (13%) bounces • 1 (1%) unsubscribe
- 

04-09-2026 Regular
 Sent Email • Sent Apr 6, 2026 at 4:00pm CDT
 150 sends • 56 (43%) opens • 8 (6%) clicks • 20 (13%) bounces • 0 (0%) unsubscribes



Facebook Updates and Analytics

2026 Monthly Averages

Views	3,505
Content Interactions	58

2025 Monthly Averages

Views	2,300
Content Interactions	20

Daily scheduled posts plus partner and relevant information / news posts.

AND...natural shoreline videos!!

NATIVE PLANT PROFILE:

FIREWEED
CHAMAENERION ANGUSTIFOLIUM

- A tall and aggressive plant that makes a good filler along wetlands and ponds.
- Also a great plant for wet woodland edges and wet ditches.
- It will spread by rhizomes and by seeds.
- A pollinator magnet especially bumble bees.
- Small, fluffy clumps of seeds are a favorite of finches.

Partial to Full Sun

Bloom Time

Height: 2 to 7 feet

Share with your neighbors; make the Watershed Connections.

Information courtesy of <https://www.minnesotawildflowers.info/>

BACKYARD WILDLIFE PROFILE:

BLACK BEAR
URSUS AMERICANUS

Length: Adults can range from 4 to 6 feet long.

Weight: Adults vary in weight from 150 pounds for a small female to 500 pounds for a large male.

Color: Shades of blacks and grays with less than 10% having brown coloration.

Habitat and Range: Bears live in forests, swamps, and other areas with dense cover, but they also venture into clearings to feed. They are found mainly in the northern third of Minnesota, but range as far south as the interface between the forest and agricultural zones, where they utilize corn and other crops for subsistence.

Food: Green vegetation in spring, turning to ants and ant pupae in June, a variety of berries in summer, and nuts (primarily acorns and hazelnuts) in autumn.

Fun Facts: Black bears mate during May-July. The fertilized egg implants in November and the cubs are usually born in January, while the mother is denning. Newborn cubs do not hibernate, but the mother provides all their nourishment while she is hibernating. In Minnesota litters are most often of three cubs (average 2.6), which by mid-March weigh five or six pounds. They leave the den usually in early April and remain with the mother for 17 months, hibernating with her when they are 1 year old. Bears often roam long distances in the fall, looking for food-rich areas (especially acorns) where they can fatten for winter. Bears hibernate in their dens during winter, for as long as six or seven months, living off their stored body fat.

Share with your neighbors; make the Watershed Connections.

Information courtesy of the MN DNR.

Comfort Lake Forest Lake Watershed District
Published by Lauren Weller · May 2 at 9:01 PM ·

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



2026 Community Education

Partnering with:

Chisago Lakes Community Education

Forest Lake Community Education

Hardwood Creek Library

Date	Event	Time(s)	Attend #	Location
2/5	Living Fence Lines	630- 8 pm	11	FL HS
2/11	Link Group - Butterfly Bombs	630-8 pm	12	FL HS
2/23	Butterfly Garden Design	630-8 pm	7	Chisago HS
3/26	Bee Houses	630-8 pm	8	FL HS
4/13	Spring Perennial Plan and Plant	200-3 pm	16	Hardwood Library
4/20	Landscape Septics	630-8pm	12	Chisago HS
4/23	BYO Fishing Lures	6-8 pm	30	FL HS
5/11	Native Fruit Trees and Shrubs	2-3 pm	26	Hardwood Library

Participants (usually) each receive an informational folder, native plant book, and entered in a drawing for native plant seeds.



2026 CLFLWD Community Workshops

Date	Event	Time(s)	Attend #
1/22	Wash MG Presentation	7-8 pm	50
1/26	H2O Connect - Loons	630 -8 p.m.	50
2/9	H2O Connect - PFAS	630-8pm	18
3/16	H2O Connect - Trees	630-8pm	20
3/30	Bone Lake South Info Mtg	630-8 pm	62
4/27	H2O Connect - ZM Mercury	6-8 pm	16

CLFLWD Staff also participated in partner events this spring:

Forest Lake Lake Assn Annual Meeting
Comfort Lakes Assn Annual Meeting
Chisago Master Gardener Spring Garden Day
Bone Lake Assn Annual Meeting





On the radar...workshops/events

Forest Lake Art in the Park

Every Tuesday evening in June, July, & August

Project/Site Tours

North Shore Trail Nature Area Walk and Talk - June 9

Moody Lake Walk and Talk - July 30

Comfort Lake Pontoon Tour - August 11

Bone Lake South Walk and Talk - September 1

Comfort Lake Delisting Celebration

June 17

State of the Watershed Event

September 29





On the Radar...CE events

Summer/Fall Community Education Classes - 13+ scheduled so far

Date	Event	Time(s)	Location
June 6th	Hardwood Walk and Talk	5-6 pm	Hardwood Creek Library
June 18th	BYO Lures	5-6 pm	Hardwood Creek Library
August 6th	Bee Houses	6-7 pm	Hardwood Creek Library
September 21st	Fall Lawn Care	6:30-7:30 pm	FL Education Building
September 28th	Fall Native Planting	6:30-7:30 pm	Chisago Wildcat Center
October 5th	BYO Lures	6-7 pm	FL Education Building
October 15th	Eco Grasse and Bee Lawns	6:30-7:30 pm	Chisago Wildcat Center
October 19th	Fall Native Planting	6:30-7:30 pm	FL Education Building
October 26th	Seed Saving	6:30 - 7:30 pm	Chisago Wildcat Center
November 5th	Natives for Shade	6:30 - 7:30 pm	Chisago Wildcat Center
November 16th	Seed Saving	6:30 - 7:30 pm	FL Education Building
November 23rd	Lakescaping	6:30 - 7:30 pm	Chisago Wildcat Center
December 14th	Winter Tree/Shrub Care	6:30 - 7:30 pm	FL Education Building





Ongoing...

Monthly Lake Assn Emails - Continuation

City Staff Monthly Emails - Planning/in Progress

Media Articles - Weekly/As applicable

Neighborhood Project Meetings - Planning/in progress

Natural Shoreline Education and Outreach
Grant reporting, ongoing integration

Updating Outreach Materials
Flyers, Brochures

Website, Facebook, Social marketing



Adam Hjelm, M.S.

Education and Outreach Coordinator

Phone 651-395-5858

Email adam.hjelm@cflwd.org

Web www.cflwd.org

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

