

Proposed 2020 BCWMC Education and Outreach Budget

**Item 4I.
BCWMC 4-16-20**

	Activity	Budget	Notes
1	Publications/Annual Report	\$1,300	Existing line item in operating budget to develop Commission's Annual Report
2	Website Hosting/Maintenance	\$1,000	Existing line item in operating budget for website maintenance and hosting
3	<u>Watershed Education Partnerships</u>		
	a. Citizen Assisted Monitoring Program	\$7,445	This program through the Met Council sponsors volunteer monitors on several BCWMC lakes. This year there are volunteers lined up for ten lakes sites. Agreement with Met Council to be executed soon.
	b. River Watch Program	\$2,000	BCWMC has sponsored this program coordinated by Hennepin County for many years. High school students collected water quality data on local creeks. Agreement with county recently executed.
	c. MetroWaterShed Partners	\$3,500	BCWMC provides funding to support the Clean Water MN Media Campaign. Watershed organizations our size are asked to contribute between \$3,000 and \$5,000.
	d. Children's Water Festival	\$350	This event educates 4th grade students about water resources and presents ways they can help ensure a future where water resources are protected and managed wisely.
	e. Metro Blooms Workshops	\$2,500	Workshops are geared toward planting resilient yards including alternative turf, raingardens, and native plants. BCWMC cities coordinate with Metro Blooms to schedule an event.
	3. Subtotal	\$15,795	
4	<u>Education and Public Outreach</u>		
	a. West Metro Water Alliance	\$12,000	Contract approved by BCWMC 2/19/15. Administrator attends monthly WMWA meetings and is involved with this organization and its activities. First half (\$6,000) paid in Feb 2020
	b. Prairie Moon Native Seeds	\$0	Don't recommended purchasing this year as events are unknown and seeds are perishable.
	c. Training for Commissioners (registrations, fees)	\$1,000	Recommended for reimbursement of registration fees for Commissioners, Alt. Commissioners, or Committee members to attend workshops, trainings, and other events. Pre-approval from the Commission is required for each expenditure and funds are used to reimburse individuals with proper receipts and documentation. Typically, these funds are for registration expenses only but are sometimes used for travel expenses (lodging and mileage for out of town events). Funds are distributed on a first come, first serve basis until depleted. In 2018, \$1,008 of this fund was used. In 2019 \$0 were used.
	d. Metro Blooms Harrison Neighborhood Project Support	\$4,000	Recommended to continue supporting and helping provide grant match funds for the Harrison Neighborhood Project being implemented by Metro Blooms.
	e. Purchase of 300 dog waste bag dispensers	\$500	These are a popular item at events. We have a very low inventory currently. Can also use for May 2021 Walk for Animals event.
	f. Creek crossing signs	\$0	Currently have signs at 7 crossings in Plymouth and Golden Valley. Don't recommend purchasing more at this time.
	g. 12 Short Videos	\$4,020	Contract with Dawn Pape (see video proposal below)
	h. Chloride Education	\$439	February 2020 Salt Smart Campaign Expenses
	4. Subtotal	\$21,959	
5	Public Communications	\$1,000	Existing line item in operating budget for required public notices.
	TOTAL	\$41,054	
6	Unassigned Education Funds	\$96	



Education Plan for April 2020-January 2021

12 short (1-3 minute) educational videos to be used across social media

Since face-to-face contact will likely continue to be limited for much of this year, we will do an educational video each month about water-related topics to be shared via social media (Facebook and Instagram). Fun and focused on a variety of issues affecting our water—video ideas are on the next page and highlight the educational concepts, positive behaviors, and programs we support. The videos will incorporate Community-Based Social Marketing ideas.

Community-Based Social Marketing Key Points

- People are social animals (think sheep!) and like to follow in step with what others are doing
- Almost all of our decisions are ruled by social, cultural, and emotional factors
- It's important to address "core values" and "What's in It for Me"
- People believe that something is a social norm when they hear it from multiple sources-multiple customer touch points and multiple trusted messenger channels (i.e. from the city, BCWMC, on Facebook, from their lake association, neighbors,
- Hitting the right combination of social and individual strategies can increase success rates exponentially
- Remove barriers for people to make it simple for them to do the positive behaviors
- Motivate people to do desired behaviors
- Establish new social norms.
- Use Commitment Strategies to Reinforce Proper Practices
- Offer Incentives, Disincentives, Rewards, and Recognition Reinforce and Strengthen Social Norms
- Feedback: People are more likely to stick with a behavior change for a longer period of time (and potentially help motivate others to change) if they see that they are making a difference in their community, their health, the environment, or their individualized core value.
- Design quick-start pilot projects (this Salt Smart program) to leverage existing resources and enthusiasm from local agencies. Understand social fabric and local connections across the counties and state to identify champions and test outreach tactics.

Budget

Plan, film, edit and deliver content:	
7 hrs. @ \$45 = \$315, \$315 x 12 = \$3,780	\$3,780 /year
Promote videos to get more views	
\$20/month x 12 months = \$240	\$240 /year
	\$4,020



1-3-minute Video Ideas

choose one video per month

<p>March</p> <ul style="list-style-type: none"> • Salt Smart to protect the plants • The importance of biodiversity and how to do your part to protect biodiversity 	<p><u>April</u></p> <ul style="list-style-type: none"> • Sweep the street to get the sand and salt off the roads • What's your water footprint? • River Watch Program
<p><u>May</u></p> <ul style="list-style-type: none"> • AIS-putting the dock in • Water consumption: What's your water IQ? • Harrison Neighborhood Showcase 	<p><u>June</u></p> <ul style="list-style-type: none"> • Raingardens • Sweep up grass clippings • The water footprint of fossil fuel energy
<p><u>July</u></p> <ul style="list-style-type: none"> • AIS message-when you're on the lakes for the holiday, remember to... • Zebra mussels in depth, Brady the zebra-mussel sniffing dog. Should we have more of these dogs? Train yours! • What our lake associations are doing 	<p><u>August</u></p> <ul style="list-style-type: none"> • No mow/bee lawns save water and the bees • Plants that are resistant to droughts and flooding--perfect for our changing climate -- we have prairie moon native seeds to hand out • We wish they could pick it up themselves, but they can't. PLEASE scoop the poop. We've got poop bags if you need them
<p><u>September</u></p> <ul style="list-style-type: none"> • AIS dock removal • Children's Water Festival • CAMP 	<p><u>October</u></p> <ul style="list-style-type: none"> • Leave the leaves in gardens, but not on streets • Partner highlights: MetroWatershed Partners and WMWA • We are working with local businesses through the Chamber of Commerce to salt smart
<p><u>November</u></p> <ul style="list-style-type: none"> • Over salting is illegal - illicit discharge. • Adopt-a-drain • Highlight St. Louis Park H.S. Roots and Shoots club is handing out our salt smart cards! You can too! 	<p><u>December</u></p> <ul style="list-style-type: none"> • Clean water is a wonderful gift -- let's not take it for granted. Here's what you can do... • Changing the culture around oversalting • Your pet's paws and sidewalk salt
<p><u>January 2021</u></p> <ul style="list-style-type: none"> • Salt Smart - space granules 1-3" apart! • Metro Blooms workshops • Lawns to Legume project 	<p>February 2021</p> <ul style="list-style-type: none"> • Highlight CIP • Sweep up salt on dry pavement and reuse