

Metro WaterShed Partners & Clean Water MN

2012 Annual Program Report



WATERSHED
PARTNERS



MINNESOTA WATER
LET'S KEEP IT CLEAN

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Metro WaterShed Partners 2012 Report

Introduction

Metro WaterShed Partners is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative educational outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, Watershed Partners have cooperated through educational projects, networking, and resource-sharing.



The mission of the Metro WaterShed Partners is two-fold:

- to provide and promote collaborative watershed education products with consistent messages to the general public, local government staff, and elected officials, and
- to provide WSP members a place and means for an information clearinghouse, a source of idea generation, and the coordination, collaboration, and support for watershed education programs.

In 2012, we remained a viable collective of mutually supporting watershed educators that create and implement effective educational programs. In response to our fund-raising letter, members contributed \$20,250 this year to support our monthly meetings, exhibit checkout, administrative support and state fair outreach.

Leadership

The work of **Metro WaterShed Partners** is guided by a steering committee that includes stormwater education professionals from cities, watersheds, non-profit organizations, and government agencies. In 2012, our steering committee members were:

Angie Hong – Washington Conservation District
Anne Weber – City of St. Paul
Carrie Magnuson – Ramsey Washington Metro Watershed District
Jen Dullum – City of Farmington
Lyndon Torstenson – National Park Service, Mississippi National River & Recreation Area
Peggy Knapp – Freshwater Society
Trevor Russell – Friends of the Mississippi River
Tracy J. Fredin – Hamline University

2012 Accomplishments

Networking and Sharing Resources

The WaterShed Partners hold monthly meetings that provide members with the means to gather, share information, generate ideas, and form partnerships that support watershed education in the state of Minnesota. These meetings keep our membership up to date on new developments in the field of water resources and water education by featuring presentations by experts in fields such as watershed management, education, marketing, legislation and outreach.

In 2012, WaterShed Partners held eleven meetings that were attended by an average of thirty-six members; an increase of 12% over 2010. We are pleased with what we perceive to be the ever-increasing energy for collaboration and information-sharing among partners. The presenters at our 2012 meetings are listed below.

2012 WaterShed Partners Meetings and Presentations

January	Michelle Vigen, UMN, CERTS	Community-Based Social Marketing: A Process for Sustainable Outcomes
February	Peggy Knapp, Freshwater Society	Facilitated work session
March	Dr. Dan Engstrom, Director of the St. Croix Watershed Research Station and Adjunct Professor, Geology & Geophysics, and Water Resource Science, UMN	The Real Dirt on Sediment: Water Quality & the Mississippi River
April	Cliff Aichinger, RWMWD	Maplewood Mall Stormwater BMP Project
May	No presentation	
June	Paul Machajewski and Thomas Novak, Army Corps of Engineers, Jeff Janvrin, Wisconsin DNR, <i>Potential alteration and restoration in lower pool 2</i> . John Anfinson, National Park Service, and Tim Schlagenhaft, Minnesota DNR, <i>Threat of Asian Carp</i>	Fifth annual boat outing, this year on pool 2 and in collaboration with the Mississippi Makeover, Friends of Pool 2, US Army Corps of Engineers, the National Park Service, and the Wisconsin and Minnesota DNR
July	SUMMER BREAK	
August	Adam Warthesen, Land Stewardship Project	The Farm Bill: Dynamics of federal farm policy
September	Dr. Kristen Nelson, Environmental Sociologist at the University of Minnesota's Department of Forest Resources and Department of Fisheries, Wildlife, and Conservation Biology, and Principal Investigator on the Twin Cities Household Ecosystem Project (TCHEP), and Dr. Maria Dahmus, Environmental Studies, the University of St. Thomas	Twin Cities Household Ecosystem Project (TCHEP)
October	Trevor Russell, Watershed Program Director at FMR, and Lark Weller, Water Quality Coordinator for the Mississippi National River and Recreation Area	State of the River Report
November	WaterShed Partners steering committee, facilitated by Peggy Knapp, Freshwater Society	"Art of Hosting" discussion on possible future directions for the Metro WaterShed Partners
December	End of the year potluck	

WaterShed Partners listserv

The Metro Watershed Partners' listserv is a forum for information sharing to an audience of watershed educators, legislators and industry professionals throughout the state.

In 2012, the Metro WaterShed Partners listserv continued to provide more than one hundred user-members with an effective tool for promoting educational programs, sharing information about professional programs, and exchanging information with other watershed educators, legislators and businesses. The email address for the listserv is watershedpartners@listserv.hamline.edu. If you would like to send and receive emails from the listserv, send a request to Jana Larson at jl Larson25@hamline.edu.

Education and Outreach

Eco-Experience: This year, WaterShed Partners piloted *StormDrain Goalie* in the kids area of the Minnesota State Fair's Eco-Experience building.



The project consisted of three interconnected elements:

1. ***StormDrain Goalie iPad game*** – an arcade-style iPad game that engages users in preventing common nonpoint source (NPS) pollutants from entering a storm drain.
2. ***StormDrain Goalie photo booth*** – allows visitors to take their photo as a “StormDrain Goalie,” (see above) and share their photo, along with a message about protecting clean water, to social networks via social media.
3. ***StormDrain Goalie Facebook page*** – collects photos and pledges, and facilitates ongoing communication about water sustainability to Facebook “friends” and their social networks.

An estimated 250,000 people went through the Eco-Experience building. About 800 of them dressed up as a “StormDrain Goalie,” made a pledge to defend clean water in Minnesota, and shared their photo and pledge via facebook and email.


At the DNR building, Metro WaterShed Partners use museum-quality, table-top displays and interactive computer kiosks to educate Minnesotans about metro watersheds and how everyday actions impact lakes, rivers and streams. More than 30,000 people engaged with our watershed displays and interactive kiosks this year at the Minnesota State Fair.



Throughout the year, Metro WaterShed Partners make our table-top exhibits available (free of charge) to organizations doing education and outreach about non-point source pollution and clean water. In 2012, Freshwater Society, Ramsey-Washington Metro Watershed District, City of Minnetonka, Met Council Environmental Services, Ramsey County, the West Metro Water Alliance, Girl Scouts of Minnesota and the Center for Global Environmental Education used these exhibits to implement clean water education throughout the state. If you are interested in checking out one of our kiosks or table-top exhibits for an event in your community, you can find more information and a check-out form at:

WaterShed Partners website

The Watershed Partners website is hosted by Hamline University at: www.hamline.edu/cgee/watershed. It acts as the primary archive of meeting minutes, agendas and presentations for the WaterShed Partners, along with a list of our activities and achievements, descriptions of our exhibits, information for new and continuing members of the WaterShed Partners, and a directory of our partner members.

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K-12 Classroom Resources					
Community Outreach	Community Outreach Home				
	Sustolve River / One River Mission				
	Project Green Leaf				
	Watershed Partners				
Educational Multimedia Production					
School of Education 1525 Hamline Avenue Saint Paul, MN 55104-1284 Phone: 651-527-3600 Fax: 651-527-4809 education@hamline.edu					

An Award-Winning Partnership for Watershed Education in the Twin Cities

The **WaterShed Partners** is an innovative, dynamic coalition of over 50 public, private and non-profit organizations in the Minneapolis-St. Paul, Minnesota metropolitan area that through collaborative educational outreach, teaches residents how to care for water areas. The purpose of the WaterShed Partners is to promote a public understanding that inspires people to act to protect water quality in their watershed.

This award-winning partnership cooperates through educational projects, networking, and sharing resources. The WaterShed Partners web site is packed with information for the Partners and for concerned citizens everywhere.

The **WaterShed exhibit** and this website was developed with the WaterShed Partners and funded with grants from the Metropolitan Council, Enjoy!

The **WaterShed Partners** also created the Clean Water Minnesota Media Campaign. The campaign places environmental prevention public education messages in the mass media and maintains the [cleansystemstampa.com](#) website with clean water tips and resources for stormwater educators, teachers, students, and residents.



What is an urban watershed?
A watershed, or drainage basin, is the area of land from which rain and snowmelt flow and eventually enter a lake, river, or wetland. Even if your home is not next to a lake, river, or wetland, you still live in a watershed.

What is urban runoff?
Runoff that becomes polluted when it picks up things like grass clippings, leaves, pesticides, motor oil, and pet waste, and flushes them into storm drains and eventually into Mississippi River.

Monthly Meetings
The WaterShed Partners meet regularly on the second Wednesday of each month:

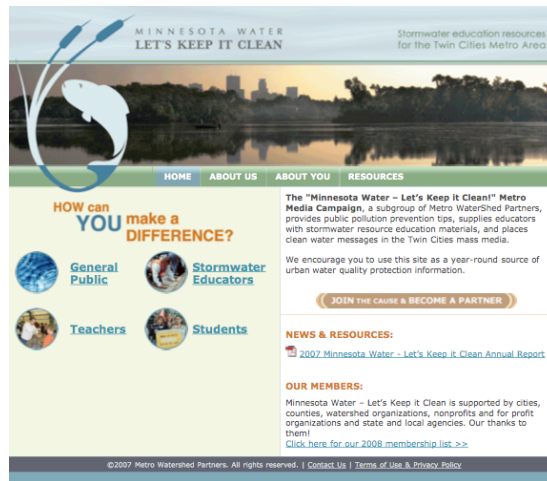
Next Meeting: March 10, 2010 at Capital Region Watershed District offices - 1410 Energy Park Drive, St. Paul, MN 55108

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	Prospective Students	Current & New Students	Alumni	Visitors
	partners resources exhibit seminars who we are contact us			
Center for Global Environmental Education Graduate Education K-12 Classroom Resources Community Outreach Educational Multimedia Production	<h2>The Watershed Partners Exhibits</h2> <h3>Steps to Checking out Exhibits</h3> <ol style="list-style-type: none"> 1. Check Availability of Exhibits on the Check-out Calendar 2. Fill out and fax us a reservation form <p>See links at the bottom of the page.</p> <p>The Watershed Exhibit is the original educational product of the Watershed Partners. Its interactive exhibits provide learning opportunities about metropolitan watersheds, and about the city's connections to rivers and other watersheds throughout the state on every day classes and on special field trips.</p> <p>The Watershed Partners have 3 different exhibit components available for use in their communities! The components can be used alone, or together for a larger event. Each component will help the Watershed Partners expand the reach of watershed education in the Twin Cities area and the messages of the individual Partners. The components are:</p> <div> <div> <h4>What Is Your Watershed Address?</h4> <p>Table 2 has a map of the Minneapolis/St. Paul Metropolitan area with puzzle pieces that you fill to reveal the name of the watershed in which you live. The graphic panels give more information and depict the larger watersheds within the entire United States</p> </div> <div> <h4>Your Street Flows to the River</h4> <p>Table 3 exemplifies the problems of and solutions for our everyday activities that can clog our river and driveway, and how they can impact the entire watershed. Many people are unaware that the water that flows into the storm drains in the streets goes directly to the lakes and</p> </div> </div>			
School of Education Hamline University 1536 Hewitt Avenue Saint Paul, MN 55115-1294 Phone: 651-253-2600 Fax: 651-252-2489 education@hamline.edu				

CleanwaterMN.org website

Educational resources for stormwater educators, and information about Clean Water Minnesota and its *Minnesota Water, Lets Keep It Clean!* media outreach can be found at <http://cleanwatermn.org>. See page 10 of this report for more information on the site.



Clean Water Minnesota

2012 Media Campaign Report

Introduction

Clean Water Minnesota is a collaborative outreach project of the Metro WaterShed Partners.

Working together, we develop and deliver innovative storm water education messages to the Twin Cities metro area and beyond. We place storm water pollution prevention messages on radio, television, billboards and more – a feat not possible for any one of our partners alone.



Media Campaign Leadership

Jana Larson from the Center for Global Environmental Education at Hamline University manages the Clean Water MN media campaign. The work of Clean Water Minnesota is overseen by the WaterShed Partners steering committee. In addition, we hold annual meetings where stakeholders can advise us on how best to serve the needs of supporting MS4s.

2012 Accomplishments

Clean Water Minnesota placed storm water pollution prevention messages on Minnesota Public radio, during radio broadcasts of Minnesota Twins games, and on Comcast television. We also expanded our outreach activities by piloting *StormDrain Goalie* at the Minnesota State Fair, using social media to actively foster and support citizens to adopt new water friendly behaviors, and to promote water friendly behaviors via social networks. We welcome inquiries, feedback and suggestions from our partners on these activities.

Clean Water MN challenge

Knowledge and awareness are not enough to create behavior change. In 2011 we conducted a review of behavior change literature and studies on best practices in social marketing, social media, and behavior change. Using that research, we drafted a proposal to use web-based multimedia tools and community-based social marketing strategies to engage local residents in sustainable, water-friendly behaviors in the Twin Cities Metro area.

This plan was developed to address a need, identified by the WaterShed Partners in 2010, to develop watershed education programs that:

- lead to behavior change
- have a mechanism to measure that behavior change
- tell the story of change through success stories
- convey messages in an artful and compelling way

To support this work in 2012, Hamline University developed and submitted several grant proposals:

- In January of 2012, Hamline University submitted a grant to the EPA Urban Waters grant program to support a Clean Water MN pilot in the Seward and Longfellow neighborhoods. This pilot is based on a study commissioned by The Mississippi Watershed Management Organization that identifies archetypes in the Longfellow and Seward neighborhoods, one of which is the Do-It-Yourself-ers,

(DIYers). This target audience is the most likely to take action to protect their local waters. Phase I of this pilot project uses social media and social marketing strategies to encourage DIYers to do the following: 1) lawn care and gardening for clean water (minimizing fertilizers, herbicides, and pesticides); 2) composting yard waste and organic materials (managing leaves, grass clippings and organics); 3) keeping water on their property by reducing the amount of impervious surface; planning and designing rain gardens; diverting rain gutters; and using rain barrels.

- In June of 2012, we developed and submitted a grant to the National Fish and Wildlife Foundation to create a *Homeowners Toolkit for Sustainability*, aimed at fostering the adoption of sustainable land management practices among a target audience of nearly 50,000 people in 35 faith communities; and to promote broad-based civic engagement in watershed protection and responsible stewardship of public and private lands to enhance local waterways.
- In August, we piloted *StormDrain Goalie* at the Minnesota State Fair Eco-experience (see page 5 for more information).
- In September we submitted grant proposals to Minnehaha Creek Watershed District and the Mississippi Watershed Management Organization to further develop and support *StormDrain Goalie*.

For more information on the Challenge project, contact Jana Larson: jl Larson25@hamline.edu.

Purchased Media

This year, Clean Water Minnesota created an estimated 4,573,987 media impressions on radio and television. The lower number of impressions made by Clean Water MN this year is attributable in part to the following: 1) More than 2/3 of the impressions made during our campaign on Comcast are garnered by inclusion in a free PSA rotation; these impressions depend on the number of free spots available and the number of “competing” PSAs in the rotation. This was likely impacted by the election year. 2) Nielsen has changed its method of measuring impressions, going from a diary based method to a “people meter;” this change has made impression numbers lower across the board. 3) Twins listenership was down, perhaps because they weren’t playing as well this year.

Radio Public Service Announcements (PSAs)

MN Public Radio (MPR)

Dates: November 26 – December 31, 2012
Placements: Streaming and On-Air PSAs on KNOW (91.1FM)
and 89.3 The Current Streaming
KNOW-FM: 8 spots
KNOW-FM Stream: 40 spots
89.3 The Current pre-roll streaming
Total Investment: \$2,790.00
Total Impressions: 623,391
Audience: Statewide



The Clean Water MN Media Campaign runs a statewide PSA on Minnesota Public Radio because surveys of MPR listeners show they are very likely to take action on environmental messages they hear on MPR; more so than any other radio listeners in Minnesota.

The CWMN Media Campaign ran on-air and streaming online ‘gateway’ PSAs on KNOW-FM (91.1) and on 89.3 the Current from December 1 – December 31, 2012.

Our Minnesota Public Radio PSAs featured the following message:

“Programming is supported by Metro Watershed Partners, reminding you that sidewalk salt pollutes lakes and rivers. Using less salt by shoveling before salting, and salting only on warm or sunny days, protects water. More at clean-water-M-N-dot-org.”

Twins Radio Network

Dates: May 1 – June 3, 2012

Placements: 30 in-game ads, plus 9 bonus spots during game delays.

Total Investment: \$9,300.00

Total Impressions: 2,733,900

Audience: Twin City Metro Area



Twins games were broadcast on 1500 ESPN Twin Cities during the 2012 regular season.

The following ad played during Minnesota Twins baseball games:

"Mowing your lawn? Grass clippings that blow onto streets and sidewalks flow into lakes and rivers, feeding algae, which turns water green. Keep clippings on your lawn. The fish thank you. Clean streets, clean water. More at clean-water-m-n-dot-org."

According to the 2011 Scarborough Research release, Twins Radio reached 45% of the Twin Cities adult population (57% of adult males).

Television Public Service Announcements (PSAs)

Comcast Spotlight Cable Television PSAs

Dates: September 10 – October 14, 2012

Placements: 350 spots, more than half provided as free bonus ads by Comcast

Total Investment: \$12,699.85

Total Impressions: 1,655,887

Audience: Statewide



In 2012, Clean Water Minnesota ran 30-second PSAs on the following networks: AEN, AMC, ANPL, BET, BRVO, BTMN, CMDY, CNBC, CNN, DISC, DIY, ENN, ESP2, ESPC, ESPN, ESPN, ETV, FOOD, FSNO, FX, FXNC, GAC, GOLF, HALL, HGTV, HIST, HLN, LIFE, MNBC, MTV, NBCS, NGC, OXYG, SOAP, SPK, SYFY, TBSC, TNT, TRAV, TRU, TVL, TWC, USA, VH1, WE

Comcast Cable featured the following public service announcement:

"Plop" Fish Bowl PSA – 30 seconds

Adapted from a PSA produced by the City of Austin, Texas, "Plop" features a fish bowl that becomes increasingly contaminated as common stormwater pollutants 'plop' into the fish bowl.

"Your street connects directly to lakes and rivers. If your car drips oil or antifreeze on the ground (pause) it washes into storm drains, and into our lakes and rivers. If you spread lawn fertilizer into the street (pause) or you're not careful with leaves and yard waste (pause) they wash into storm drains too. If your car drips oil or antifreeze on the ground (pause) it washes into storm drains. And when you don't pick up after your pet – well, you get the picture. On October thirteenth, Girl Scouts take action. To learn how you can help, go to Girl Scouts R-V-dot-org."



Distribution of “Fowl Water” and “Plop” DVDs

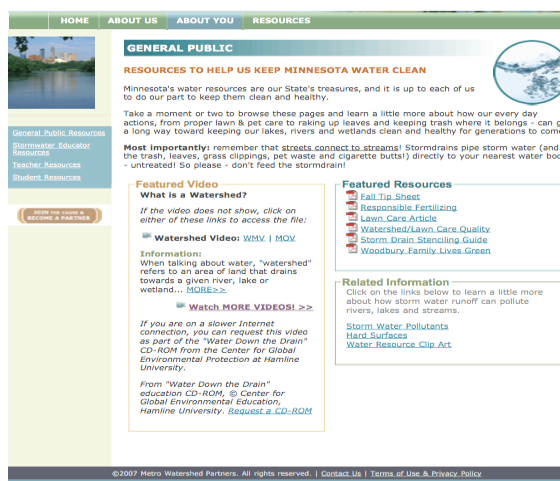
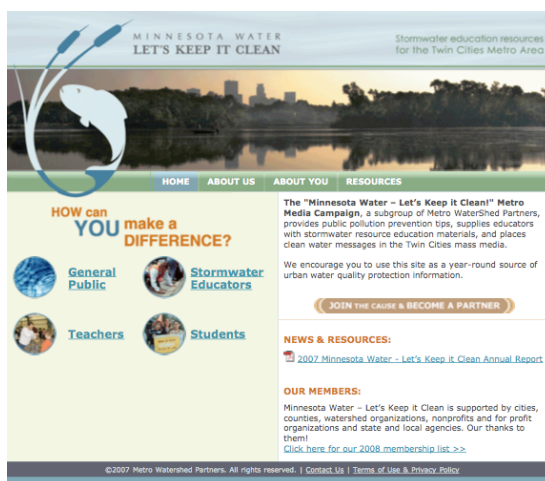


Copies of the “Plop” and “Fowl Water” DVDs were distributed to 2 municipalities. The DVDs were made available to be played on community cable television stations, on television monitors in public buildings, and at educational events.

Online Stormwater Pollution Prevention Education at www.cleanwatermn.org

Website address: www.cleanwatermn.org

In 2012, the Clean Water Minnesota Media Campaign continued to maintain www.cleanwatermn.org.



Resources on the site include:

- **Minnesota MS4 Toolkit:** the Minnesota MS4 Toolkit was developed in partnership with the Minnesota Pollution Control Agency and the Washington Conservation District. Launched in spring 2009, the toolkit serves as a one-stop-shop for municipal stormwater pollution prevention education materials.
- **Document Upload Tool:** launched in fall 2009, the document upload tool allows MS4 educators and other stormwater pollution prevention experts to upload documents, brochures, posters, images and other resources directly into the MS4 Toolkit for others to use. This allows all of Minnesota's stormwater pollution prevention education community to share successful education materials with their peers.
- **Image Gallery:** For our new image gallery, we have created high quality, seasonally appropriate images of water friendly behaviors for use in water education materials. We have also begun to populate the gallery with images donated by partners and friends. Our hope is to create a stellar resource of free downloadable images for use in print and web resources that focus on water education. If you own the copyright to an image you would like to share, please contact us and/or use the document upload tool.

2012 Financial Report

In response to our fund-raising letters, members contributed \$20,250 to the WaterShed Partners to support our meetings, state fair outreach, administration, exhibit maintenance, development and checkout. Supporting members of the Clean Water Minnesota Media Campaign gave \$54,450 to support media outreach in the metro area.

Supporting Members of the Metro Watershed Partners and the Clean Water Minnesota Media Campaign

City of Andover
Bassett Creek Watershed Management Commission
City of Buffalo
Capitol Region Watershed District
Carver County
City of Columbia Heights
City of Crystal
City of Eden Prairie
Elm Creek Watershed Management Commission
City of Excelsior
City of Hilltop
City of Lauderdale
Lower Minnesota River Watershed District
Lower Mississippi River Watershed Management Organization
City of Minneapolis
Minnehaha Creek Watershed District
City of Minnetonka
Mississippi National River and Recreation Area, National Park Service
City of New Brighton
Pioneer-Sarah Creek Watershed Management Commission
City of Plymouth
City of Prior Lake
Ramsey Washington Metro Watershed District
Rice Creek Watershed District
City of Rochester
Scott County Clean Water Education Program
Shingle Creek Watershed Management Organization
City of Shoreview
South Washington Watershed District
City of St. Louis Park
City of St. Paul
West Mississippi Watershed Management Commission
City of Woodbury

2012 WaterShed Partners Financial Report

REVENUE	Inkind	Cash	Total
Purchased Media Funds Rollover		\$10,214.00	
1. WaterShed Partners coordination	\$32,178.16	\$20,250.00	\$52,428.16
2. Watershed Partner Exhibit	\$20,700.00		\$20,700.00
3. Media Campaign	\$14,000.00	\$54,450.00	\$68,450.00
Total Revenue	\$66,878.16	\$84,914.00	\$151,792.16

EXPENSE			
1. WaterShed Partner Coordination/Administration	Partner Cash/ In-kind	Cash /Expenditure	Total
Principle Investigator	\$3,500.00	\$1,500.00	\$5,000.00
Program Coordinator	\$5,000.00	\$12,000.00	\$17,000.00
Steering Committee	\$16,000.00		\$16,000.00
Web site maintenance/list serve	\$2,400.00		\$2,400.00
Boat Trip and Roundtable Expenses		\$1,120.82	\$1,120.82
Materials/supplies/operating expenses	\$2,400.00	\$423.07	\$2,823.07
Accounting/indirect fees	\$2,878.16		\$2,878.16
Subtotal	\$32,178.16	\$15,043.89	\$47,222.05
2. WaterShed Exhibit Implementation			
WaterShed Exhibit Coordination		\$4,800.00	\$4,800.00
Staffing of events (Including State Fair)	\$15,000.00	\$162.00	\$15,162.00
WaterShed Exhibit transportation	\$4,000.00		\$4,000.00
Watershed Exhibit Development	\$1,200.00		\$1,200.00
Exhibit Maintenance	\$500.00	\$933.78	\$1,433.78
Storage/checkout	\$2,800.00	\$1,200.00	\$4,000.00
Subtotal	\$23,500.00	\$7,095.78	\$30,595.78
3. Clean Water MN Media Campaign			
Purchased Media		\$25,014.85	\$25,014.85
Printing & Postage		\$102.49	\$102.49
Video Duplication		\$54.99	\$54.99
Meeting Expenses		\$100.38	\$100.38
Campaign Coordination web site management		\$10,500.00	\$10,500.00
Clean Water MN campaign research & development	\$10,000.00	\$20,000.00	\$30,000.00
Fiscal Agency Fee, Hamline University	\$4,000.00	\$4,000.00	\$8,000.00
Subtotal	\$14,000.00	\$59,772.71	\$73,772.71

TOTAL 2012 Expenditures	\$69,678.16	\$81,912.38	\$151,590.54
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2012 Overview

2012 Revenue and beginning 2012 balance	\$84,914.00
2012 expense	\$81,912.38
2012 ending balance	\$3,001.62