

Metro WaterShed Partners & Clean Water MN

2013 Annual Program Report



WATERSHED
PARTNERS



MINNESOTA WATER
LET'S KEEP IT CLEAN

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Metro WaterShed Partners 2013 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 2013, 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 \$19,747.50 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 2013, our steering committee members were:

Angie Hong – Washington Conservation District
Anne Weber – City of St. Paul
Erica Sniegowski – Nine Mile Creek Watershed District
Jen Dullum – City of Farmington
Lyndon Torstenson – National Park Service, Mississippi National River & Recreation Area
Peggy Knapp – Freshwater Society
Telly Mamayek – Minnehaha Creek Watershed District
Trevor Russell – Friends of the Mississippi River
Tracy J. Fredin – Hamline University, Center for Global Environmental Education

2013 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 2013, WaterShed Partners' meetings were attended by a total of 251 people, with an average of twenty-five members per meeting; the sparsest meeting had 13 attendees and the largest had 51. We are pleased to see our partnership continuing to demonstrate energy for collaboration and information sharing.

2013 WaterShed Partners Meetings and Presentations

January	Randy Neprash, Stantec Consulting	Storm Water Permitting
February	Steve Woods, BWSR	The Role of Education in Meeting Clean Water Goals
March	Break out sessions	Watershed Partners issue-based work groups on MS4s, AIS and K-12 education
April	Jeff Lederman, Minnesota Department of Education	Working with K-12 audiences: roles and strategies for watershed groups
May	Jamie Millard, Fast Horse	The Power of Social Media: stories and strategies from the non-profit sector
June	Steve Klein, Barr Engineering Leslie Yetka, Minnehaha Creek Watershed District Irene Jones, Friends of the Mississippi River Lark Weller, National Park Service Trevor Russell, Friends of the Mississippi River Paul Labovitz, Mississippi National River and Recreation Area, National Park Service	Sixth annual boat trip, this year departing from Bohemian Flats and traveling down river on the Minneapolis Queen. Featured presentations: <i>Atlas 14 and Community Stormwater Response to a Changing Landscape and Climate: A Framework for Adaptation Planning and Implementation</i> and <i>Closing the Locks in Minneapolis to Stop Asian Carp</i>
July	SUMMER BREAK	
August	Brian Lieb, Public Affairs Officer, Hennepin County	Give your audience what they want: Learn how plain language can help you create clear and effective communications.
September	CLEAN WATER SUMMIT	
October	Peggy Knapp, Fresh Water Society	Clean Water Starts Here
November	Art of Hosting style conversation, facilitated by Peggy Knapp, Freshwater Society	Can you hear me now? A conversation about developing tools to know your target audience
December	End of the year potluck	

Developing Audience and Project Assessment Tools for Education and Outreach Programs

The WaterShed Partners (WSP) Steering Committee proposes to lead the development of an innovative behavior change assessment tool. The tool would evaluate which interventions cause behavior change in audiences, why these interventions are effective, and under what conditions these interventions are most effective.

There is a strong need and an explicit request from partners to develop an evaluation tool that indicates how to most effectively reach out to different audiences and influence behaviors and practices that reduce pollutant loads to public waters. Watershed districts, watershed management organizations, and permitted MS4s are all looking for new ways to meet nutrient load reductions. While it may be true that reductions that can be achieved through residential-scale BMPs are small, they play an important role in an overall non-point reduction strategy. The State of Florida has successfully piloted formulae that award reductions in pollutants for a number of behavioral BMPs. This project will build on those efforts, and result in quantifiable numbers that can help MS4s achieve their reduction targets.

The initial proof-of-concept phase of this project would focus on a single BMP that has become a high priority for a large number of metro-area watershed districts and MS4s: rain gardens. Once the process has been piloted, additional BMPs will be added to the study process.

The WSP proposes a three-pronged approach to refining education and outreach strategies to increase the number, distribution and maintenance of residential rain gardens:

1. A bi-annual metro-wide survey of environmental knowledge and practices. This approach was piloted by Dr. Tony Murphy and Hamline University in 2002, and repeated in 2004 and 2008. This project proposes to use the EE Report Card as a beginning framework to gather baseline data on what people know and do in their yard care practices, and other land use activities that affect water quality.
2. Using voluntary reporting by partners, the WSP would gather data on the various kinds of interventions implemented by watershed districts, watershed management organizations, non-profits and others. The goal would be to determine patterns of success over time in a variety of outreach efforts aimed at specific audiences designed to increase the number of residential rain gardens-
 - a. concentrated efforts that target specific water bodies
 - b. cost-share programs that serve any and everyone who walks through the door
 - c. workshops and open meetings promoting and education about rain gardens
 - d. door-knocking campaigns to promote the installation of rain gardens
 - e. other approaches to promote rain gardens
3. Related performance-based data that correlate changed behaviors with their effect on water quality. Self-reported data in surveys such as we propose above are most valuable when checked by another method. In this project, we propose to confirm with quantifiable data the extent to which people change behaviors or adopt practices that reduce pollution loads in targeted areas:
 - a. Number of Community Clean-Ups for Water Quality reported
 - b. Rain gardens and other water capture projects installed
 - c. Reductions in solid waste

These data sets will be mapped using existing GIS tools to visualize areas that have demonstrated the most significant adoption of, or changes in, behaviors and practices that reduce pollutant loads by infiltrating more water on residential and other small-scale properties.

By quantifying and comparing the impacts of various education and outreach approaches, MS4s, non-profits, watershed districts and other outreach organizations can refine their efforts, maximize their successes, and more effectively reach out to audiences that have been difficult to engage.

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 2013, 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 at the Minnesota State Fair and Community Events

Eco-Experience: The Metro WaterShed Partners developed and hosted the Eco-action exhibit at the Minnesota State Fair's Eco-Experience building, featuring a suite of *StormDrain Goalie* outreach tools: an iPad app; multimedia kiosks; hands-on Eco-Arcade games; portable, museum-quality Exhibits-in-a-Box; and social networking resources.



A “goalie” poses in the giant storm-drain photo booth.



The storm-drain-themed air hockey table is a magnet for kids of all ages.



Photos of “storm drain goalies” pop up on a large monitor display.



“Goalies” share stewardship commitments on via Facebook.

Exhibit Elements

Storm Drain Goalie™ kiosk and iPad app



This iPad game pits players against a host of ugly pollutants that are trying to find their way into a storm drain. Players are challenged to prevent common non-point source pollutants from entering the drain by touching fast-flowing pollution icons while allowing the water droplets to pass by. The action increases during each one-minute round of the game. When the time is up, players get a final score and can visit a Rouge's Gallery to learn about the pollutants they are battling against: fertilizers, pesticides, pet waste, sediment, oil and gas, and yard waste.

The app plays in portable iPad kiosks and in full-sized, industrial-strength computer kiosks with touch-screen displays. Additional modules provide deeper content on non-point source problems and solutions. A personal version of the *Storm Drain Goalie™* iPad app is also available for free download in Apple's iTunes store so that users can continue the learning and fun on their own. Check it out at: <https://itunes.apple.com/us/app/storm-drain-goalie/id597957491?mt=8>

Storm Drain air hockey table

An old favorite—air hockey—has been re-imagined as a storm-water education game that irresistibly draws kids of all ages! The table surface has been transformed into a street, the two goals into storm drains, and the puck is an iconic pollutant that should be kept out of waterways. Signage, sporting a “Defend Your Storm Drain” theme, reinforces stewardship messages related to non-point source pollution reduction and the impacts of impervious surfaces.



Exhibit-in-a-Box



This Exhibit-in-a-Box is a museum-quality, hands-on exhibit that teaches users about eutrophication, and how leaves become food for algae, making our lakes and rivers “green, cloudy and sick.”



Exhibits-in-a-Box, a durable, portable exhibit that gives more information about non-point source pollution, its sources and effects.

Giant Storm Drain Photo Booth and Social Media

A giant rendition of a storm drain is a perfect backdrop for storm drain goalie photos! Fair visitors, extra-motivated by a chance to win a tablet computer, don goalie equipment (either hockey or soccer), including shields emblazoned with iconic pollution-prevention imaging. Their Storm-Drain-Goalie pictures are uploaded to Instagram and a stewardship message and photo is pushed out to their Facebook network. They are now members of a growing storm-water-stewardship community that can be reached via Facebook with timely reminders of upcoming events, NPS prevention strategies, behavior-change surveys—the sky’s the limit!



Getting ready for a “Goalie” photo session.

This year, there were 247,000 visitors to Eco-experience; a survey of visitors found that:

- 47.5% came to the Eco Experience looking for specific information or resources
- 88.6% found the information or resources they wanted
- 96% report learning a lot or a little at the Eco Experience
- 84% of visitors report that their visit to the Eco Experience will help them make environmental choices in the coming year
- 70% of visitors who attended last year report that their visit to the Eco Experience helped them make environmental choices over the past year

Minnesota Department of Natural Resources (DNR) building:

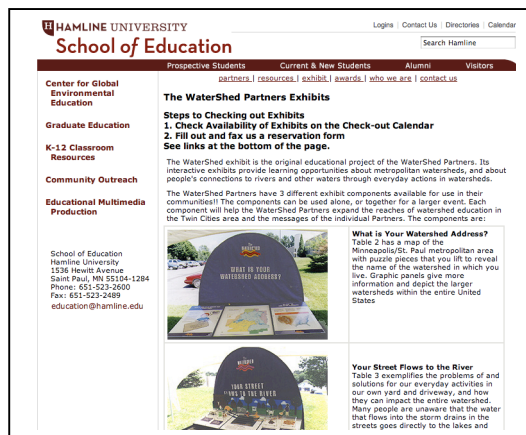
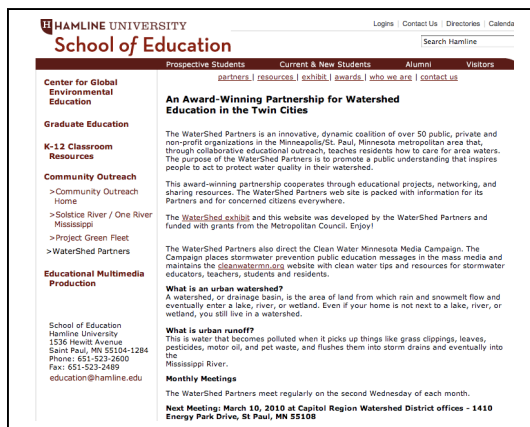
At the DNR building, Metro WaterShed Partners use museum-quality, table-top displays and interactive computer kiosks to educate Minnesotans about metro area watersheds and how everyday actions impact lakes, rivers and streams. One out of every four fairgoers visits the DNR building; there were 429,537 visitors in 2013. Of those, more than 30,000 spent time interacting at our exhibit.

**Community events:**

Throughout the year, the Metro WaterShed Partners make our tabletop exhibits available free of charge to organizations doing education and outreach on non-point source pollution and preservation of clean water. In 2013, Freshwater Society, Met Council Environmental Services, the West Metro Water Alliance, Scott County, Belwin Outdoor Science Center, East Metro Water Resource Education Program, Hamline Elementary 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: <http://www.hamline.edu/education/environmental/cgee/watershed/exhibit/index.html>

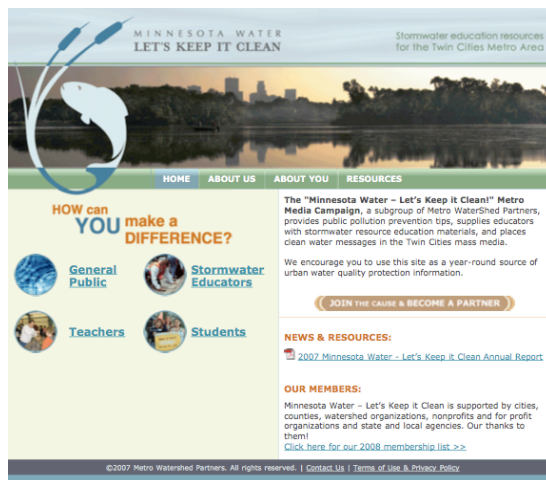
WaterShed Partners website

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.



CleanwaterMN.org website

Educational resources for stormwater educators, and information about Clean Water Minnesota and its *Minnesota Water, Let's 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

2013 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

The work of Clean Water Minnesota is overseen by the WaterShed Partners steering committee and administered by Jana Larson, administrator of the Metro WaterShed Partnership. In addition, we hold annual meetings where stakeholders can advise us on how best to serve the needs of supporting MS4s.

2013 Accomplishments

Clean Water Minnesota put storm water pollution prevention messages on radio during Minnesota Twins' games, on print ads in the Twins ballpark, and ran PSA's 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.

Purchased Media

This year, Clean Water Minnesota created an estimated 4,883,970 media impressions on radio, TV, and at the ballpark during Minnesota Twins' games.

Twins Radio Network

Dates: June 2013

Placements: 30 in-game ads, plus 3 bonus spots during game delays.

Ballpark bathroom stall ads: 49 signs

Total Investment: \$9,300.00

Total Impressions: 2,774,600

Audience: Twin City Metro Area



Twins games were broadcast on 1500 ESPN Twin Cities during the 2013 regular season. According to the 2011 Scarborough Research release, Twins Radio reached 45% of the Twin Cities adult population (57% of adult males). 900,000 metro area residents listen to each game.

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."



Print ad placed in bathroom stalls at Twins Stadium.

Television Public Service Announcements (PSAs)

Comcast Spotlight Cable Television PSAs

Dates: September 7 – October 13, 2013

Placements: 96 paid spots, plus 70 bonus spots across all markets and additional 2,736 in select zones.

Total Investment: \$13,000.75

Total Impressions: 2,109,370

Audience: Statewide



In 2013, Clean Water Minnesota ran 30-second PSAs on the following networks: AEN, CNN, DISC, HGTV, HIST, TLC, and TNT

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

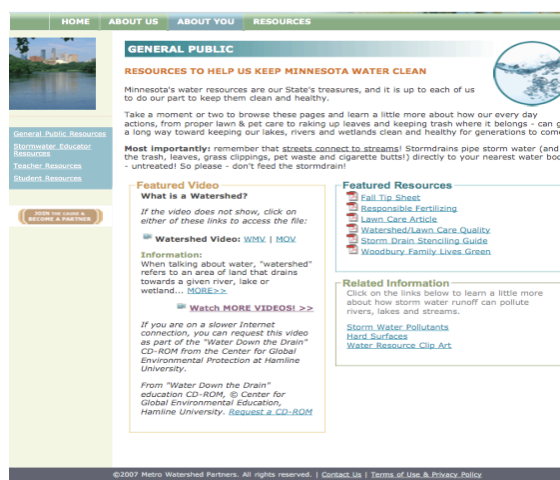
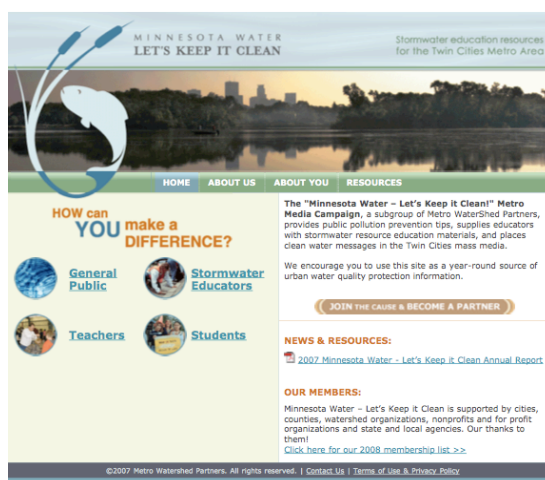
Copies of the “Plop” and “Fowl Water” DVDs were distributed to 2 municipalities. The DVDs were made available to be played on community cable television stations, on television monitors in public buildings, and at educational events.



Online Stormwater Pollution Prevention Education at www.cleanwatermn.org

Website address: www.cleanwatermn.org

In 2013, 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 educations 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.

2013 Financial Report

In response to our fund-raising letters, members contributed \$19,747.50 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 \$54,592.50 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 Bloomington
Capitol Region Watershed District
Carver County
City of Columbia Heights
City of Crystal
City of Eden Prairie
City of Edina
City of Elk Creek
Elm Creek Watershed Management Commission
City of Excelsior
City of Hilltop
City of Lauderdale
Lower Mississippi River Watershed Management Organization
City of Minneapolis
Minnehaha Creek Watershed District
City of Minnetonka
City of New Brighton
Prior Lake Spring Lake Watershed District
City of Plymouth
Ramsey Washington Metro Watershed District
Rice Creek Watershed District
City of Rochester
Scott County Clean Water Education Program
Shingle Creek Watershed Management Commission
City of Shoreview
South Washington Watershed District
City of St. Louis Park
City of St. Paul
West Mississippi Watershed Management Commission
City of Woodbury

2013 WaterShed Partners Financial Report

REVENUE	Inkind	Cash	Total
Purchased Media Funds Rollover		\$3,001.62	\$3,001.62
1. WaterShed Partners coordination	\$61,538.59	\$19,747.50	\$81,286.09
2. Watershed Partner Exhibit	\$18,010.00		\$18,010.00
3. Media Campaign	\$79,600.00	\$54,592.50	\$134,192.50
Total Revenue	\$159,148.59	\$77,341.62	\$236,490.21

EXPENSE			
1. WaterShed Partner Coordination/Administration	Partner Cash/ In-kind	Cash /Expenditure	Total
Principle Investigator	\$2,500.00	\$2,500.00	\$5,000.00
Program Coordinator	\$7,600.00	\$14,000.00	\$21,600.00
Steering Committee	\$32,400.00		\$32,400.00
Watershed meeting hosting	\$2,500.00		\$2,500.00
Web site maintenance/list serve	\$2,400.00		\$2,400.00
Boat Trip and Roundtable Expenses		\$2,741.31	\$2,741.31
Materials/supplies/operating expenses	\$2,138.59	\$261.41	\$2,400.00
Accounting/indirect fees	\$12,000.00		\$12,000.00
Subtotal	\$61,538.59	\$19,502.72	\$81,041.31
2. WaterShed Exhibit Implementation			
WaterShed Exhibit Coordination	\$8,000.00	\$1,000.00	\$9,000.00
WaterShed Exhibit Development/Implementation	\$6,000.00	\$1,609.46	\$7,609.46
WaterShed Exhibit Transportation	\$910.00		\$910.00
Exhibit Maintenance	\$500.00	\$134.35	\$634.35
Storage/checkout	\$2,600.00	\$1,000.00	\$3,600.00
Subtotal	\$18,010.00	\$3,743.81	\$21,753.81

3. Clean Water MN Media Campaign			
Purchased Media	\$20,900.00	\$22,300.75	\$43,200.75
Printing & Postage		\$299.16	\$299.16
Meeting Expenses		\$108.06	\$108.06
Eco-experience social marketing/community engagement exhibit design, development and materials	\$15,000.00	\$3,285.50	\$18,285.50
Eco-experience social marketing/community engagement research, development and coordination	\$29,200.00	\$9,800.00	\$39,000.00
Campaign Coordination web site management	\$10,500.00	\$10,500.00	\$21,000.00
Web Hosting Fee		\$781.20	\$781.20
Fiscal Agency Fee, Hamline University	\$4,000.00	\$4,000.00	\$8,000.00
Subtotal	\$79,600.00	\$51,074.67	\$130,674.67

TOTAL 2013 Expenditures	\$159,148.59	\$74,321.20	\$233,469.79
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