



**Title:** Authorization to renew Metro Watershed Partners membership

**Resolution number:** 20-017

**Prepared by:** Name: Kim LaBo  
Phone: 952-471-0590  
klabo @minnehahacreek.org

**Reviewed by:** Name/Title: Trevor Born/Outreach Program Manager

**Recommended action:** Authorize Metro Watershed Partners membership renewal and participation in their Clean Water MN and Adopt-a-Drain program

**Schedule:** Date: 1/1/2021  
Date: 12/31/2021

**Budget considerations:** Fund name and code: Outreach - 4002  
Fund budget: \$6,000  
Expenditures to date: \$0  
Requested amount of funding: \$6,000

**Past Board action:** Res # 19-045 Title: Authorization to participate in 2019 Clean Water MN and Adopt-a-Drain Program

**Summary:**

In 2020 the Board of Managers set a new direction for the Outreach program that called for shifting focus away from broad-based outreach aimed at brand awareness and individual action, and toward context-specific and relationship-based engagement of stakeholders and community members around key District initiatives. To achieve that shift in focus, the implementation plan called for identifying automated tools—such as the website and select contracted programs—that could continue to serve the needs of those broader audiences outside of key District initiatives without a significant draw on limited Outreach resources.

The Metro Watershed Partners membership was one such existing contract identified as helping the District maintain quality broad-based programming with a limited draw on resources. The membership provides access to two valuable broad-based outreach tools: Adopt-a-Drain and Clean Water MN. The Adopt-A-Drain program allows MCWD to connect residents interested in volunteering to tangible clean-water action that is centrally coordinated and quantitatively tracked. The Clean Water MN program provides the District access to high quality digital communications materials on evergreen topics such as residential best management practices.

MCWD has a long history of membership with Metro Watershed Partners. Outreach staff are requesting \$6,000 to participate in Metro Watershed Partners and their Clean Water MN and Adopt-A-Drain programs. The \$6,000 covers Metro Watershed Partners' annual membership fee and provides a number of benefits outlined in detail below.

## Clean Water MN and Adopt-a-Drain Program Background:

Clean Water MN is an outreach program of the Metro Watershed Partners that educates metro area residents on water-friendly practices. Clean Water MN is sponsored by the Metro Watershed Partners, a coalition of more than 70 public, private, and non-profit organizations in the Minneapolis/ Saint Paul metro area who work together to inspire people to protect water quality in their watershed. Founded in 1996, the Metro Watershed Partners is a project of Hamline University in Saint Paul, Minnesota. Eighteen watershed districts and watershed management organizations are members of the group. MCWD joined Metro Watershed Partners in 2012.

Adopt-a-Drain, a metro-wide program created by Metro Watershed Partners, asks residents to adopt storm drains in their neighborhood to protect their local lake or river from pollution. By adopting a storm drain, they commit to keeping it clear of debris throughout the year. Participants sign up for the program online at [www.Adopt-a-Drain.org](http://www.Adopt-a-Drain.org) and create an account that allows them to adopt and un-adopt drains, report the amount of debris they collect, and share stories and photos via Facebook and Twitter. This provides interested residents a tangible activity to protect clean water, and provides quantified metrics on the results. Consistent with the Outreach implementation plan's goals, the program allows MCWD to offer a compelling volunteer opportunity to its residents within minimal administrative overhead.

Each year Metro Watershed Partners issues a metro-wide and watershed specific report which tracks the impact of the Clean Water MN and the Adopt-a-Drain programs. Within MCWD, the metro-area in 2020, Adopt-a-Drain membership increased 40%. The program now has more than 7,500 participants who have adopted 14,000 storm drains. Stormwater drain adoptions also grew within MCWD – 313 new watershed residents adopted drains in 2020. In addition to tracking drain adoptions, the program also tracks the impact of program participants. MCWD participants reported collecting 33,378.5 lbs of debris from their adopted storm drains last year. Additional details on each program is provided in the attached reports.

## Program Membership Costs and Benefits

Members of Metro Watershed Partners—cities, counties, watershed districts, and non-profits in Minnesota— pay an annual membership fee. Cities pay seven cents per person (based on total population) per year, and watershed districts pay a recommended fee based on their annual operating budget. For an annual budget of \$5,000,000+, memberships range from a high of \$20,000 to a low of \$6,000. MCWD's membership is in the lower range of \$6,000. Membership in Metro Watershed Partners is required in order to participate in the Clean Water MN and Adopt-a-Drain programs.

The two programs provide a range of benefits for supporting watershed districts and cities:

1. Help in meeting MS4 permit requirements for public participation, outreach, and education
2. Data for MCM #1 - Public Education and Outreach - on SWPPP
3. Improved water quality by engaging residents to remove pollutants
4. Reduced flood risk from clogged storm drains
5. Customizable print and electronic resources for promoting Adopt-a-Drain to residents
6. A list of area residents who are interested in water issues
7. Electronic educational resources such as fact sheets on a variety of residential best management practices

MCWD staff are recommending that the Board of Managers authorize \$6,000 for MCWD participation in the 2021 Clean Water MN and Adopt-a-Drain Program for the following reasons:

- The programs provide valuable communications and engagement tools
- Program participation allows MCWD to access data on District residents who adopted their storm drain and are interested in protecting their local water.
- Program participation provides MCWD with data on how much pollution is kept out of local lakes and streams each year.

- Membership in Metro Watershed Partners, which is required for program participation, provides MCWD staff networking, staff development opportunities with other watershed districts, state and local water resource professionals, academia and NGOs.

**Supporting documents (list attachments):**

Adopt-a-Drain in Minnehaha Creek Watershed District 2020 Annual Report

Metro Watershed Partners 2020 Annual Program Report



**RESOLUTION**

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**Resolution number:** 20-017

**Title:** Authorization to renew Metro Watershed Partners Membership

- WHEREAS, In 2020, the MCWD Board of Managers set a new direction for the Outreach program that shifted focus from broad-based outreach, toward context-specific and relationship-based engagement of stakeholders and community members around key District initiatives; and
- WHEREAS, To achieve that shift in focus, the implementation plan called for identifying automated tools that could continue to serve the needs of broader audiences outside of District initiatives without a significant draw on limited Outreach resources; and
- WHEREAS, The Metro Watershed Partners membership was one such existing contract identified as helping the District maintain quality broad-based programming with a limited draw on resources; and
- WHEREAS, Metro Watershed Partners, a coalition of more than 70 public, private, and non-profit organizations, formed in 1996 to inspire people to protect water quality in their watershed; and
- WHEREAS, Members of Metro Watershed Partners are provided access to their programming, which includes Clean Water MN and Adopt-A-Drain; and
- WHEREAS, the Clean Water MN program provides the District access to high quality digital communications materials on evergreen topics such as residential best management practices; and
- WHEREAS, the Adopt-A-Drain program allows MCWD to connect residents interested in volunteering to tangible clean-water action that is centrally coordinated and quantitatively tracked; and
- WHEREAS, The Clean Water MN and Adopt-A-Drain programs promote water stewardship among residents who live within the District; and

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers authorize the District Administrator to spend \$6,000 to renew MCWD's Metro Watershed Partners annual membership.

Resolution Number 20-017 was moved by Manager \_\_\_\_\_, seconded by Manager \_\_\_\_\_. Motion to adopt the resolution \_\_\_ ayes, \_\_\_ nays, \_\_\_ abstentions. Date: 3/11/2021

\_\_\_\_\_ Date: \_\_\_\_\_

Secretary

# Adopt-a-Drain in Minnehaha Creek, 2020

## Annual Report

**313**  
new participants  
in 2020

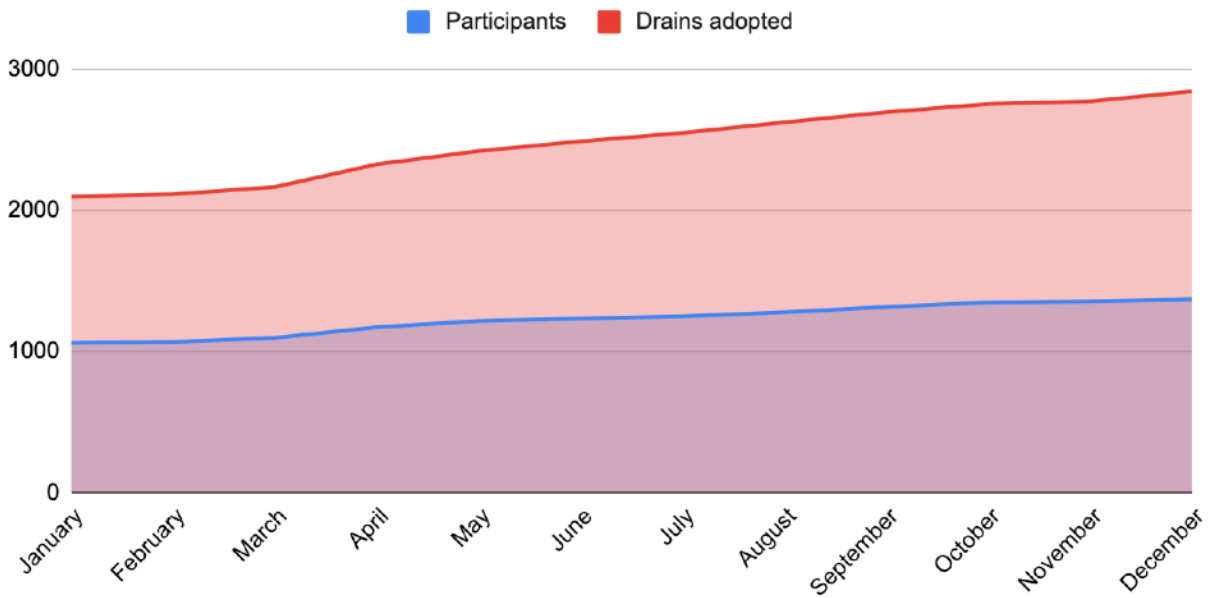
**771**  
drains adopted  
in 2020

**1,368**  
total participants

**2,841**  
total adoptions



New participants and drains adopted in Minnehaha Creek WD, 2020



## 2020 Reporting Data

570 Minnehaha Creek participants reported cleanings, which represents 41.7% of all Minnehaha Creek participants.

Minnehaha Creek participants collected 33,378.5 lbs of debris from their adopted storm drains in 2020.

Debris Type	Amount (lbs)
Brown leaves	19,815.7
Grass and green leaves	4,175.4
Sediment and dirt	8,442.2
Trash	914.4
Salt	30.8



In 2019, the total amount reported was 15,393.9 lbs.

Month	New participants	Drains adopted	Debris collected (lbs)	Time spent (hours)
January*	5	28	6,121.5	156.4
February	8	15	3,232.6	106.4
March	28	52	1,024.1	22.1
April	76	161	3,111.8	50.2
May	45	94	1,702.8	44.8
June	17	68	1,996.2	58.5
July	14	59	1,138.0	28.4
August	29	75	989.0	36.1
September	39	72	1,308.2	51.8
October	32	58	5,721.6	61.1
November	6	20	3,280.2	46.9
December	14	69	3,752.6	85.3
<b>TOTALS</b>	<b>313</b>	<b>771</b>	<b>33,378.6</b>	<b>748.0</b>

\*January total includes year-end reports from 2019.

## Geographic Breakdown: City and Subwatershed

Drains adopted: Cumulative total

Debris collected: 2020 data only.

City	Drains adopted	Debris collected (lbs)	Time spent (hours)
Minneapolis	2,220	27,068.05	576.1
St. Louis Park	273	3,025.5	110.8
Minnetonka	133	1,713.6	27.2
Edina	39	294.7	10.0
Shorewood	35	85.9	3.8
Hopkins	30	41.8	2.6
Richfield	29	185.9	4.6
Mound	16	81	0.8
Plymouth	12	17.9	1.6
Victoria	10	270.5	2.1
Chanhassen	9	13	0.6
Orono	6	131.3	1.4
Tonka Bay	5	0	0.0
Golden Valley	4	0	0.0
Long Lake	4	5	1.0
Wayzata	4	36	1.3
Excelsior	3	90	1.3
Fort Snelling (unorg.)	3	0	0.0
Minnetrista	3	6	0.5
Deephaven	2	0	0.0
Maple Plain	1	90	2.3

Subwatershed	Drains adopted	Debris collected (lbs)	Time spent (hours)
Minnehaha Creek	1,054	14,680.9	310.2
Lake Hiawatha	279	2,677.1	66.3
Bde Maka Ska	273	4,544.7	119.5
Mississippi River	253	1,873.3	64.6
Lake Nokomis	182	1,043.6	23.1
Lake Harriet	150	3,294.8	65.3
Diamond Lake	120	1,433.2	28.1
Cedar Lake	112	756.1	15.9
Lake of the Isles	86	584.0	8.2
Grass Lake (City of Minneapolis)	65	783.1	12.0
Powderhorn Lake	64	196.2	5.3
East Upper Lake	30	59.6	2.0
Grays Bay	29	203.0	6.6
Norbys Pond	16	67.1	2.1
Brownie Lake	14	0.0	0.0
Gleason Lake	10	46.0	1.8
Long Lake (City of Orono)	9	12.9	2.1
Richfield Lake	9	5.5	0.4
Legion Lake	7	8.8	1.2
Seton/Black Lakes	7	3	0.1
Six Mile Creek	7	270.5	2.1
Lake Minnewashta	6	13	0.6
Purgatory Creek North	6	0	0.0
South Lower Lake	5	0	0.0
West Upper Lake	5	3.3	0.1

Subwatershed	Drains adopted	Debris collected (lbs)	Time spent (hours)
Milners Pond	4	110.0	1.3
Tonka Bay	4	90.0	1.3
Crystal Bay West	3	55.3	0.5
Harrisons Bay	3	8.0	0.1
Robinsons Bay	3	0.0	0.0
Spring Park Bay	3	20.0	0.2
Carsons Bay	2	23.0	1.7
Crane Lake	2	54.0	0.7
Galpin Lake	2	0.0	0.0
Lake Virginia	2	0.0	0.0
North Branch Nine Mile Creek	2	12.2	0.5
Carmen Bay	1	73.8	0.7
Christian Park Pond	1	0.0	0.0
Forest Lake (City of Orono)	1	0.0	0.0
Jennings Bay	1	6.0	0.5
Langdon Lake	1	50.0	0.5
New Fordtown	1	0.0	0.0
North Arm	1	2.2	0.3
Painter Creek	1	90.0	2.3
Phelps Bay	1	0	0.0
Priests Bay	1	0	0.0
Sweeney Lake	1	2	0.2
West Arm	1	0	0.0
Wilson Pond	1	0	0.0



## Mailings Summary

The City of Edina sponsored the mailing of 100 yard signs and welcome packets to Edina residents in 2020. A total of 21 yard signs were mailed in 2020.

### Edina (Total: 21)

- Edina: 18
- Lake Cornelia: 3



# Metro Watershed Partners 2020 Annual Program Report



**Metro Watershed Partners** is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



MINNESOTA WATER  
LET'S KEEP IT CLEAN

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# Metro Watershed Partners 2020 Report

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## 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 education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



WATERSHED  
PARTNERS

The mission of the Metro Watershed Partners is two-fold:

- to provide and promote collaborative watershed education programs with consistent messages to the general public, local government staff and elected officials, and
- to provide WSP members a place and means to share information, generate ideas, and coordinate and support collaborative watershed education programs.

In 2020, members contributed \$44,314.00 to support monthly meetings, exhibit checkout, administrative functions, and state fair outreach. (The state fair was canceled this year, and funds rolled over to next year may be used to support the development of new exhibit pieces.) Members contributed \$142,591.06 to support Adopt-a-Drain and the Clean Water Minnesota outreach campaign.

## Leadership

The work of **Metro Watershed Partners** is guided by a steering committee that includes stormwater education professionals from watershed organizations, non-profits and government agencies. In 2020, our steering committee members were:

Abby Moore, Mississippi Watershed Management Organization

Angie Hong, Washington Conservation District

Emily Johnson, Anoka SWCD

Jen Dullum, Vermillion River Watershed JPO

Kris Meyer, Freshwater

Leslie Yetka, City of Minnetonka

Lyndon Torstenson, National Park Service, Mississippi National River & Recreation Area

Rebecca Haug, City of Blaine

Samantha Connolly, MPCA

Tracy Fredin, Center for Global Environmental Education, Hamline University

# Clean Water MN

## 2020 Outreach Projects Report



MINNESOTA WATER  
LET'S KEEP IT CLEAN

**Clean Water MN** is the collaborative outreach project of the Metro Watershed Partners. Working together, we provide resources, training, and support to partners as they work to inspire homeowners in the Twin Cities metro area to keep water clean and healthy.



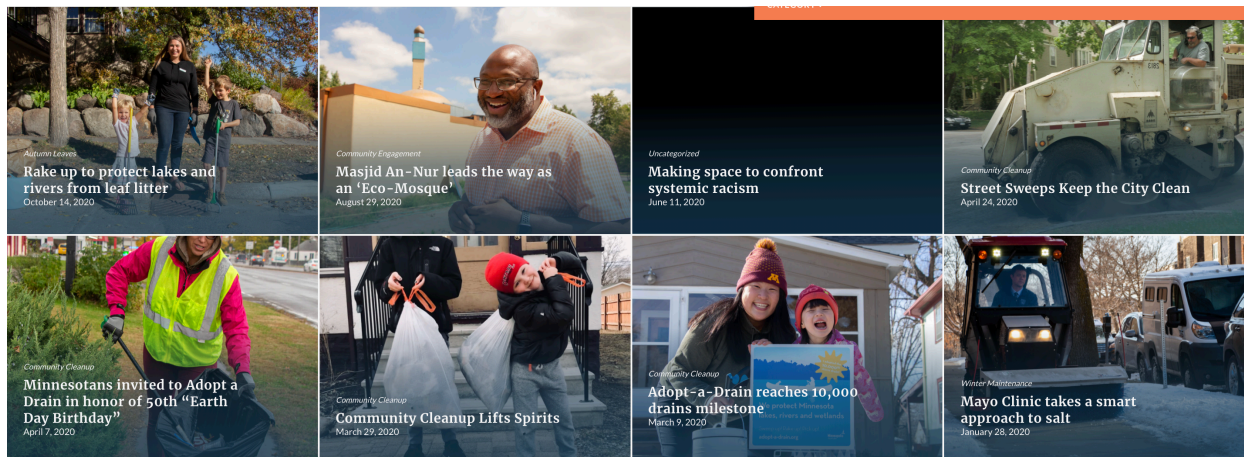
The steering committee of the Metro Watershed Partners oversees the work of Clean Water MN. Jana Larson from Hamline University manages campaign fundraising and the creation and implementation of communication and outreach programs. As part of this work, we regularly ask stakeholders to tell us how to best serve the needs of MS4s.

**Cleanwatermn.org** features seasonally appropriate stories about metro area residents taking action at home and in their lives to

keep Minnesota water clean and healthy. The stories are designed for partners to use in their own communications—via websites, Facebook, Twitter, newsletters, and such.

Along with each story we create a suite of professional photographs, accessible to partners online for use in their own stories and publications. Each story links to informational resources on our own site and other websites. In 2020 we published eight new stories.

The [cleanwatermn.org](https://www.cleanwatermn.org) website also features informational pages, calls to action, a “Find My Watershed” map, information about the partnership, educational resources, and a list of our partners. We will continue to develop and add content to the site in 2021 and beyond.



## Campaign Analytics

In order to provide some measure of the impact of our work, we have created a system of unique, trackable links for our partners to use when they publish a story from Clean Water MN. This allows us to measure click-through rates to CleanWaterMN.org for each partner individually. Below you will find a summary of these analytics, which paint a general picture of engagement with each story. These numbers do not reflect, however, the total number of readers for any given story, since trackable links are not always used, and some readers may not click on the link to read the full story. Analytics reports with a breakdown for each partner can be found at: <http://bit.ly/2rxvGE6>

Month	Blog Title	Total page views	Unique page views	Average duration
January	A Song to Sweep to from Frassati Academy	2,513	1,821	0:03:34
February	Mayo Clinic Takes a Smart Approach to Salt	852	765	0:02:02
March	Adopt-a-Drain reaches 10,000 drains milestone	1,119	938	0:02:02
April	Community Cleanup Lifts Spirits	1,859	1,647	0:02:49
April (special event post)	Minnesotans invited to Adopt a Drain in honor of 50th “Earth Day Birthday”	n/a	n/a	n/a
May	Street Sweeps Keep the City Clean	705	604	0:01:37
June	Making space to confront systemic racism	701	604	0:02:15
July	[no new blog post]	469	373	0:01:09
August	[no new blog post]	362	313	0:01:08
September	Masjid An-Nur leads the way as an ‘Eco-Mosque’	473	404	0:01:25
October	Rake up to protect lakes and rivers from leaf litter	1,185	1,031	0:02:09
November	[no new blog post]	665	576	0:01:50
December	[no new blog post]	647	542	0:01:39
Total click-throughs to CWMN site		11,550	9,618	

## Adopt a Storm Drain News and Accomplishments in 2020:

**Adopt-a-Drain continues to use and improve the website at [adopt-a-drain.org](https://adopt-a-drain.org).**

Available to all residents in the metro area and Rochester since March of 2019, the program has now launched in Saint Cloud, and a new "suggest a drain" feature allows anyone in the state of Minnesota to adopt a storm drain.

[About Adopt-a-Drain](#) | [How To Clear a Drain](#) | [Why Adopt a Drain](#) | [Prevent Runoff Pollution](#)

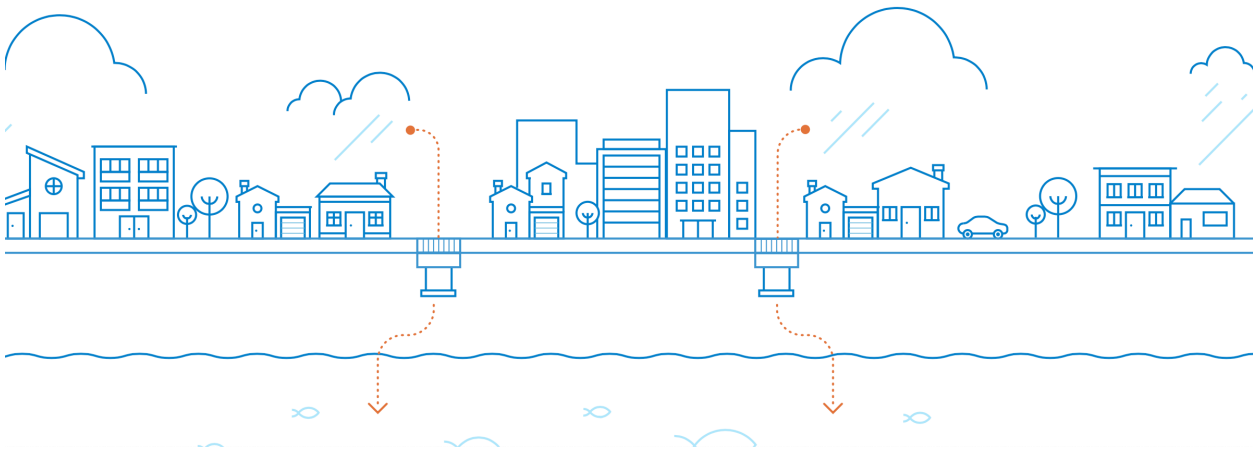
[Sign up](#) | [Log in](#)



### We protect our water

Sweep up! Rake up! Pick up!

Adopt a Drain



### We're making a difference! Join us!

319,343 lbs\*  
debris collected

14,079  
drains adopted

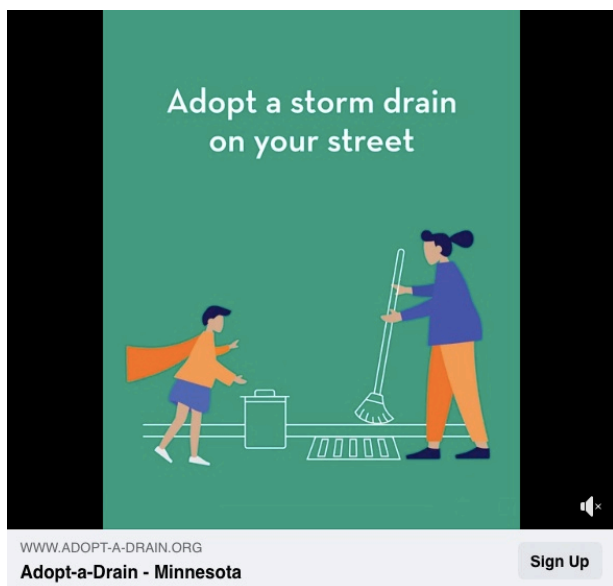
7,525  
adopters

Drain adoption increased by nearly 40% in 2020; we now have more than 7,500 participants who have adopted more than 14,000 storm drains.

## Special promotional events

To drive participant reporting and engagement and recruit new members to the Adopt-a-Drain program, we held three special online promotional events in 2020.

1. **During the month of April**, we celebrated "Earth Day Birthday"—A social media campaign that encouraged people to sign up to adopt a storm drain in honor of the 50th birthday of Earth Day. Everyone who signed up during the month of April or reported what they cleaned up from their drains received "Earth Day Birthday" temporary tattoos. We also received 200 coupons from Dangerous Man brewing and sent them to people who reported what they collected, while supplies lasted. In April: 742 new signups, 1,306 drains adopted, 15,350.9 lbs of debris cleaned, and 552 people who reported cleanings.



2. From **August 1 through Labor Day**, we promoted a refer-a-friend campaign both on social media and via our monthly newsletter to adopters. Everyone who signed up during that time received a yard sign, welcome packet, and tote bag. All existing participants who referred a friend also received a tote bag. During this month, 334 new participants signed up, as a result of 105 referrals.

3. From **October 26 – November 1** we promoted a fall leaf cleanup. Everyone who reported the amount of leaves they collected during that week was added to a drawing for ten tote bags that we gave away every day of the event. 70 tote bags were awarded. 9,118.5 pounds of debris were reported by 293 people during the week.





## Clean Water Begins at Your Curb – Video on TPT

In April, Metro Watershed Partners, Hamline University and TPT co-produced a new 90-second animation that traces the connections between storm drains and local waterways, emphasizing the crucial role of community members in preventing water pollution. It played during the spring and summer on TPT, reaching more than a million viewers. You can find it on the homepage of adopt-a-drain.org and at <https://www.tpt.org/clean-water-begins-curb/>



## Communication with participants

Throughout the year, Adopt-a-Drain participants are encouraged to report their work via a bimonthly email newsletter that also features stories about participants in the metro area, drain cleaning tips and best practices, latest reporting statistics, and other Adopt-a-Drain news.

This year, we created and launched a new website feature that asks all participants to commit to reporting their work, and to opt in to receive automated email reminders at the frequency they choose. In December, we sent a postcard to all participants who had not yet reported their work, and received an additional 700 responses. As a result of this outreach, the reporting rate increased from 42% to 47%.

Adopt-a-Drain staff have the opportunity to communicate directly with participants of the program, communicating with an average of 10-20 participants per week, to answer questions about stormwater issues and connect them with resources in their community.

## Sign up to Adopt a Storm Drain!



Keep your neighborhood clean and protect the Zumbro River. **Sign up today!**



[adopt-a-drain.org](http://adopt-a-drain.org)

**Customizable print and electronic resources for promoting Adopt-a-Drain** and Community Cleanups are available in multiple formats for download on the "For Partners" page of [CleanWaterMN.org](http://CleanWaterMN.org). These resources include: direct mail postcards, utility bill inserts, door hangers, promotional flyers, billboards, and images with logos for posting to social media.

We are continuing to revise and improve these resources so please continue to check that page for the latest updates. Along with an updated set of customizable print resources, we are working on and will soon release an updated set of brand guidelines. Stay tuned for that!

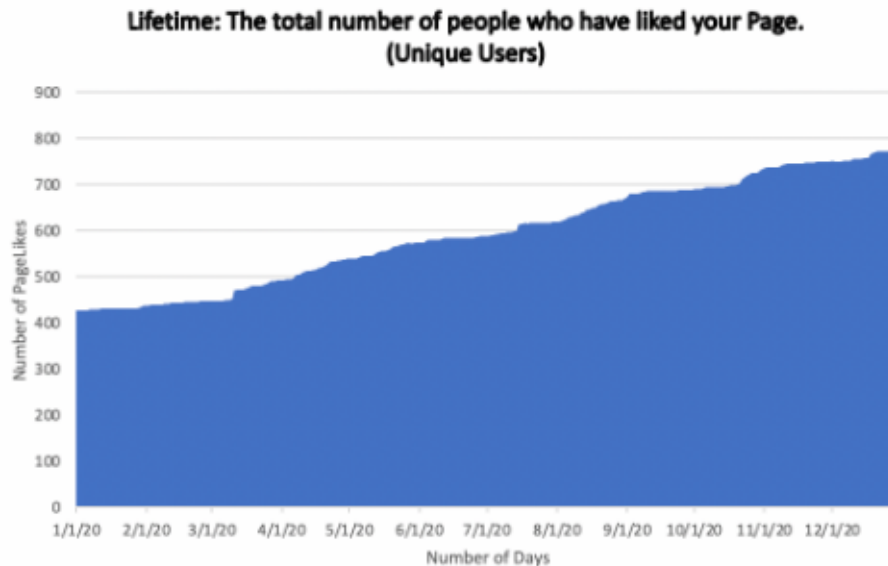
### 3-year baseline study of Adopt-a-Drain

In November, we completed a baseline study of the Adopt-a-Drain program in Minneapolis, with an emphasis on understanding how to reach underserved populations in the city. This research was funded by the City of Minneapolis and conducted in collaboration with researchers at the University of Minnesota's Center for Changing Landscapes. A presentation of study findings will be given at the upcoming Watershed Partners meeting on April 14, 2021.

## Adopt-a-Drain on Facebook, Twitter and Instagram

In 2020 the Adopt-a-Drain Social Media team focused on posting high-quality and consistent content across all of our social media platforms. With the assistance of a social media consultant we implemented strategic tactics to gain followers, increase engagement and reach a large audience on all of our Adopt-a-Drain social media accounts.

On January 1st, 2020 the Adopt-a-Drain Facebook page had 427 page likes and as of December 31st 2020 it has 779 page likes. During that period there were 352 new page likes. That is an increase of 82%.



On January 1st, 2020 the Adopt-a-Drain Twitter account had 119 followers and as of December 31st 2020 it has 228 followers. During that period there were 109 new followers. That is an increase of 91%.

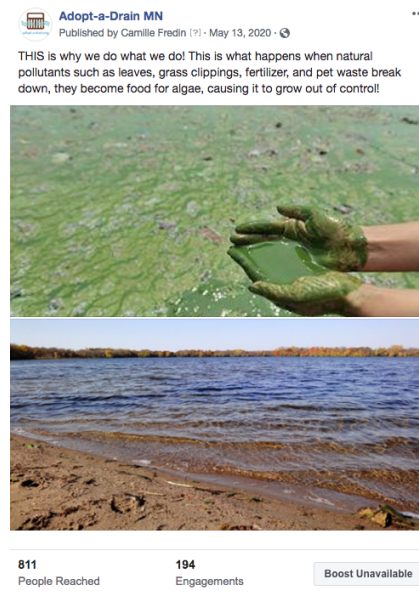
On January 1st, 2020 the Adopt-a-Drain Instagram account had 201 followers and as of December 31st 2020 it has 857 followers. During that period there were 656 new followers. That is an increase of 326%.

From August 1st 2019 to December 31st 2019 there were 138 posts created and posted.

In 2020 we posted 342 posts on Facebook. That is an increase of 148%.

We had a high amount of engagement on our posts in 2020. In 2020 on our Facebook Page there were 7,112 engagements including likes, comments, and shares.

Our most engaging posts of the year on Facebook were the following.



## Impressions

In 2020 Adopt-a-Drain’s social media reached a large number of people. On Facebook we reached a total of 137,994 people. Organically 108,001 people were reached and 35,887 people were reached with non-organic promotions.

In 2021 we are going to continue to focus on posting high-quality and consistent content as we strive to educate and engage our current audience and simultaneously continue to reach new audiences.

2020	Instagram	Twitter	Facebook
January	1,551	3,930	7,254
February	167	1,105	3,581
March	5,245	5,406	4,837
April	5,111	9,014	45,452
May	3,109	9,660	6,413
June	4,245	7,360	4,672
July	5,556	9,094	7,237
August	5,910	12,300	22,150
September	4,893	9,134	6,804
October	6,278	10,500	13,441
November	7,384	11,100	10,247
December	7,523	10,900	5,906
<b>TOTAL:</b>	<b>56,972</b>	<b>99,503</b>	<b>137,994</b>

## Follow us! Like us! Share our posts!

<https://www.facebook.com/AdoptaDrainMN/>  
<https://www.instagram.com/adoptadrain/>  
<https://twitter.com/adoptadrainmn>

## Watershed Partners listserv

The Metro Watershed Partners listserv is a forum for watershed educators, legislators and industry professionals throughout the state to share information and resources.

Our listserv is hosted by Mobilize, an online interactive communications platform for discussions, chat, events, files, and networking that is accessible online, via email, or mobile app.

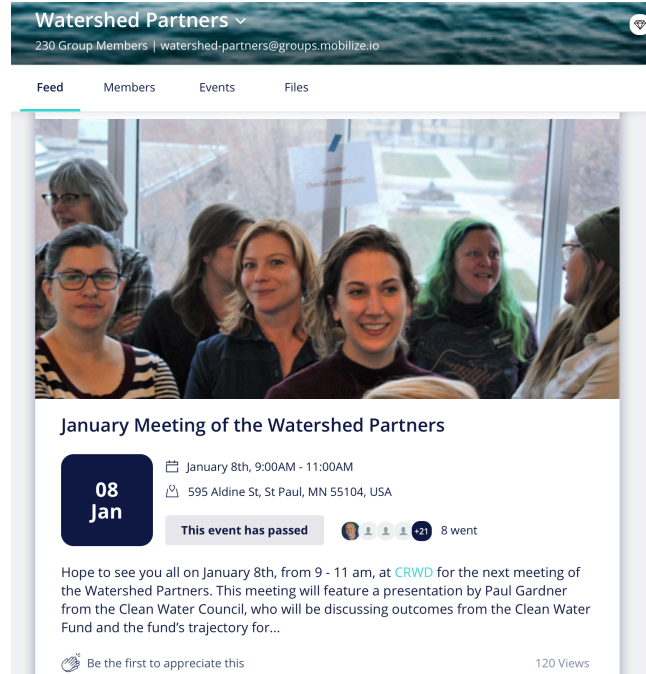
The listserv is now hosted at:  
<https://watershedpartners.mobilize.io>

Messages can be posted online to a feed or sent via email:  
[watershed-partners@groups.mobilize.io](mailto:watershed-partners@groups.mobilize.io)

There is a connected subgroup of the listserv for Adopt-a-Drain administrators from member cities and watershed districts to share information and resources at:  
[adopt-a-drain-user-group@groups.mobilize.io](mailto:adopt-a-drain-user-group@groups.mobilize.io)

These are private forums and anyone who would like to be added to either Mobilize group must send an email request to [jl Larson25@hamline.edu](mailto:jl Larson25@hamline.edu)

In 2020, the Metro Watershed Partners listserv continued to provide more than two hundred user-members with an effective tool to promote educational programs, share information about professional programs, and exchange information with other watershed educators, legislators and businesses.



## 2020 Accomplishments of the Metro Watershed Partners

### Networking and Sharing Resources

The Watershed Partners hold monthly meetings that provide members a way to gather, share information, generate ideas, and form partnerships that support watershed education in the state of Minnesota. These meetings keep our members 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 2020, the Watershed Partners held 10 meetings; 40 – 50 partners attended each meeting. Our meetings moved online beginning in March, and meeting attendance increased! We're pleased to see that partners continue to value our meetings, and demonstrate energy for collaboration and information sharing; we plan to continue offering workshops and events in 2021 and beyond.

#### 2020 PARTNER MEETINGS — TOPICS AND PRESENTERS

January	Outcomes from the Clean Water Fund	Paul Gardner, Clean Water Council
February	Chloride Resources and Assistance	Brooke Asleson, Minnesota Pollution Control Agency
March	What's Working for Conservation 2020; Lawns to Legumes Update	Dan Shaw and Tara Kline from BWSR
May	Climate change and rainfall – where can/should/will all the water go?	Leslie Yetka, City of Minnetonka and Janna Kieffer, Barr Engineering
June	Moving environmental education online; Big River Journey, a case study	John Shepard & Tracy Fredin of Hamline University's Center for Global Environmental Education and Lyndon Torstenson of the National Park Service.
July	Anti-Racism Conversation	
September	Stormwater nutrient pollution of Twin Cities waters: sources and solutions	Sarah Hobbie, University of Minnesota
October	Preparing for and Responding to Diverse Audiences and Changing Demographics in Water-related Outreach and Communications	Megan Dayton, Senior Demographer at Minnesota's State Demographic Center; Mark Doneux, Administrator, Capitol Region Watershed District; Tammy Schmitz, Communications and Outreach Specialist
November	Art for Water	Alex Van Loh and Kris Meyer, Freshwater; Beth Carreno, RCWD; and guest artists
December	Plant for the Future	Mary Hammes, Environmental Stewardship and Volunteer Manager, Mississippi Park Connection

## 2020 Financial Report

In response to our fundraising requests, 55 supporting members contributed: \$44,314.00 to the Watershed Partners in support of meetings, state fair outreach, administration, exhibit maintenance, development and checkout; and \$142,591.06 to support Adopt-a-Drain, the Clean Water MN website and public outreach campaign.

### Supporting Members of the Metro Watershed Partners, Adopt-a-Drain, and the Clean Water MN Media Campaign in 2020

Andover	Minnehaha Creek WD
Anoka Conservation District	Minnetonka
Bassett Creek WMC	Mississippi NRRRA
Blaine	Mound
Bloomington	New Brighton
Brown's Creek WD	Nine Mile Creek WD
Cannon River WP	Pioneer-Sarah Creek WC
Capitol Region Watershed District	Prior Lake
Carver County	Ramsey-Washington Metro WD
Circle Pines	Rice Creek WD
Columbia Heights	Richfield
Comfort Lake-Forest Lake WD	Riley Purgatory Bluff Creek WD
Coon Creek WD	Rochester
Crystal	Rosemount
East Metro Water Resources	Roseville
Eden Prairie	Saint Louis Park
Edina	Saint Paul
Elm Creek WMC	Shingle Creek WMC
Excelsior	Shoreview
Fridley	South Washington WD
Hastings	Vadnais Lake Area WMO
Hennepin County	Vermillion River Watershed JPO
Hopkins	Washington Conservation District
Lakeville	Wayzata
Lauderdale	West Mississippi WMC
Lower Mississippi River WMO	White Bear Lake
Middle St. Croix WMO	Woodbury
Minneapolis	

<b>WSP 2020 ACCOUNTING</b>	<b>IN-KIND</b>	<b>CASH</b>	<b>TOTAL</b>
<b>REVENUE</b>			
CWMN funds rollover		\$5,118.94	\$5,118.94
Watershed Partners coordination	\$53,800.00	\$23,993.00	\$77,793.00
Watershed Partners exhibit	\$22,000.00	\$20,321.00	\$42,321.00
Media campaign	\$5,500.00	\$41,273.00	\$46,773.00
Adopt-a-Drain		\$101,318.06	\$101,318.06
<b>Total revenue</b>	<b>\$81,300.00</b>	<b>\$192,024.00</b>	<b>\$273,324.00</b>
<b>EXPENSE</b>			
<b>1. Watershed Partners Coordination</b>			
Principle Investigator		\$10,848.22	\$10,848.22
Program Coordinator	\$12,000.00	\$13,000.00	\$25,000.00
Steering Committee	\$32,400.00		\$32,400.00
Meeting room rental fees	\$4,500.00	\$0.00	\$4,500.00
Technology maintenance	\$1,400.00	\$0.00	\$1,400.00
Meeting expenses		\$691.80	\$691.80
Postage and printing		\$0.00	\$0.00
<b>Subtotal</b>	<b>\$50,300.00</b>	<b>\$24,540.02</b>	<b>\$74,840.02</b>
<b>2. Watershed Exhibit Implementation</b>			
Exhibit coordination	\$4,500.00	\$0.00	\$4,500.00
State fair expenses		\$0.00	\$0.00
Storage and check-out	\$5,000.00		\$5,000.00
<b>Subtotal</b>	<b>\$9,500.00</b>	<b>\$0.00</b>	<b>\$9,500.00</b>
<b>3. Clean Water MN</b>			
Campaign coordination	\$5,500.00	\$22,000.00	\$27,500.00
Printing and postage		\$0.00	\$0.00
Blog writing and photography		\$5,625.00	\$5,625.00
Web hosting and maintenance		\$1,208.36	\$1,208.36
Graphic design and video production (TPT and Earth D		\$9,972.33	\$9,972.33
Focus group research			\$0.00
Meeting expenses		\$250.00	\$250.00
Cleanup kit resources			\$0.00
<b>Subtotal</b>	<b>\$5,500.00</b>	<b>\$39,055.69</b>	<b>\$44,555.69</b>
<b>4. Adopt-a-Drain</b>			
Site license		\$30,000.00	\$30,000.00
Program coordination		\$25,000.00	\$25,000.00
Program implementation		\$18,738.00	\$18,738.00
Social media and communications		\$20,981.24	\$20,981.24
End of year mailing		\$2,500.00	\$2,500.00
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$97,219.24</b>	<b>\$97,219.24</b>
<b>TOTAL</b>	<b>\$65,300.00</b>	<b>\$160,724.95</b>	<b>\$226,024.95</b>
<b>ADMINISTRATION FEE</b>		<b>\$13,441.68</b>	<b>\$13,441.68</b>
<b>TOTAL</b>		<b>\$174,166.63</b>	<b>\$239,466.63</b>
<b>ROLLOVER</b>		<b>\$17,857.37</b>	



2021 WSP DRAFT BUDGET	IN-KIND	CASH	TOTAL
<b>REVENUE</b>			
CWMN funds rollover		\$17,857.37	
Watershed Partners coordinatio	\$53,800.00	\$23,993.00	\$77,793.00
Watershed Partners exhibit	\$22,000.00	\$20,321.00	\$42,321.00
Media campaign	\$5,500.00	\$41,273.00	\$46,773.00
Adopt-a-Drain		\$101,318.06	\$101,318.06
Total revenue	\$81,300.00	\$204,762.43	\$286,062.43
<b>EXPENSE</b>			
<b>1. Watershed Partners Coordination</b>			
Principle Investigator	\$2,500.00	\$6,000.00	\$8,500.00
Program Coordinator	\$12,000.00	\$13,000.00	\$25,000.00
Steering Committee	\$32,400.00		\$32,400.00
Meeting room rental fees	\$4,500.00	\$1,200.00	\$5,700.00
Technology maintenance	\$1,400.00	\$1,000.00	\$2,400.00
Meeting expenses		\$2,000.00	\$2,000.00
Postage and printing		\$200.00	\$200.00
Subtotal	\$52,800.00	\$23,400.00	\$76,200.00
<b>2. Watershed Exhibit Implementation</b>			
New exhibit creation		\$10,000.00	\$10,000.00
Exhibit coordination	\$4,500.00	\$5,000.00	\$9,500.00
State fair expenses		\$15,000.00	\$15,000.00
Storage and check-out	\$5,000.00		\$5,000.00
Subtotal	\$9,500.00	\$30,000.00	\$39,500.00
<b>3. Clean Water MN</b>			
Campaign coordination	\$5,500.00	\$24,000.00	\$29,500.00
Printing and postage		\$400.00	\$400.00
Blog writing and photography		\$6,000.00	\$6,000.00
Web hosting and maintenance		\$2,000.00	\$2,000.00
Graphic design and website updates		\$10,000.00	\$10,000.00
Focus group research			\$0.00
Meeting expenses		\$1,000.00	\$1,000.00
Cleanup kit resources			\$0.00
Subtotal	\$5,500.00	\$43,400.00	\$48,900.00
<b>4. Adopt-a-Drain</b>			
Site license		\$30,000.00	\$30,000.00
Program coordination		\$25,000.00	\$25,000.00
Program implementation		\$14,000.00	\$14,000.00
Social media and communications		\$20,000.00	\$20,000.00
End of year mailing		\$3,500.00	\$3,500.00
Subtotal	\$0.00	\$92,500.00	\$92,500.00
<b>TOTAL</b>	<b>\$67,800.00</b>	<b>\$189,300.00</b>	<b>\$257,100.00</b>
<b>ADMINISTRATION FEE</b>		<b>\$14,333.37</b>	<b>\$14,333.37</b>
<b>TOTAL (INCL. ADMIN)</b>	<b>\$67,800.00</b>	<b>\$203,633.37</b>	<b>\$271,433.37</b>