



## Capitol Region Watershed District

1410 Energy Park Drive, Suite 4 • Saint Paul, MN 55108

T: (651) 644-8888 • F: (651) 644-8894 • [capitolregionwd.org](http://capitolregionwd.org)

### **2014 – 2015 CRWD Education and Outreach Plan -- *Recommendations***

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#### **Education and Outreach Program**

Water quality is a function of how people go about their everyday activities, so pollution prevention by watershed residents is an important strategy for improving water quality. A watershed, with its natural boundaries dictating the flow and fate of water through the landscape, provides a logical context for education efforts. Capitol Region Watershed District (CRWD) has developed this Education and Outreach Plan (Plan) to guide efforts to increase clean water actions that prevent pollution. This Plan will be updated over time to adapt to changing needs.

#### **CRWD Staff Resources**

A clear understanding of staff and financial resources for 2014 and 2015 influenced the recommendations for this Plan. In 2014, CRWD will employ one full-time and one part-time staff to carry out Education and Outreach activities. At this time, it is assumed the same staffing resources will be available for 2015.

- Full-time Staff – 1920 available hours
- Part-time Staff – 880 available hours

CRWD staff, Board of Managers (Board) and Citizen Advisory Committee (CAC) members may assist with small projects in implementing this Plan. For the purpose of the following recommendations, however, it is assumed the majority of the work will be completed by CRWD Education and Outreach staff. It is important to recognize that an overload of projects will have a negative effect on the implementation of this Plan. The intent is to encourage a focused approach in order to achieve measureable results.

#### **2014 – 2015 Education and Outreach Plan Goals**

The heart of this Plan is to increase the availability of CRWD staff to citizens to support their clean water actions with an overarching goal to reduce water pollution within CRWD. To achieve this, 12 key objectives to drive community outreach, knowledge increase, education and action were identified. When implemented, each objective will have either a measureable short-term or long-term impact. Using input from the Board and CAC, the objectives were placed into three categories (Critical, Important and Beneficial) in order to focus staff efforts.

- Critical: Objectives with the most measurable and short-term impact
- Important: Objectives with measurable impact, but that would likely be seen over a longer-term
- Beneficial: Objectives with impacts that are less tangible, but that would improve the likelihood of achieving Critical and Important objectives



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### Recommendations Table

To capture and manage a two-year education and outreach program, a simplified table was created to provide the team a focused reference tool. The table provides a snapshot of each objective with its associated audience reach, tools, staffing resources and cost. The objectives are listed by priority action level, short-term actions are marked by a water icon while long-term actions are marked by a community icon. The rows with light blue highlights indicate objectives the Board, CAC and CRWD staff identified as opportunities to bring in outside assistance from consultants or volunteers.

### Spotlight Program

In order to maximize CRWD funds and resources, the Plan calls for continued partnership and collaboration with organizations and municipalities within CRWD, as well as with neighboring watershed districts. CRWD will devote funds and resources to the following programs to maintain and improve the effectiveness of current outreach programs:

#### *Artist in Residence/Green Line Initiative: Hydropolis*

CRWD's Artist in Residence, Christine Baeumler, will help facilitate program activities as part of Hydropolis. Christine's vision of Hydropolis is "a city designed and experienced primarily through our relationship to water where residents and government work cooperatively to manage and conserve water in ways that are sustainable, educational and beautiful. As citizens of the Hydropolis, we ask ourselves how our attitudes, behaviors, and actions would change if water were our primary focus and concern. What would the urban fabric look like if water were truly celebrated for its essential role in our lives and the health and vitality of the environment, upstream and downstream?"

CRWD staff sees potential to realize many of the Plan goals and objectives through this partnership including: trash reduction, highlighting the Green Line BMPs, working with diverse cultural groups, engaging small and large businesses and collaboration with schools and community organizations along the Green Line.

Potential program outputs may include:

- Goal – Improvement: Stewardship program where individuals adopt a stormwater BMP (rain garden or stormwater planter)
- Goal – Education: Temporary public art installments or performance pieces that interpret the technical aspects of the BMPs in a creative way
- Goal -- Education: Partnerships with schools along the Green Line who want to measure pollution reduction in the BMPs or participate in some other type of clean water activity such as Gordon Parks High School, Creative Arts High School, HUB Center or Central High School



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- Goals -- Involvement and Education: A self-guided walking tour map of clean water projects along the Green Line

### Objectives Summary

Each objective is aimed to reach one or more audiences using various education and outreach tools, techniques and programs. Most of the following tools and programs are established within CRWD and/or with CRWD's partners. The goal is to focus efforts by using staff and financial resources in an effective and efficient manner in order to make the greatest impact. The following will outline each objective and the associated tools to provide a work plan as the Plan is implemented in 2014-15.

#### *Objective 1: Reduce nonpoint source (NPS) pollution*

- Stop the Rain Drain (SRD) website redevelopment* – Also associated with Objective 8
- Video turf training video development* – Also associated with Objective 3
- Como Curbside Cleanup* – Neighbors in Planning District 10 and 6 come together twice annually to remove organic debris, a major phosphorus source, from entering storm drains that lead to Como Lake. This event increases knowledge level, supports citizen action and reduces pollution. CRWD will support the event by codeveloping event messages with Como Lake Neighbor Network and actively promoting the event.

#### *Objective 2: Winter maintenance training for City of Saint Paul staff*

- Sponsor spring and winter trainings* – CRWD will provide financial support to the City of Saint Paul for spring and winter road maintenance training and certification. City staff will understand the importance of proper maintenance techniques for lawncare maintenance (Parks) and winter safety maintenance tasks (Public Works).
- Sponsor quarterly maintenance meetings* – CRWD will provide financial support and staff resources to assist with the planning and promotion of quarterly maintenance trainings for the City of Saint Paul Public Works winter maintenance staff. Support will include providing images and education content to refresh training materials and assisting with event supplies and logistics.

#### *Objective 3: Turf maintenance training video*

- In partnership with Minnehaha Creek Watershed District and Nine Mile Creek Watershed District, CRWD will codevelop and promote a video training for Saint Paul Parks Operations staff and lawncare maintenance professionals. Staff will review and edit videography Request for Proposals, develop learning objectives and major themes for the video, review the script, and carry out one round of draft video edits. Staff will also promote use of the training through typical means including using the CRWD database to carry out a targeted email campaign to area landscape contractors.



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### *Objective 4: Improve grant program promotion and relationships*

A. *Artist in Residence/Green Line Initiative* – Assist in the development of a walking tour map of clean water projects along the Green Line including supply of photos, text creation and document review. CRWD will promote the map through SRD and CRWD websites, social media tools and bi-monthly newsletters.

B. *Increased support/grant making to Southeast Asian community organizations* – CRWD will increase grantmaking to organizations serving Southeast Asian communities, specifically Hmong American Cultural Center and Asian Outdoor Heritage Group, to support new and existing pollution prevention projects. The goal is to partner with two programs annually and distribute bilingual educational materials as needed or desired by the organizations.

C. *Revise and implement SRD identity for use with grant program (2014)* – Also associated with Objective 8. In collaboration with a consultant, CRWD staff will update the SRD website for use with the current suite of grant programs.

### *Objective 5: Contact database*

A. *Purchase and populate new database* – CRWD will identify a consulting partner with a web-based contact management system to track all stakeholder contact information. The database will be secure and user-friendly for CRWD staff to view, add, track and run reports on contacts and events. Contact lists will be pulled for electronic and mail distribution, media contacts and more.

### *Objective 6: Leverage existing school relationships*

A. *Hydropolis partnership with Green Line Schools* – This will include the development of a clean water program in 2014 with implementation in 2015. A consulting partner or volunteer in collaboration with CRWD Artist in Residence will facilitate the development and implementations of the program.

B. *Enhance partnership with local schools* - CRWD staff will capitalize on existing relationships with at least three schools or youth organizations. Current programs within the following schools will be continued and enhanced:

- Harambee Elementary – Teacher: Jenny Eckman
- Gordon Parks High School – Teacher: Randy Starr
- Urban Roots Students – Director: Tamara Downs-Schwei

### *Objective 7: Focus Stewardship Grants in a single geographic area each year*

A. *Focused Grantmaking* – CRWD Education staff and BMP Specialist will continue to explore possibilities for focusing Stewardship Grant efforts in one geographic area and only fund projects with pollution prevention and/or public outreach benefits.

B. *RSVP partnership* – CRWD will continue its partnership with City of Saint Paul Public Works to assist with boulevard rain gardens installed during street reconstruction. Maintenance meetings, print communication and native plant education



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will continue, and staff will add a video component to ongoing homeowner maintenance education.

### *Objective 8: Design and information upgrade to Stop the Rain Drain (SRD) website*

A. *Revise SRD identity for use with grant programs* – CRWD will work with a consulting partner to redesign the SRD website to be used as a landing page for the grant programs. “Stop the Rain Drain” will refer to all our preferred pollution prevention practices, not downspout redirection exclusively. The consulting firm will facilitate a workshop to understand the goals, framework, hosting and maintenance of the site. CRWD staff will create content for the site.

### *Objective 9: Upgrade education tools on CRWD website*

A. *Materials compilation* – CRWD will upgrade the current education tools on the CRWD website with the goal of the site becoming a resource for students, teachers and parents to access clean water education materials for use with students grades 4-12.

B. *Website content update* – CRWD staff will work with a consulting partner to identify improvements to content, navigation and mapping of the site to identify the best place for education materials and content and will investigate content sharing capabilities for the website.

C. *Better utilize e-news features* – CRWD staff will explore and adopt the best ways to send electronic news updates.

### *Objective 10: Increase variety of audiences*

A. *Artist in Residence/Green Line Initiative* – The Hydropolis creates a new mindset for community members to think about their watershed as the focus of their community rather than their neighborhood boundary. This mentality opens up new partnership opportunities with communities, residents, businesses and organizations along the Green Line. CRWD staff is currently in the program development phase with Artist in Residence Christine Baeumler.

B. *Educational partnerships with Saint Paul Parks and Recreation* – CRWD will provide financial support for ongoing turf maintenance and certification programs. Additionally, staff will partner with Parks Education staff on new programming with a clean water focus. Possibilities include an urban game, geocaching scavenger hunt or macroinvertebrate education for students ages 8-14.

### *Objective 11: Improve quality of outreach to diverse audiences*

A. *Artist in Residence/Green Line initiative* – Overall, the idea of focusing staffing resources and efforts on the 12 identified objectives allows CRWD to invest more time in activities and provide quality programs to communities and areas. Two key recommendations to improve quality of outreach moving forward:



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- Follow-up surveys after events, trainings, educational programs for feedback and opportunities for improvement
  - Limit commitment to activities outside of this recommendation plan to ensure staff resources are available to commit and effectively execute
- B. *Increased support to community organizations* – The contact database will allow staff to more effectively manage communication and recognize entities that routinely support and reach out to CRWD. A better understanding of who are the active citizens in CRWD will allow staff to strategize the best ways to become involved from financial, promotional, volunteer and staffing perspectives.

### *Objective 12: Utilize CRWD displays*

A. *Displays* – Educational displays currently being developed by Hamline’s Center for Global and Environmental Education will be used at at least six community events with adults and/or youth ages 10-16 in attendance. A Macalester College student intern under the codirection of CRWD staff and Dr. Christie Manning will develop supplemental materials and an implementation plan for the displays (2013-14). A traveling kiosk, board, or comment box is also a simple and cost-effective way to provide exposure, brand recognition, trigger social media inquiries, and link citizens to CRWD’s work.

B. *Display Calendar* – CRWD staff will develop an annual calendar of locations where the portable displays can be exhibited:

- Libraries
- Stewardship Grant sites
- Coffee shops
- Downtown skyways
- City of Saint Paul Public Works or Sewer Utility offices
- Green Line businesses
- Outdoors on the Green Line in partnership with Metro Transit

### *Ongoing outreach*

1. *Events* – To improve the quality of CRWD’s presence and partnership in key community events, the following annual events have been acknowledged as having the highest attendance, interest, investment benefit and that reflect CRWD’s vision and outreach messages.

- January – Winter Carnival Event Sponsorship (2015)
- April - Mother Earth Fest
- Summer - Como Fest
- October - Como Leaf Clean-up

Four additional community events may be staffed by CAC members in their respective planning districts. Additional partnership efforts may include:



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- Host a table with watershed education materials
  - CRWD recognized as an event sponsor (listed on posters, t-shirts, website, etc.)
  - Assist or lead public relations of a local event (advertising, promotion)
  - Generate group conversations on CRWD Facebook page
  - Event announcements
  - Photos and recaps of events
2. *Newsletters* – CRWD will develop a bi-monthly electronic newsletter (six per year). CRWD staff and a potential consulting partner will generate reports to understand the open rates and outreach return on each newsletter. CRWD staff will generate content and review one draft and one final newsletter prior to distribution. Contact database will be used to generate a mailing list and track newsletter performance.
  3. *SRD and CRWD Websites* – Following the revision of the SRD and education tool upgrade on the CRWD website, CRWD will work with a consulting partner to manage the content, mapping and resource information on the websites as needed.
  4. *Print Materials & Electronic Media* – To expand CRWD's social media presence, Twitter will be explored as an outreach tool and the existing Facebook page will be maintained. Since social media can be time consuming, CRWD will consider a consulting media partner to assist.
  5. *Citizen questions and response* – CRWD Education and Outreach staff must continue to receive and respond to citizen inquires. As questions are received, they can be logged and tracked in the contact database. Responses to all citizen inquiries will be returned within two business days, at the most.
  6. *Blooming Saint Paul awards* – In collaboration with Saint Paul Parks Arts and Garden program, CRWD staff will assist with the promotion of the Blooming Saint Paul awards program, nominations for the CRWD Clean Water Award, and training of Clean Water Award judges in partnership with Ramsey County Master Gardeners.
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# Capitol Region Watershed District 2014-2015 Outreach and Education Recommendations

Goals	Objectives	Action Level	Audiences	Tools	Estimated Staff Resources Required, Costs, and Consultant Tasks	
					Annual Education Staff available – 2800 hrs Elizabeth – 1920 hrs 2014 Hours	Lindsay – 880 hrs 2015 Hours
Critical	1. Reduce NPS pollution		Businesses on Green Line Como Lake neighborhoods	A. SRD website redevelopment B. Video turf training development C. Como Curbside Cleanup	Hours and costs included below	Hours and costs included below
	2. Winter maintenance training for City of Saint Paul		City of St Paul Residents	A. Sponsor spring and winter trainings B. Sponsor quarterly maintenance meetings	CRWD – 40 hours CRWD - \$2,000 (sponsor fees)	CRWD – 40 hours CRWD - \$2,000 (sponsor fees)
	3. Turf maintenance training video (w/ MCWD and Nine Mile Creek)		Municipal staff Landscape contractors	A. Video development partnership – development, promotion and implementation	CRWD – 80 hours (video input)	CRWD – 80 hours (training program assistance)
	4. Improve grant program promotion and relationships		Grant Recipients Youth Residents	A. Artist-in-Residence/Green Line initiative B. Increased support/grant making to southeast Asian community organizations C. Revise and implement SRD identity for use w/ grant program (2014)	CRWD – 380 hours Consultant - \$10,000	CRWD – 380 hours Consultant - \$10,000
	5. Contact database		CRWD All Audiences	A. Purchase and populate new database	CRWD – 120 hours Consultant - \$10,000	CRWD – 120 hours Consultant - \$5,000
Important	6. Leverage existing school relationships		Community organizations Students (Gr. 4-12)	A. Hydropolis partnership with Green Line schools (program development, 2014; program implementation, 2015) B. Enhance partnership with Harambee Elementary, Gordon Parks H.S., Urban Roots students	CRWD – 200 hours CRWD - \$5,000 (expenses) Consultant - \$10,000 (program development)	CRWD – 240 hours CRWD - \$5,000 (expenses) Consultant - \$5,000 (program implementation)
	7. Focus stewardship grants in one geographic area each year		Community organizations Residents	A. Municipal and organizational partnerships B. Artist-in-Residence/Green Line initiative C. RSVP partnership D. Boulevard rain gardens (Grants program)	CRWD – 200 hours (city partners) CRWD – 200 hours (artist partners) CRWD – 120 hours (RSVP partners)	CRWD – 200 hours (city partners) CRWD – 200 hours (artist partners) CRWD – 120 hours (RSVP partners)
	8. Design and information upgrade to Stop the Rain Drain website		Communities Residents	A. Revise SRD identity for use w/ grant programs	CRWD – 40 hours Consultant - \$10,000	CRWD – 40 hours Consultant - \$2,500
	9. Upgrade education tools on CRWD website		Youth Parents/Teachers	A. Material compilation B. Website content update C. Better utilize e-news features	CRWD – 100 hours Consultant - \$3,000 (website) Consultant - \$10,000 (curriculum)	CRWD – 100 hours Consultant - \$1,500 (website) Consultant - \$5,000 (curriculum updates/revisions)
Beneficial	10. Increase variety of audiences		Community organizations Residents Businesses	A. Artist-in-Residence/Green Line initiative (Hydropolis partnership) B. Educational partnerships with Saint Paul Parks & Recreation	CRWD – 200 hours	CRWD – 200 hours
	11. Improve quality of outreach to diverse audiences		Community organizations Residents Businesses	A. Artist-in-Residence/Green Line initiative (Hydropolis partnership) B. Increased support to community organizations C. Increased support to southeast Asian community organizations	CRWD – 280 hours (Community partners)	CRWD – 280 hours (Community partners)
	12. Utilize CRWD displays		Student interns Residents Youth	A. Implementation plan B. Print materials Event participation (1 event quarterly)	CRWD – 60 hours (plans) CRWD – 40 hours (events) CRWD - \$500 printing costs	CRWD – 60 hours (plans) CRWD – 40 hours (events) CRWD - \$500 printing costs
Ongoing Outreach	<ul style="list-style-type: none"> <li>Events</li> <li>Newsletters</li> <li>SRD and CRWD Website</li> <li>Print materials &amp; electronic media</li> <li>Citizen questions and response</li> <li>Blooming Saint Paul awards</li> </ul>		Community organizations Residents Youth	<ul style="list-style-type: none"> <li>Participate in four events per calendar year (staff)</li> <li>Participate in four events per calendar year (CAC or event intern)</li> <li>Electronic newsletter, three per year</li> <li>Weekly Facebook updates</li> <li>Email or phone response – logged in database</li> </ul>	CRWD – 160 hours (events) CRWD – 12 hours (newsletters) CRWD – 16 hours (website) CRWD – 12 hours (Facebook) CRWD – 200 hours (Responses) CRWD – 40 hours (Blooming SP) Consultant - \$15,000 (yearly) – FB/newsletter/web/classroom visits	CRWD – 160 hours (events) CRWD – 12 hours (newsletters) CRWD – 16 hours (website) CRWD – 12 hours (Facebook) CRWD – 200 hours (Responses) CRWD – 40 hours (Blooming SP) Consultant - \$15,000 (yearly) – FB/newsletter/web/classroom visits
<b>Total Hours &amp; Costs</b>					<b>CRWD – 2,500</b> <b>CRWD Expenses - \$7,500</b> <b>Consultant Fees - \$68,000</b>	<b>CRWD – 2,540</b> <b>CRWD Expenses - \$7,500</b> <b>Consultant Fees - \$44,000</b>