



MINNESOTA WATER
LET'S KEEP IT CLEAN

12.21.2015

Dear friends,

Clean Water Minnesota is a collaborative outreach project of the Metro Watershed Partners. Working together, we provide resources, training, and support to partners as they work with homeowners in the Twin Cities metro area to keep water clean and healthy.

In the past few years, the steering committee of the Metro Watershed Partners has introduced our members to the very best professional development and social science to help our target audiences adopt more water-friendly behaviors. You told us you needed help with educational messaging, and we heard you.

Based on your feedback, we have been working with Eric Eckl and the team at Water Words that Work, LLC to create a focused communications plan with consistent messages and strategies that you, our member organizations, can use in your outreach work.

Over the next three years we will produce new photographs, social media posts, blog and newsletter articles, a new Cleanwatermn.org website, materials to organize and publicize Clean Water Clean-ups, and start an Adopt-a-Drain program in your service area. You will be able to track and report on who gets your messages, who responds, and who takes action in your service area.

To do this work, we need to raise \$100,000 per year. Your contribution will ensure that the people you are trying to reach hear you. Please contribute membership funds now, and make a plan to support us throughout this 3-year campaign. For MPCA permitted cities and watersheds, your membership contribution helps you meet your MS4 public education requirements.

Please find a more detailed description of what you will get and what we need from you to make this happen on the following pages. Then find your city or organization on the attached funding table to see the the level of funding we are requesting from you. These funding recommendations are based on population size for cities, and annual budget for watershed districts. The approach is modeled on the funding structure for the Minnesota City Stormwater Coalition, and based on the level of funding received by Watershed Partners from similar organizations over the last five years.

We know you'll have questions about all of this, so feel free to contact anyone on the steering committee for further information.

Sincerely, the 2015 Steering Committee of the Metro Watershed Partners—

Anne Weber, City of St. Paul Public Works,
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Angie Hong, Washington Conservation District,
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Cole Landgraf, Minnesota Pollution Control Agency
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Erica Sniegowski, Nine Mile Creek Watershed District
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Telly Mamayek, Minnehaha Creek Watershed District
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Tracy Fredin, Hamline University, Center for Global Environmental Education
651-523-3105, tfredin@hamline.edu

The Watershed Partners (WSP) has completed a three-year plan to roll out a new strategy and new products for clean water communications.

Year One—Communications calendar

Shared consistent messages you can use with your audiences to encourage behaviors that improve water quality:

- New, seasonal images of smiling people engaging in target behaviors
- Articles about water-friendly yard practices
- Social media posts for use on Facebook and Twitter

WSP will centralize and track clean water communications for your service area by creating:

- a blog Clean Water MN website providing information on water-friendly yard maintenance to home owners in the Twin Cities
- A centralized email system
- A system to create trackable links in articles and social media posts
- A centralized event registration system

In 2016, Watershed Partners will infuse technology trainings into our meeting schedule so partners can use these tools effectively.

To have materials ready for fall of 2016, we need to raise \$100,000 by the end of April 2016. The level of funds received by April 2016 will determine the pace at which we can roll out this exciting new campaign. Please contribute membership funds now, and make a plan to support us throughout this 3-year campaign. For MPCA permitted cities and watersheds, your membership contribution helps you meet your MS4 public education requirements.

EDITORIAL CALENDAR BUDGET

Category	Budget
General Operating	\$30,000.00
Web Development	\$7,500.00
Background technology	\$22,000.00
Photographer	\$3,000.00
Writer	\$5,625.00
Graphic Designer	\$3,000.00
Project Management	\$30,000.00
Purchase radio ads	\$10,000.00
Total	\$111,125.00

Year Two—Clean water clean-ups

In year two, and in each subsequent year, WSP will create a new set of articles, photographs and social media posts for the editorial calendar. We will also add a new program—a metro-wide campaign to promote fall leaf-clean ups, with organized neighborhood clean-up events, and a mechanism for counting and reporting the cumulative pollution reduction, including:

- a “How to” kit for event organizers which highlights leaf and trash removal
- promotional materials with trackable links
- sharable signup forms that partners can post to their own websites
- a centralized registration database
- follow up communication materials for event participants, including pollution prevention messages and invitations to participate in Adopt-A-Drain
- a centralized data base for participants to report the number of bags/pounds of debris collected
- program evaluation

CLEAN WATER CLEAN-UPS BUDGET

Category	Budget
General Operating	\$30,000.00
Photographer	\$3,000.00
Writer	\$5,625.00
Graphic Designer	\$3,000.00
Create Clean-up Kit	\$5,000.00
Graphic Designer	\$1,500.00
Background tech	\$5,000.00
Project Management	\$40,000.00
Purchase Radio ads	\$10,000.00
Total	\$103,125.00

Year three—Adopt-a-Drain

In year three we will continue to provide resources for the Editorial Calendar and Clean Water Clean-ups. In addition, we will develop a website and materials for metro-wide implementation of Adopt-a-Drain, though implementation of the program will fall to individual partners. We will need to raise 100K in year three to implement this plan. A more specific budget will be available in year two.

2016 – 2018 ANNUAL SUPPORT REQUESTED

Watershed Agencies (Annual Budget)	Low	High	Current Supporters
\$5,000,000+	\$5,000	\$15,000	4
\$1,000,000-\$4,999,999	\$3,000	\$4,999	1
\$50,000-\$999,999	\$250	\$2,999	6
			11
Counties (Population)			
1,000,000+	\$10,000	\$15,000	
400,000-999,999	\$5,000	\$9,999	1
200,000-399,999	\$2,500	\$4,999	
95,000-199,999	\$1,500	\$2,499	1
			2
Cities (Population)			
400,000+	\$8,000	\$10,000	1
250,000-399,999	\$6,000	\$7,999	1
100,000-249,999	\$5,000	\$5,999	1
90,000-99,999	\$4,500	\$4,999	
80,000-89,999	\$4,000	\$4,499	1
70,000-79,999	\$3,500	\$3,999	1
60,000-59,999	\$3,000	\$3,499	2
50,000-59,999	\$2,500	\$2,999	1
40,000-49,999	\$2,000	\$2,499	-
30,000-39,999	\$1,500	\$1,999	3
20,000-29,999	\$1,000	\$1,499	5
10,000-19,999	\$500	\$999	1
1-9,999	\$350	\$499	3
			20
Other			
Support as able and appropriate	\$2,000	\$10,000	1
Total Cash Supporters			34



Membership INVOICE

FROM

Staff Contact:
City Name:
Address:
City and Zip:
Telephone:
E-mail:

TO

Metro Watershed Partners and its Clean Water MN Media Campaign

MEMBERSHIP AMOUNT

\$.....

Note: (see attached table with requested levels of funding)

FISCAL AGENT

Hamline University
1536 Hewitt Ave. MS-A1760
St. Paul, MN 55104
Tel: 651-523-2812 Email: jlarson25@hamline.edu

DESCRIPTION OF SERVICE

2016 membership support for the Metro WaterShed Partners and its Clean Water MN Media Campaign, a stormwater pollution prevention education campaign. Services include:

- Shared consistent messages to encourage behaviors that improve water quality.
- Technological framework to centralize and track communications, including click-through rates in member service areas.
- Technology trainings for partners to use these tools effectively.
- Development and implementation of clean water exhibits at the Minnesota State Fair in the DNR and Eco-experience buildings.
- Monthly meetings with information on partner activities, presentations by informative speakers, and updates on WSP activities.
- Maintenance of the Watershed Partners listserv.
- Radio PSAs during Minnesota Twins games
- Administration of media outreach and partner events and activities.

DURATION OF SERVICE

January 1, 2016 to December 31, 2016

\$110,000 is needed to fully implement year 1 activities. We will initiate phased implementation of the campaign upon receiving a minimum of \$70,000 in contributions. Funds unspent in 2016 will carry over to 2017 to continue project implementation.