

Minnehaha Creek Watershed District

2015 Work Plan Summary

Date: June 5, 2014

Department/Activity: Education

The 2015 workplan for Education continues many of the activities underway in 2014, but also includes some notable additions to provide interpretive planning and programming support in the District’s priority subwatersheds: Minnehaha Creek and Six Mile Creek. This support includes 1) designing and implementing signage and educational programming for the District’s restoration projects in the Urban Corridor, 2) implementing the District-wide signage program which will update existing signs according to a replacement plan that’s being developed and provide for additional signs at District projects, 3) implementing the installation of signage and canoe landings improvements along Minnehaha Creek, and 4) developing signage, educational materials and interactive displays that interpret the MCWD building stormwater treatment as a demonstration site for practical stormwater management for technical and non-technical audiences.

Highlights of Notable Changes for 2015:

• Implement Districtwide Signage Master Plan	+\$ 15,000
• Educational Programming and Signage in Urban Corridor	+\$ 55,000
• Signage and Canoe Landing Improvements on Minnehaha Creek	+\$ 55,000
• MCWD Site Stormwater Management Demonstration	+\$ 45,000
• <u>Six Mile Creek Subwatershed Engagement</u>	<u>+\$ 10,000</u>
Sub-Total:	+\$180,000
• <u>One-time expenditure in 2014 for Community Capacity Study</u>	<u>-\$ 30,000</u>
Net increase to Education Budget in 2015:	+\$150,000

Financial Implications

	<u>2014</u>	<u>2015</u>
Education Fund budget proposed for the recommended work plan:	\$ 123,500	\$ 273,500
Education Fund tax levy	\$ 123,500	\$ 273,500

Education Assistant Position

Given the growing demands on the Education Program which require higher-level work and continuity in the Education Assistant position, the 2015 workplan also includes a recommendation to re-classify the full-time, temporary Education Assistant position as a full-time, permanent position. Furthermore, the workplan recommends this position be funded by the District’s personnel budget. Funding for the Education Assistant (which includes wages, payroll

taxes and PERA) currently is provided by the Education Program, but was not included in the 2014 workplan and budget.

If this position is to be budgeted as an Education Program expense in 2015, approximately \$35,000 in additional funding would be needed in the Education workplan, resulting in a net increase to the Education budget of \$185,000 in 2015.

If the recommendation to re-classify this position as permanent, full-time is approved, the projected net increase to the District would be approximately \$15,000.

Financial Implications

Education Assistant (Wages, Payroll Taxes, PERA)	\$ 35,000
<u>Proposed Net Increase to Education Budget (outlined in previous section)</u>	<u>+\$150,000</u>
Total Net Increase	+\$185,000

	<u>2014</u>	<u>2015</u>
Education Fund budget proposed for the recommended work plan:	\$ 123,500	\$ 308,500
Education Fund tax levy	\$ 123,500	\$ 308,500

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Minnehaha Creek Watershed District

2015 RECOMMENDED PROJECT/PROGRAM WORK PLAN

PREPARED BY: Telly Mamayek/Mollie Thompson

DATE: June 1, 2014

<u>Project</u>	Education (2302)
<u>Description</u>	The Education Program comprises outreach and engagement elements designed to increase awareness of MCWD principles, priorities and projects; enhance community understanding of local water resource planning; provide resources and empower residents to protect and improve water quality in the MCWD, and builds the community capacity necessary to support strategic initiatives. The Education Program provides internal collaboration, expertise and training to address the educational needs of other District staff, programs and priority project areas.
<u>Education Goals</u>	<ol style="list-style-type: none"> 1. Increase awareness and understanding of MCWD goals, priorities, programs, and resources on a subwatershed basis. 2. Build community capacity in District priority geographies 3. Increase voluntary public participation in water resource management. 4. Employ interpretive planning and programming to foster and enhance stewardship of local water resources.
<u>Location</u>	Districtwide
<u>Program Elements</u>	<p>The MCWD believes that a well-informed public will better understand the benefits of and become more engaged in providing and protecting clean water. Key goals and priorities of the MCWD are to restore, maintain and improve water quality and ecological system functions, manage water quantity, provide tools and resources to enhance public engagement in natural resource protection, promote appropriate recreational use of surface waters, and understand and reflect community values through public input.</p> <p>To accomplish this, specific education initiatives will communicate relevant messages to priority audiences, including local officials/technical staff, private businesses, consultants, lake associations, community groups, private landowners, and others, as well as use engagement strategies that target behavior change in those priority audiences.</p> <p>Priority Focus Areas:</p> <p>The Education Program will consist of three key components for 2015: (1) Broad Education and Outreach; (2) Interpretive Planning and Programming in Priority Subwatersheds (3) Targeted Community Engagement Programs. Education program elements in these areas will be prioritized and implemented as issues or opportunities arise addressing priority topics, including:</p> <ul style="list-style-type: none"> • <u>Balanced Urban Ecology policy framework</u>– Informed and guided by the District’s commitment to working in partnership with the public, private and civic sectors, the Education Program will design and implement

effective education and engagement programs that promote community awareness of and involvement in water and natural resource protection. Use District projects and programs to target appropriate audiences, cultivate strategic partnerships, and facilitate community participation in priority project areas.

- Urban Runoff and Non-Point Source Pollution Reduction – promote volume and pollutant reduction to downstream waterbodies, as well as green infrastructure and low impact development (LID) principles and practices to priority audiences using strategies that are appropriate for those audiences. Also promote Minimal Impact Design Standards (MIDS) as a tool for meeting clean water goals within our communities, and focus on increasing compliance for stormwater BMP inspections and maintenance.
- Aquatic Invasive Species Prevention and Management – identify and implement education and outreach activities that support the District’s AIS Management Plan goals and objectives.
- Climate Change and Community Adaptation – promote the results of the NOAA-funded stormwater adaptation study to encourage dialogue within municipalities on changing precipitation patterns and impacts on stormwater management systems and downstream water resources.

1. Broad Education and Outreach - \$27,000

Broad Education and Outreach consists of efforts designed to communicate information and increase awareness of the goals and priorities of the MCWD, including the *Balanced Urban Ecology* policy framework, as well as programs and resources available through the District. These elements are broader in scope to reach a diverse audience, promote clean water practices or other best practices in the key topic areas, and provide general information related to water quality and natural resource protection.

- Implement Districtwide Signage Master Plan - \$15,000 (NEW)

Assist the District’s Operations and Maintenance Department in the implementation of the Districtwide Signage Master Plan that was developed in 2014.

As part of the Master Plan, the O & M Program, which inspects District projects biannually, will develop a recommended replacement schedule for District signage. The Education Program will provide assistance by coordinating and funding the design of new signage and updates of existing signage, according to the Master Plan.

To minimize impact to the District budget, staff recommends implementing the Districtwide Signage Master plan in phases. This budget accounts for the cost of designing 10 – 15 signs in 2015.

The 2015 Operations and Maintenance Department Work Plan includes commensurate budget information for sign fabrication and installation.

- Presentations and Passive Events - \$7,000

Continue to provide presentations, and develop, produce and distribute educational materials and interactive learning displays to community groups, partner agencies and organizations, schools and other audiences on topics related to water quality, stormwater management, habitat restoration and best

management practices.

Displays (i.e. Enviroscape, Putt-Putt for Clean Water, etc.) include both stand-alone and tabletop demonstration units for use during presentations and passive education events in MCWD communities. Displays are visual representations of subject matters like watersheds, nonpoint source pollution and invasive species, that enrich messaging about watershed management and water quality, by enhancing user interactivity. Rather than the traditional education model of one-way delivery of information, use of displays invites and facilitates knowledge discovery for the user and bidirectional communication.

Also, continue to attend significant and appropriate local and regional events to promote the MCWD programs and resources.

- Website and Technology - \$5,000

Develop content for layers of the District's interactive map that represents education program activities including projects funded by the Cynthia Krieg Stewardship Grant Program, members of the Watershed Association Initiative and projects completed by Master Water Stewards. Also, explore opportunities to integrate iPad or mobile technology into educational programming to make water quality protection information accessible to a wider audience.

- MCWD Program Support - \$0

Design, implement and deliver broad-based and targeted education activities that support all MCWD Programs, including Planning, Cost Share, Communications, Water Quality, AIS and Regulatory.

- Local Education Partnerships - \$0

Continue involvement with local education partners (i.e. Metro Watershed Partners, Climate Adaptation Partnership, etc.) to enhance staff knowledge, and support the Education Program by sharing educational materials and displays, creating networks and partnerships with other organizations, and broadening communications with key audiences.

2. Interpretive Planning and Programming in Priority Subwatersheds - \$165,000 (NEW)

The MCWD Board of Managers has established the section of Minnehaha Creek between Highway 169 and Meadowbrook Lake as a priority geography for the alignment of District programs and capital investment. Since 2009, within this area, the District has made a concerted effort to integrate its water resource work with efforts of public and private sector partners involved in urban and regional planning, transit and economic development.

This work was reinforced in 2014 by the Board's adoption of a policy framework titled *In Pursuit of a Balanced Urban Ecology* which acknowledges the

interrelationship and interdependence of the built and natural environments. Recognizing these relationships, the Board of Managers established a framework for program and project implementation that emphasizes multi-jurisdictional public and private partnerships, innovation and flexibility, and the alignment of programs and capital investment within priority geographies.

The Board of Managers also recently identified the Six Mile Creek subwatershed as a second priority geography for District projects and programs.

While all District programs, including the Education Program, will include an ongoing level of activity throughout the watershed, this subsection of the 2015 Education Workplan details activities that will be focused within the priority subwatersheds of Minnehaha Creek and Six Mile Creek.

Education staff will assist the implementation of the District's capital improvement projects in two ways: 1) Pre-project Community Engagement -- community engagement that complements outreach efforts of the Planning-Project Department to develop broader understanding and support of the District's efforts within priority geographies.; and 2) Post-project Programming – by interpreting capital improvement projects through signage, educational materials, and place-based learning for target audiences. The first three following items outline the educational programming, materials and additional signage that are planned for projects that were implemented in 2014:

- Educational Programming in Minnehaha Creek Subwatershed - \$55,000

2015 Education Program initiatives within the Minnehaha Creek subwatershed will focus around newly restored sections of the Urban Corridor:

- Programming - \$25,000

Develop programming, materials and other tools to support place-based and/or experiential learning initiatives, business and community outreach and evaluation strategies that elevate this priority geography. Specifically, using programming to strengthen linkages with agencies and partners who already expressed their support for the Reach 20 Trails Initiative (Benilde St. Margaret's, University of Minnesota, Camp Fire MN, etc.) and to identify other partners.

Examples of programming that could be employed in conjunction with the Reach 20 trails system include mobile-based content for self-guided tours, on-site activities for birders, paddlers and other groups, and expanded research opportunities for the U of M. Staff is currently meeting with potential partners and target audiences to develop this programming. However, it recognizes that additional capacity will be needed to implement this programming and recommends funding to assist in that endeavor.

- Signage - \$30,000

Continue to develop interpretive signage throughout the Urban Corridor to enhance the value of the creek restoration work and invite community understanding and appropriate recreational use of these areas.

This budget includes funding for the design of directional signage and 8 additional site specific interpretive signs for the Reach 20 boardwalk and trails system.

- Implement Signage and Landings Standards on Minnehaha Creek - \$55,000

Implement consistent way finding and interpretive signage along entire Minnehaha Creek corridor to enhance the recreational experience for creek users. Coordinate with the District's Operations and Maintenance Department to fund and implement landing improvements (Refer to 2015 Operations and Maintenance Work Plan). Partner with the Citizens of Minnehaha Creek Corridor and approach local community leaders to facilitate adoption and implementation of signage and landing standards.

- MCWD Site Stormwater Management Demonstration - \$45,000

In collaboration with other programs, including Planning, Communications, Regulatory, Cost Share and Water Quality to develop programming and materials that utilize the interior and exterior of the MCWD office as (1) a demonstration site for stormwater management design; (2) an integrated classroom for water resource education including site assessment, BMP selection, design criteria, construction, operations and maintenance; and (3) an interpretive center that showcases the District's past and future work. District staff will use the site as an outdoor learning opportunity to complement ongoing and develop new training programs.

- Six-Mile Creek Subwatershed Engagement - \$10,000

Collaborate with the Planning, Communications, Water Quality and AIS programs on educating residents, municipal officials, technical staff and others about the District's projects and initiatives in this priority geography. These activities include the carp assessment that began in the Six Mile Chain of Lakes in 2014, the restoration of the Halverson/Dimler property and the outreach and engagement plan for the District's next Comprehensive Water Resources Management Plan.

The money dedicated for this budget item will provide the resources needed assist Education Staff in providing the capacity needed to conduct pre-project community engagement in the Six Mile Creek subwatershed.

3. Targeted Community Engagement Programs - \$80,000

Targeted Community Engagement Programs consist of education and outreach elements designed to cultivate, strengthen and nurture relationships with priority audiences and increase involvement amongst those groups in protecting water quality within the MCWD. Engagement activities are goal-oriented and geographically-targeted in specific communities, sub-watersheds, CIP program areas, or as determined by Board strategic initiatives and District priorities at the time of implementation. Key audiences include: local units of government, technical water resource practitioners, partner organizations, community groups, developers, private contractors, and local property owners.

Targeted Community Engagement Programs include:

- Watershed Association Initiative (WAI) - \$45,000

The primary elements of the WAI are to build relationships and increase knowledge and capacity within existing community associations. The WAI representative will attend association annual meetings, organize workshops related to water resource management issues, identify and establish new community associations based on MCWD sub-watershed priority areas and/or projects, manage the WAI mini-grants program, and implement recommendations from the WAI Program Assessment completed in 2014.

- Workshops and Training - \$15,000

Provide workshops and trainings featuring current research on non-point source pollution abatement, volume reduction practices, salt use and management, low-maintenance turf care, BMP and raingarden design and maintenance, AIS, Community Response to Changing Landscapes and Climate, and other water resource issues that arise based on priority focus areas. Workshops and training will be developed for both technical and non-technical audiences through partnerships with organizations including the University of Minnesota Stormwater U Program, Metro Blooms, or other entities that can provide education and training assistance.

- Regional Conference - \$5,000

Lead planning activities and provide financial sponsorship for the Clean Water Summit in conjunction with the University of Minnesota Landscape Arboretum.

- MS4 Education- \$5,000

In 2014, Education Staff will attend annual meetings with District municipalities to audit and catalog their progress in meeting MS4 NPDES Permit education requirements, which were revised in 2014. Education Staff will work with MS4s to tap into the existing capacity within their communities to help meet these requirements. By connecting MS4s to citizen-led neighborhood, lake and/or creek associations, the Master Water Stewards program and non-profit partners like the Alliance for Sustainability and Metro Blooms, the District can help them achieve their education goals.

Also, the Education Program will fund Northland NEMO (Non-Point Source Education for Municipal Officials) in 2015. This locally and nationally recognized education program is effective at providing the resources and training needed for MCWD staff to reach key decision-makers throughout the District. Activities supported via NEMO assistance include customized presentations, workshops, and tours.

- Citizen Monitoring - \$5,000

Identify and promote monitoring programs designed to educate and engage local groups in various aspects of natural resource management. Potential partners include Hennepin County Environmental Services through the River Watch stream monitoring program, or other partners.

- Realtor/Developer Outreach - \$3,000

To inform realtors, developers and other large landowners of the District's programs, Education staff will work with the Communications staff to develop a new workshop in 2015. The workshop, offered through the

Minneapolis Area Association of Realtors' certification program, will educate participants about the role of watershed districts in protecting water quality, watershed rules and how watershed districts can partner with landowners on water resource improvement projects. An additional \$10,000 is provided for this activity in the 2015 Communications Workplan.

- Direct-Mail Campaigns - \$2,000

Following a pilot direct mail campaign in 2014 focused in three unique test areas of the watershed district, Education staff will continue collaboration with the Communications Department to develop direct-mail campaigns to landowners in priority geographies in 2015. An additional \$8,000 is provided for this activity in the 2015 Communications Workplan.

- Master Water Stewards Program – \$0

Continue providing staff support for the Master Water Stewards program to promote certification of community leaders around water resource issues and leverage district resources. Also includes staff time for administration of the Clean Water Grant and Freshwater Society subcontract.

- Comprehensive Water Resources Management Plan Support - \$0

Develop educational programs, materials and other resources to assist the outreach and engagement efforts for the District's next Comprehensive Water Resources Management Plan. While this outreach and engagement will be a District-wide activity, it's anticipated much of this effort will focus on the priority geographies identified by the Board of Managers. This work will be done in collaboration with other District programs, including Planning and Communications, and will be implemented primarily through staff time. \$25,000 has been allocated for Comp Plan outreach and engagement in the 2015 Communications Workplan.

4. Program Administration - \$1,500

Education Program administration includes:

- Budget and Work Plan development and implementation;
- Activity and outcome tracking and reporting,
- Prepare policy and program recommendations for MCWD Board of Managers;
- Coordinating the Citizen's Advisory Committee;
- Hiring training and managing staff; hiring and training new staff;
- Coordinating with the Cost Share Specialist;
- Cynthia Krieg Watershed Stewardship Fund Grant administration;
- Ongoing staff development and training - \$1,500;
- Interdepartmental collaboration and support.

5. Staffing - \$0* (NEW)

The Education Program currently has two staff positions: 1 full-time, permanent

	<p>(Education Manager) and 1 full-time, temporary (Education Assistant). Funding for the full-time temporary Education Assistant position (which includes wages, payroll taxes and PERA) currently comes from the Education Program budget. If this would continue in 2015, the projected cost to the Education Program would be approximately \$35,000.</p> <p>*In anticipation of expanding program needs, staff recommends reclassifying the Education Assistant position as a permanent Education Specialist position funded by the District's personnel budget. Converting the Education Assistant to a permanent, full-time employee would ensure consistency and continuity within the Education Program's projects and partnerships. This would be a net increase of approximately \$15,000 for the District.</p>
<p><u>Outcomes</u></p>	<p>The MWCD's Education Program is designed to raise awareness about MCWD programs and priorities, provide technical training and support for priority stakeholder groups, cultivate and strengthen partnerships, and provide the capacity needed to engage priority audiences and stakeholder groups in protecting and enhancing our water resources in priority geographies and districtwide. Broadly, outcomes of the Education Program are:</p> <ul style="list-style-type: none"> • Key topic information is communicated to targeted, priority audiences and stakeholders <i>in a strategic manner</i> that reflects the District's commitment to focal geographies and partnerships. • Audience and stakeholder engagement is increased, both pre-project to assist in the development of projects and post-project to interpret their purpose <i>as measured by participation in events, projects, planning and processes</i>. • Stakeholder relationships are strengthened <i>through collaboration, partnerships and involvement in all aspects of natural resource management</i>. • Key audience and stakeholders are engaged and <i>take measurable actions to manage and improve water quality</i>. • The MCWD is seen as an information and technical leader, as reflected by <i>the acquisition, distribution and implementation of MCWD programs and services</i>.

<p><u>Schedule</u></p>	<p>2015</p> <p>1st Quarter (Jan-March):</p> <ul style="list-style-type: none"> - Ongoing Broad Education and Outreach, MCWD program support, and training - Assess existing and identify new Watershed Association Initiative projects - Begin planning technical and non-technical seminars and workshops - Ongoing NEMO programming and outreach - Ongoing subwatershed interpretive planning and education in Urban Corridor - Administrative support of Master Water Stewards program - Process Cynthia Krieg Grant Agreements and Work Plans for 2014 projects <p>2nd Quarter (April-June):</p> <ul style="list-style-type: none"> - Ongoing Broad Education and Outreach, MCWD program support, and
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	<p>training</p> <ul style="list-style-type: none"> - Develop workplan/budget for 2016 - Implement technical and non-technical workshops - Ongoing NEMO programming and outreach - Ongoing subwatershed interpretive planning and education in Urban Corridor - Implement Minnehaha Creek signage and landing standards - Develop interpretive elements of landscaping and stormwater demonstration at MCWD office building. <p>3rd Quarter (July-Sept):</p> <ul style="list-style-type: none"> - Ongoing Broad Education and Outreach, MCWD program support, and training - Clean Water Summit - Process pre-proposals from Cynthia Krieg grant applicants - Implement the Watershed Association Initiative program - Implement technical and non-technical seminars and workshops - Ongoing NEMO programming and outreach - Ongoing subwatershed interpretive planning and education in Urban Corridor - Implement Minnehaha Creek signage and landing standards - Develop interpretive elements of landscaping and stormwater demonstration at MCWD office building. <p>4th Quarter (Oct-Dec):</p> <ul style="list-style-type: none"> - Ongoing Broad Education and Outreach, MCWD program support, and training - Process Cynthia Krieg grant applications - Implement technical and non-technical seminars and workshops - Ongoing NEMO programming and outreach - Implement the Watershed Association Initiative program and host WAI Summit - Begin planning 2016 1st Quarter Education Program elements - Ongoing subwatershed interpretive planning and education in Urban Corridor - Implement Minnehaha Creek signage and landing standards - Develop interpretive elements of landscaping and stormwater demonstration at MCWD office building.
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Budget/Levy History:

Year	Budget	Tax Revenue	Grants & Expenditures	Transfer In (Out)	Transfers Carryover
2004					\$ 66,790
2005	\$126,765	\$132,129	(\$ 91,408)		\$ 107,511
2006	\$172,000	\$ 62,384	(\$119,028)	\$23,790	\$ 74,657
2007	\$184,900	\$128,738	(\$145,533)		\$ 57,738
2008	\$175,100	\$161,205	(\$175,100)		\$ 83,005
2009	\$175,100	\$167,362	(\$155,100)	(20,000)	\$ 75,267
2010	\$203,000	\$78,916	(\$182,083)	\$16,283	\$ 0
2011**	\$203,000	\$101,500	(\$ 97,392)		\$ 5,414
2012	\$101,500**	\$101,500	(\$118,914)	\$12,000***	\$ 10,746
2013	\$127,500	\$113,500	(\$138,246)	\$14,000***	\$ 0
2014	\$123,500	\$123,500	(\$123,500)*		

**Estimated amount*

** Education and Communication Budgets were split in 2011.

*** Includes funding from the NOAA Stormwater Adaptation grant

Recommended 2015 Budget and Levy:

Budget: \$273,500

Levy: \$273,500

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Budget (2302)	Planning and Policy Development		
	Contracted Services		
	Survey/Data Collection		
	Engineering/Consulting		
	Equipment/Supplies		
	Meetings/Seminars		
	Maintenance Plan Dev.		
	Legal		
	Other/Miscellaneous		
		sub-total	
	Project/Program Implementation		
	Training		
	Contracted Services		
	Project Management		
	Property or Easement Acquisition		
	Engineering		
	Supplies/Equipment		
	Construction		
	Landscaping/restoration		
	Legal		
	Meetings/Seminars		
	Monitoring/Lab Analysis/Inventories		
	Other/Miscellaneous		
	Permit Research		
	Permit Acquisition		
	Operations/Maintenance		
	Grants/Awards/Loans Given		
		sub-total	
	Communications-Education-Stakeholder Involvement		
	Training	1,500	
	Supplies/Equipment	7,000	
	Meetings/Seminars	15,000	
	Printing	000	
	Publishing	0	
	Postage	0	
	Dues/Subscriptions	0	
	Other/Miscellaneous	0	
	Computer Services	5,000	
Contracted Services	225,000		
Engineering/Consulting	0		
Legal	10,000		
Construction	0		
Teacher Stipend	0		
Grants/Awards/Loans Given	10,000		
	sub-total	273,500	