

MEETING DATE: February 25, 2016

TITLE: Authorization to Execute Agreement with Himle Rapp for Activities Analysis and 50th Anniversary Strategy

RESOLUTION NUMBER: 16-011

PREPARED BY: Telly Mamayek, MCWD Director of Communications and Education

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REVIEWED BY: Administrator Counsel Program Mgr. (Name): _____
 Board Committee Engineer Other

WORKSHOP ACTION:

<input checked="" type="checkbox"/> Advance to Board mtg. Consent Agenda.	<input type="checkbox"/> Advance to Board meeting for discussion prior to action.
<input type="checkbox"/> Refer to a future workshop (date): _____	<input type="checkbox"/> Refer to taskforce or committee (date): _____
<input type="checkbox"/> Return to staff for additional work.	<input type="checkbox"/> No further action requested.
<input type="checkbox"/> Other (specify): _____	

PURPOSE or ACTION REQUESTED:

Authorize staff to execute an agreement with Himle Rapp and Company (HRC) to conduct an analysis of the District's outreach activities and use the findings to develop an outreach strategy for the District's 50th anniversary in 2017.

PROJECT/PROGRAM LOCATION:

The process of conducting an analysis of the District's outreach activities and developing a 50th anniversary outreach strategy will be a District-wide activity.

PROJECT TIMELINE:

The activities analysis will take approximately four months to complete. Pending board approval in February, the process would begin in March 2016 and proceed according to the following timetable:

February 11, 2016	Proposal presented at Board Workshop
February 25, 2016	Proposal on Consent Agenda at Board Meeting
March – April, 2016	HRC conducts review and makes recommendations for improvement
May - June, 2016	HRC develops outreach strategy for District's 50 th anniversary

PROJECT/PROGRAM COST:

Fund name and number:	Communications, 4303
Current budget:	Not to exceed \$15,000
Expenditures to date:	\$0
Requested amount of funding:	\$0
Is a budget amendment requested?	No

Is additional staff requested? No

PAST BOARD ACTIONS:

September 10, 2015: MCWD Board of Managers approved the 2016 District budget and work plans, which included \$15,000 in funding for an outreach activities analysis and 50th anniversary planning.

SUMMARY:

A key goal of the District's Communications and Education Programs, as outlined in the programs' 2016 work plans, is increasing awareness and understanding of MCWD, water quality issues and what people can do to protect and improve water resources in the District. To help accomplish that goal, both programs implement and participate in a broad range of public events and outreach activities throughout the year.

The 2016 Education Program work plan includes funding for workshops for technical and non-technical audiences. These range from partnering with Metro Blooms/Blue Thumb on raingarden workshops for homeowners to working with Fortin Consulting on winter and turf maintenance workshops for professionals. Through the Watershed Association Initiative, it funds workshops on various lake management issues for lake associations and other interested citizens. It educates municipal officials on stormwater management issues through its participation in the University of Minnesota Extension's NEMO program.

The District is also a funding partner for the Clean Water Summit, an annual gathering for stormwater professionals and interested citizens that provides a day-long series of speakers on stormwater management issues. And it partners with other watershed districts, University of Minnesota Extension and others on the Urban Waters Forum, an annual event that helps interested citizens learn more about how to keep their local lakes, streams and wetlands clean.

The 2016 Communications Program work plan includes funding for the Minnehaha Creek Cleanup, the District's largest citizen engagement activity, which includes a significant education component to encourage future stewardship of our natural resources. It also has historically funded the Watershed Heroes annual recognition event.

In addition to these activities, the District's Education and Communications Programs also maintain a public presence at other events across the District, including community festivals, environmental events and educational outings. This is accomplished in a number of ways – assigning staff to participate, providing funding and/or materials, lending educational exhibits.

In support of all of these outreach activities, the District's Education and Communications Programs provide promotional support through the District's website, Splash e-newsletter, social media channels and earned media.

To assess the effectiveness of the District's public events and outreach activities in reaching its goals of increasing awareness, understanding and stewardship, Himle Rapp and Company (HRC) will conduct an analysis of the District's outreach activities. Under the scope of this work, HRC will examine elements of MCWD events, communications, resources and feedback and identify potential issues, opportunities for improvement and a path to future success.

Following the analysis of the District's outreach activities, HRC will work with MCWD staff to develop an outreach strategy for increasing awareness and engagement specifically related to the 50th anniversary year in 2017.

HRC is uniquely qualified for this project based on its history of work for the District, including the 2015 district-wide public opinion survey, the District's Strategic Communications Plan, the 2013 "Weigh in on Clean Water" outreach campaign, the 2010 audit of the District's communications and education programs, its deep knowledge of the District's programs and activities, and its familiarity with the District's board, stakeholders and communities.



RESOLUTION

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- WHEREAS,** A key goal of the District’s Communications and Education Programs, as outlined in the programs’ 2016 work plans, is increasing awareness and understanding of MCWD, water quality issues and what people can do to protect and improve water resources in the District; and

- WHEREAS,** To help accomplish that goal, both programs implement and participate in a broad range of public events and outreach activities throughout the year; and

- WHEREAS,** The 2016 Communications and Education Programs’ work plans provide funding for workshops and events for technical and non-technical audiences, including the Minnehaha Creek Cleanup, Clean Water Summit and educational seminars on stormwater management; and

- WHEREAS,** In addition to these District’s-sponsored activities, the District’s Education and Communications Programs also maintain a public presence at other events across the District, including community festivals, environmental events and educational outings by assigning staff to participate, providing funding and/or materials or lending educational exhibits; and

- WHEREAS,** In support of all of these outreach activities, the District’s Education and Communications Programs provide promotional support through the District’s website, Splash e-newsletter, social media channels and earned media; and

- WHEREAS,** To assess the effectiveness of the District’s public events and outreach activities in reaching its goals of increasing awareness, understanding and stewardship, Himle Rapp and Company (HRC) will conduct an analysis, which include recommendations for improvement; and

- WHEREAS,** Following the analysis, HRC will work with MCWD staff to develop an outreach strategy for increasing awareness and engagement specifically related to the 50th anniversary year in 2017; and

- WHEREAS,** Himle Rapp Inc. is uniquely qualified for this project based on its history of work for the District, including the 2016 district-wide public opinion survey, the District’s Strategic Communications Plan, the 2013 “Weigh in on Clean Water” outreach campaign, the 2010 audit of the District’s communications and educations programs, its deep knowledge of the District’s programs and activities, and its familiarity with the District’s board, stakeholders and communities.

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers hereby authorizes the District Administrator to execute, on advice and consent of counsel, an agreement with Himle Rapp and Company to conduct an analysis of the District’s outreach activities and to develop a 50th anniversary outreach strategy for an amount not to exceed \$15,000.

Resolution Number 16-011 was moved by Manager _____, seconded by Manager _____.
Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: _____.

Date: _____

Secretary