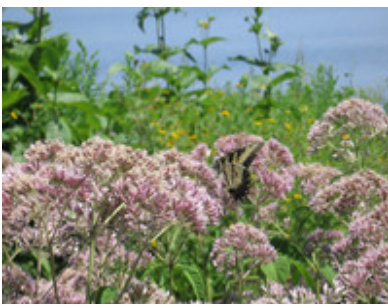


2013 MCWD Board Retreat

8:30 am – 5:00 pm, May 18, 2013
Shorewood Marina and Yacht Club
600 W Lake St Excelsior (Hwy. 19), Minnesota

- 8:00 am - 8:30 am **Welcome** - Coffee and Rolls.
- 8:30 am - 9:30 am **Strategic Planning.** How do we define “strategic planning?” How do we prioritize future District activities? What have we learned from past plans and projects? How does this affect our current CIP?
- 15 minute overview – Louis Smith
 - Board Discussion
- 9:30 am – 10:30 am **Large Scale Wetland Management.** Where are the MCWD wetlands and how are they classified? What does preserve mean versus other management categories and where did these categories come from? Where are the opportunities to restore wetlands and what are the obstacles, and costs? Have there been successful, large scale wetland restorations? What goal(s) is the MCWD aiming to achieve relative to wetlands and wetland management?
- 15 minute overview – Joel Toso
 - Board Discussion
- 10:30 am – 11:30 am **Agricultural Runoff.** What are the amounts and types of agricultural land uses in the District? What are the impacts of agricultural land use on water quality within the MCWD? How should the MCWD address agricultural runoff, if at all, and what are the opportunities, obstacles, and resources needed if the District were to become more involved in managing ag-runoff? How is agricultural runoff addressed elsewhere (regulation vs. incentives)?
- 15 minute overview – Mike Panzer
 - Board Discussion
- 11:30 am – 12:00 pm **Priority Topics for Board Discussion in 2014.** Please come prepared to share policy and planning topics that you would like to discuss at future Board and Committee meetings. In preparing for this discussion, you may wish to consider: What do you feel are the most significant threats and opportunities to water and related resources in the District and do you anticipate these changing in the next 5 years? What changes would you recommend, if any, to improve the District’s current policies and programs so that they better address current or future threats and needs? Are there any policy, planning, or programmatic issues raised in the recent “Weigh in on Clean Water” campaign that you would like discussed at future Board or Committee meetings (summary attached) ? Are there issues that have been discussed in the past that you feel haven’t been brought to a final conclusion or decision? Are there any other Board, Board Meeting (including committees), or District issues or concerns that require attention?
- 12:00 pm – 1:00 pm **Lunch**
- 1:00 pm – 4:30 pm **Wetland Tour**
- 5:00 pm **Return to the Shorewood Marina and Yacht Club**



Weigh in on Clean Water Summary Report

May 2013

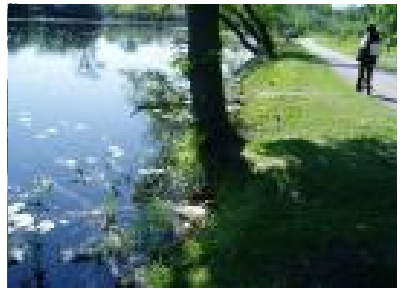


Table of Contents

I.	EXECUTIVE SUMMARY	1
II.	OUTREACH	3
III.	IN PERSON ENGAGEMENT	4
	CLEAN WATER CONVERSATION.....	4
	CLEAN WATER OPEN HOUSES	5
IV.	SURVEY FINDINGS	8
	METHODOLOGY	8
	SURVEY QUESTIONS.....	8
	RESPONDENT DATA	9
	RESPONDENT LOCATIONS.....	10
	FINDINGS	11
V.	CONCLUSIONS	21
VI.	APPENDICES	24
	SURVEY WRITE-IN RESPONSES.....	
	NEWS CLIPPINGS.....	
	OUTREACH MATERIALS.....	
	OPEN HOUSE POWERPOINT.....	

I. Executive Summary

Overview

MCWD's "Weigh in on Clean Water" public outreach effort was launched in January 2013. The purpose was to gain feedback about clean water issues from the community as the organization plans for the future.

Over a two-month period, MCWD had an open dialogue with constituents in person and online. The District hosted open houses with residents, hosted a discussion with elected officials and senior administrative staff, and developed an online survey to give people the chance to provide input at any time.

The community provided valuable feedback and voiced strong support for programs and initiatives currently underway within the District. However, some respondents also voiced concern about MCWD's priorities and funding models.

Outreach

A significant amount of outreach was done to generate public awareness about the open houses and the online survey to increase participation. These efforts include: news releases, guest columns, letters to the editor, articles, advertisements, social media posts, emails and fliers.

In Person Engagement

A series of four community gatherings were held across the District to foster dialogue with a broad range of stakeholders about water quality and the District's activities. These include a "Clean Water Conversation" with elected and appointed officials within the District and "Clean Water Open Houses" for interested citizens.

Survey Findings

Hundreds of community members, elected and appointed officials, interested citizens and business owners within the District responded to the eight-question survey. Summarized results of the survey responses are as follows:

- Issues related to local lakes, streams and wetlands noted frequently by respondents are: Polluted water, aquatic invasive species, loss of wetlands and fisheries and aquatic habitat.
- The top three services from MCWD: Research and monitoring data, educational assistance and implementing projects.
- Respondents noted that the best strategies to use to address clean water are: Protecting healthy water (proactive), managing urban runoff, and working on a community-wide scale.
- The top three agencies respondents rely on for water quality information are: State (e.g. MN DNR, MPCA), MCWD and Cities.
- When asked which clean water approach MCWD should take, the majority of respondents said they would like MCWD to take a robust approach.
- Respondents also offered write-in responses for what they would like to see more or less of from MCWD, and those responses can be categorized in the following themes: education, stormwater runoff, AIS, shoreline/wetland preservation and restoration, agency discord and regulation.

Conclusions

Conclusions based on the findings of the public outreach effort fit into several common themes. These themes are as follows:

- **Water Quality**
- **Water Management**
- **Community Involvement**

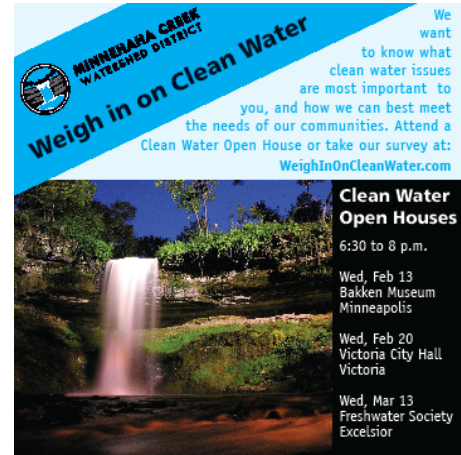
Many conclusions can be drawn from this initiative. It is clear that respondents care about clean water and that is an investment they are willing to make, even if they disagree on the approach that should be used to reach that end goal. Respondents rely on MCWD for a variety of services, and consider it a reliable source for water quality information—only second to state agencies like the MN DNR. Respondents would like to see increased activity from MCWD, and some demonstrated that they do not have a clear understanding of MCWD’s role and how it relates to other agencies involved with managing water resources. Regardless of that insight, respondents want the approach to achieving clean water to be coordinated amongst all agencies. As far as community involvement, respondents want to see an increased MCWD presence and they want MCWD to increase signage. These conclusions are the result of great participation in the initiative which met MCWD’s goals, and demonstrated that members of the District feel comfortable sharing their opinions freely.

The input received from these efforts will not only help MCWD form a better understanding of the issues the District’s communities are facing, but also help focus the District’s efforts to manage and protect local water resources more effectively. This feedback will be crucial as the District prepares for the upcoming open-water season and begins working on its next generation, 10-year Comprehensive Water Resources Management Plan.

II. Outreach

A significant amount of outreach was done to generate public awareness about the open houses and survey. A full list of outreach materials is available in the Appendices.

- **A news release** was sent on February 6, 2013 to the District’s entire list of print, broadcast and online media outlets. (e.g. “District holds open houses on clean water,” Star Tribune, 2/13/2013)
- **Guest columns** were submitted to local newspapers and online news sites (e.g. “Weigh in on clean water: Help MCWD protect the Minnehaha Creek watershed,” MinnPost, 2/13/2013)
- **Letters to the Editor** were sent to local newspapers (e.g. “MCWD Clean Water Open House Feb. 13,” Longfellow Nokomis Messenger, Feb. 2013)
- **Articles** were submitted to city and neighborhood Newsletters
- **An advertisement** was published in the February 2013 issue of Tonka Times magazine.
- **Facebook ads** were placed over a six-week period from 2/16/13 to 4/1/13
- **Emails** were sent to lake associations and neighborhood associations
- **Fliers** were distributed at select locations, including: Victoria Rec Center, Gillespie Center (Mound) Southshore Community Center (Shorewood), Jewish Community Center (St. Louis Park), Hennepin County Library – Lake Nokomis branch (Minneapolis). Fliers were also distributed to the city hall of each city within the District.
- Multiple mentions in the MCWD’s **“Splash” e-mail newsletter**
- Multiple **social media posts** on MCWD’



Tonka Times ad



Facebook ad

Our traditional and digital media outreach hit many different channels:

Outreach Materials

Name	Quantity	Reach
“Save the Date” Postcard	2 (mail/email)	Mailed and emailed to nearly 300 elected officials, appointed officials and key city staff
Splash Emails	6	5,325 Recipients
Social Media Posts	18	1,659 views on Facebook
Administrator’s Message — Annual Newsletter	1	675 recipients (450 print copies and 225 web views)
Flier Promoting Clean Water Open Houses	1	Distribution to all 29 city halls in the District. Posted at various community centers. Distributed in folders during Clean Water Conservation and Open Houses
Facebook Ad	1	1.8 million impressions, 394 clicks
Posting on Front of Web Page	1	5,463 views of MCWD website front page during the initiative

III. In Person Engagement

To ensure the “Weigh in on Clean Water” initiative reached as many people as possible, the effort included an in-person engagement component. A series of four community gatherings were held across the District to foster dialogue with a broad range of stakeholders about water quality and the District’s activities. These events were designed to give participants background on the MCWD and its programs and provide them with an opportunity to ask questions and give valuable feedback on clean water issues and how the District should be addressing them.

In addition to increasing awareness about the MCWD, the effort will help guide the future direction of the District’s work, enhance partnerships and engage our citizenry.

CLEAN WATER CONVERSATION

The first event, called the “Clean Water Conversation,” was designed for elected and appointed officials and other key government leaders in the District. It was scheduled first to ensure they were informed about the process and would have plenty of time to respond to the survey and encourage others to participate. The event was held from 3:00pm - 6:00 pm, January 31, 2013 at Minnetonka Community Center which is centrally located within the District.



Outreach

During the months leading up to the event, District Administrator Eric Evenson made presentations at city council meetings informing city leaders about the initiative.

Invitations and reminders were mailed and e-mailed to nearly 300 elected and appointed officials and key government leaders across the District, including county commissioners and administrators, city council members, mayors, and city administrators. District staff also extended personal invitations to invitees via telephone and in person.

Program

During the first hour of the event, attendees mingled with MCWD staff members and viewed materials at display tables featuring information about the District’s programs.

The final two hours of the event consisted of a program during which District Administrator Eric Evenson and Communications Director Telly Mamayek gave an overview of the MCWD, facilitated a discussion about the water quality issues most important to their communities and presented a description of each of the four management approaches included in the survey attendees could complete at the event or online. MCWD Board President Jim Calkins gave opening remarks and MCWD Manager Sherry White delivered closing remarks.

Outcomes

Nearly two dozen representatives of cities from across the MCWD attended the Clean Water Conversation. Hopkins, Independence, Long Lake, Medina, Minnetonka, Orono, St. Louis Park, Spring Park, Tonka Bay and Woodland were among the cities represented along with the Minnesota Department of Natural Resources, Three Rivers Park District, Carver County and the Lake Minnetonka Conservation District.

There was a good dialogue about the clean water issues in their respective communities. During the question and answer session, aquatic invasive species and polluted stormwater runoff emerged as top concerns as well who should shoulder the burden of paying for managing the resources. There also was a general sense of appreciation for the opportunity to talk about these important issues.

CLEAN WATER OPEN HOUSES

Following the “Clean Water Conversation”, three “Clean Water Open Houses” for interested citizens were scheduled in strategic locations across the District for the convenience of residents. The first, held at the Bakken Museum in Minneapolis on Wednesday, February 13, 2013, was designed for residents in the eastern portion of the watershed district. The second, held at Victoria City Hall on Wednesday, February 20, 2013, was designed for residents of the southwestern portion of the watershed district. The third, held at the Freshwater Society in Orono on Wednesday, March 13, 2013, was designed for residents of the northwestern portion of the watershed district.

Program

The “Clean Water Open Houses” were held from 6:30 – 8:00pm. During the first half-hour, residents had an opportunity to talk with District staff members and view materials about District programs and activities that were on display. At 7pm District Administrator Eric Evenson provided an overview of the District and Communications Director Telly Mamayek gave a presentation on each of the four potential management approaches the MCWD could take to address clean water issues: Robust, Enhanced, Current or Decreased. Those same approaches were included in a survey attendees could complete at the event or online. A MCWD board member gave opening and closing remarks at each event.

Outcomes

Clean Water Open House – Bakken Museum, Minneapolis, February 13, 2013

Twelve community members attended the first open house at the Bakken Museum in Minneapolis on February 13, 2013. They represented the communities of:

- Chanhassen
- Edina
- Minneapolis
- Plymouth
- St. Louis Park
- Shingle Creek Watershed District
- Gleason Lake Improvement Association



- Citizens of the Minnehaha Creek Corridor
- Coalition of Minnehaha Creek Waters
- Minnesota State Representative Cindy Pugh

MCWD Manager Pam Blixt, who resides in Minneapolis, gave opening and closing remarks. MCWD Managers Bill Olson and Brian Shekleton also attended the event.

Three major themes emerged during the discussion: (1) How the District's work is funded, (2) how to encourage more citizens to take an active role in clean water issues and (3) the need for the District's technical expertise.

“Although attendance at the District’s annual Minnehaha Creek Cleanup event is in the hundreds, few people want to attend events where their opinions can make a difference.” – Resident

Clean Water Open House – Victoria City Hall, Victoria, February 20, 2013

Seventeen people attended the second open house at Victoria City Hall on February 20, 2013. Among the communities represented were:

- Chanhassen
- Laketown Township
- Minnetonka
- Minnetrista
- Victoria
- Victoria Mayor Tom O’Connor
- Victoria Council Member Lani Basa
- Local lake associations representing: Christmas, Pierson, Wasserman and Zumbra Lakes



MCWD Manager Bill Olson, who is Carver County’s representative on the MCWD Board, gave opening remarks and helped facilitate the discussion. MCWD Manager Sherry White also was in attendance.

The discourse was lively and mostly centered on aquatic invasive species. There were questions about (1) who is the lead agency on this issue, (2) how much the District is spending on it and (3) whether the District should focus on treatment as well as prevention. Other issues touched on were the District’s land conservation program, the role of economic development in the District’s work and agricultural runoff. There was interest in continued support for lake associations, as well.

“I’ve always wanted you to empower lake associations. I’m glad you’re moving more in that direction.” - Resident

Clean Water Open House – Freshwater Society, Orono, March 13, 2013

Twelve people attended the third and final open house at the Freshwater Society in Orono on March 13, 2013. Among the communities represented were:

- Minnetonka
- Orono
- Plymouth
- Shorewood
- Woodland
- Gleason Lake Improvement Association
- Mooney Lake Association
- Coalition of Minnehaha Creek Waters
- Woodland City Council Member Sliv Carlson



MCWD Manager Sherry White, who resides in Orono, gave opening remarks. MCWD Managers Bill Olson and Jeff Casale also attended.

The major themes that emerged during the discussion were (1) the District's efforts to protect water quality, (2) how the District's activities are funded and (3) opportunities to help partners achieve their goals.

“Increased funding will increase opportunities for education and outreach and to get other partners to the table.” -Resident

IV. Survey Findings

MCWD wrote and distributed an eight-question survey at community gatherings and online. The public meetings were attended by District residents, District mayors, city council members and senior administrative staff. For those who could not be present at the meetings, but still wanted the opportunity to weigh in, the survey was also available online.

METHODOLOGY

As mentioned above, The “Weigh in on Clean Water Survey” was distributed at our public open houses and the event with community officials. Additionally, it was available online for three months at WeighInOnCleanWater.com for ease of access.

SURVEY QUESTIONS

1. Do you live or work within the MCWD boundaries?
2. What community do you live in or represent?
3. Are you a:
 - Business owner
 - Lake association member
 - Elected or appointed official
 - Government staff member
 - Non-profit leader/staff
 - Interested citizen
 - Other
4. The MCWD covers 181 square miles and manages water quality in 129 lakes, 8 major creeks and thousands of wetlands within its boundary. What are the most important issues related to local lakes, streams and wetlands?
5. The MCWD is comprised of 29 cities and townships and works with partners to accomplish mutual natural resource protection goals. What services do you rely on from the MCWD?
6. The MCWD’s mission is to enhance and protect clean water through monitoring and research, natural resource conservation and restoration, infrastructure projects, regulating land development activities, grant programs, education, and outreach. What are the best strategies to use to address clean water issues?
7. Who do you rely on for information on water quality?
8. Which clean water approach should MCWD take?
 - Robust approach (\$1.50 more/month for total of \$2.92/month per \$100,000 property)
 - Enhanced approach (\$1.00 more/month for total of \$2.42/month per \$100,000 property)
 - Current approach (Little to no change in cost)
 - Decreased approach (\$0.50 less/month for total of \$0.92/month per \$100,000 property)
 - Based on the approach chosen, what would you like to see more or less of from MCWD?

RESPONSE

Promotion efforts resulted in a terrific response. A total of 262 people participated in the “Weigh in on Clean Water Survey”. These respondents represent a variety of different communities inside the District, outside the District, and even out of the state.

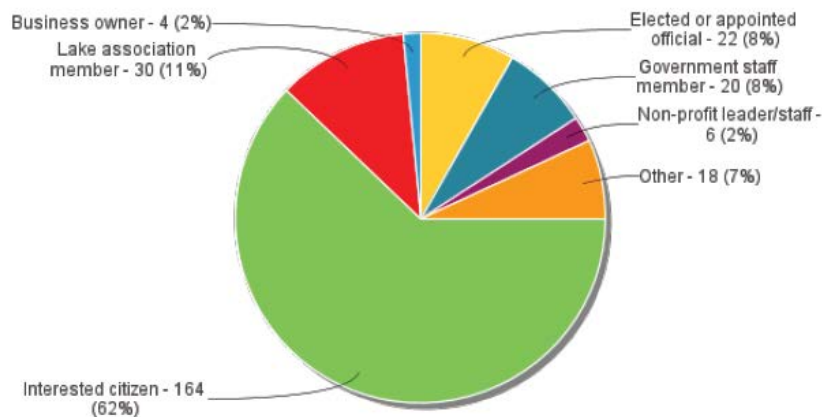
RESPONDENT DATA

The majority of survey respondents noted that they live or work within the District. The location with the highest frequency of respondents was Minneapolis with 87 respondents, followed by St. Louis Park with 23 respondents, Minnetonka was third with 20 respondents. There were also a few outliers, including respondents from Kentucky, South Dakota and Vermont.

- 91% of respondents chose to fill out the survey online
- 79% of respondents completed all questions
- 84% were within the district
- 16% were out of the district
- When questions were left incomplete, respondents often stated they didn't have an opinion

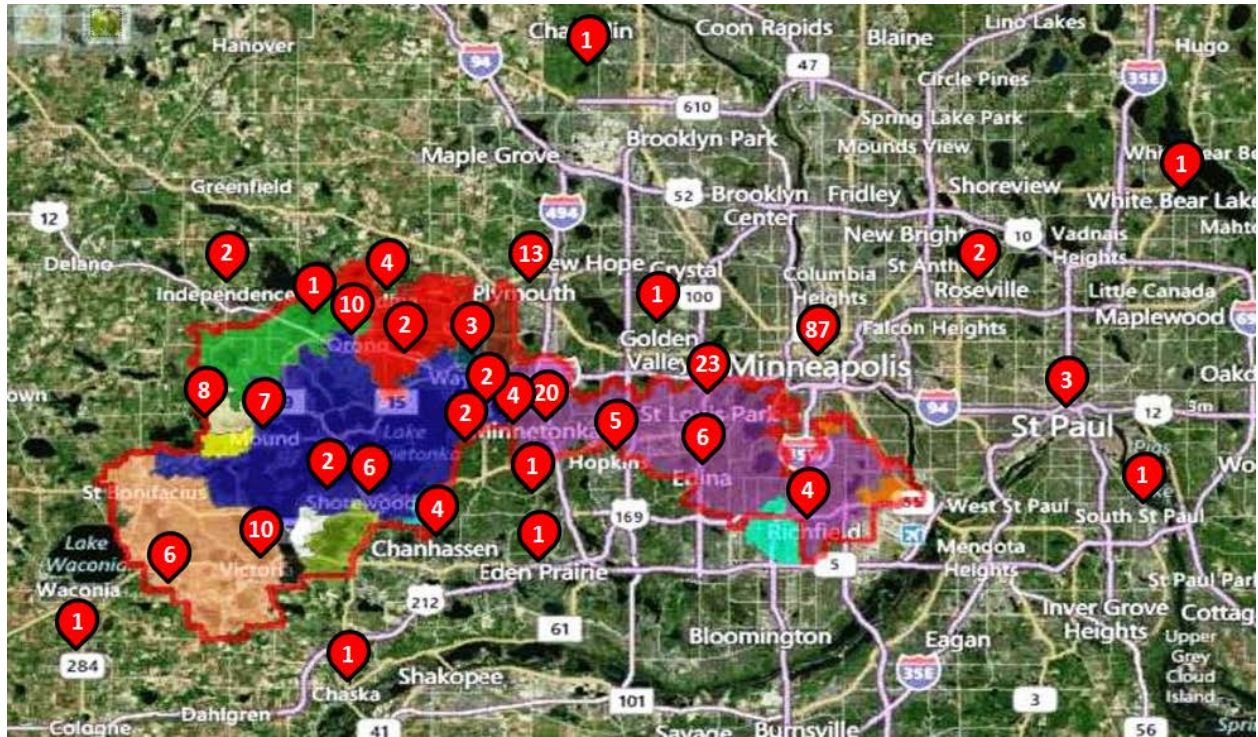
Respondent Role

Respondents also shared their community role:



Respondent Locations

Respondents represent the following geographic breakdown:

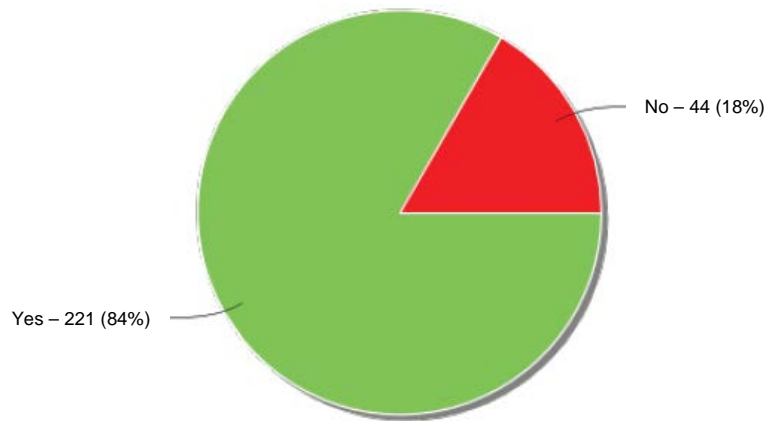


- Brooklyn Park: 1
- Champlin: 1
- Chanhassen: 4
- Chaska: 1
- Deephaven: 2
- Eden Prairie: 1
- Edina: 6
- Excelsior: 2
- Gleason Lake: 3
- Golden Valley: 1
- Greenwood: 1
- Hopkins: 5
- Independence: 2
- Kentucky: 1
- Laketown Township: 7
- Lake Zumbra: 1
- Long Lake: 2
- Maple Plain: 1
- Medina: 4
- Minneapolis: 87
- Minnetonka: 20
- Minnetrista: 8
- Mound: 7
- Orono/Wayzata: 10
- Plymouth: 13
- Richfield: 4
- St. Louis Park: 23
- Shorewood: 6
- South Dakota: 1
- South Saint Paul: 1
- Saint Paul: 3
- Roseville: 2
- Tonka Bay: 2
- Vermont: 1
- Victoria: 10
- White Bear Lake: 1
- Woodland: 4
- Other: (Becker County, Metro, Partner Org. to the south): 4

FINDINGS

Many of the questions in the survey were laid out in a “ranked choice” format. This format allowed respondents to select several answers to the question by ranking them based on their level of importance. The following is a breakdown of responses to questions posed in the “Weigh in on Clean Water Survey”:

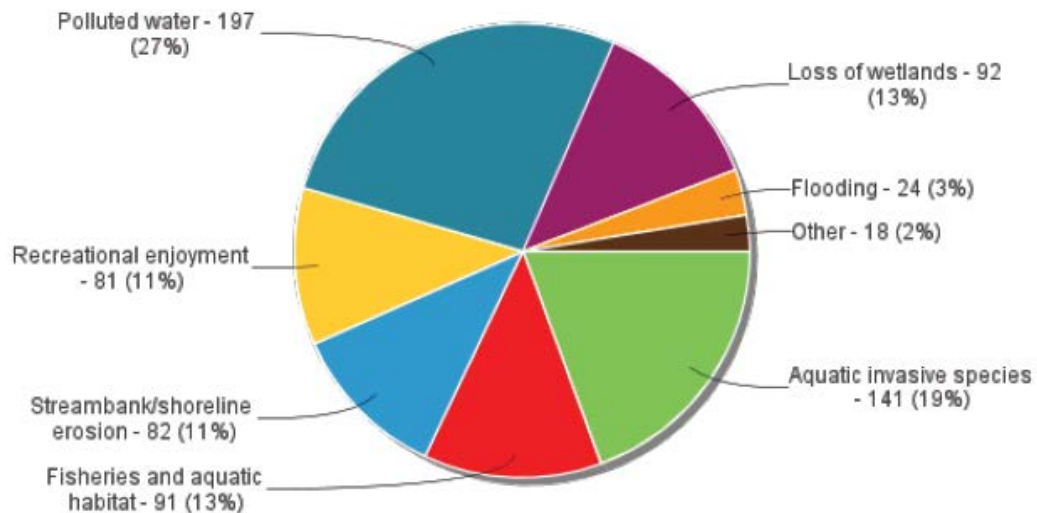
Question 1: Do you live or work within the MCWD boundaries?



Question 2: What community do you live in or represent?

See the graphic information on pg. 10 under respondent data.

Question 3: The MCWD covers 181 square miles and manages water quality in 129 lakes, 8 major creeks, and thousands of wetlands within its boundary. What are the most important issues related to local lakes, streams and wetlands?



The top three water-related issues for survey respondents were:

1. "Polluted water" 27%
2. "Aquatic Invasive Species" 19%
3. Equal response for: "Loss of wetlands" 13% and "Fisheries and aquatic habitat" 13%

In addition to the responses above, survey participants were also allowed to write in their own responses.

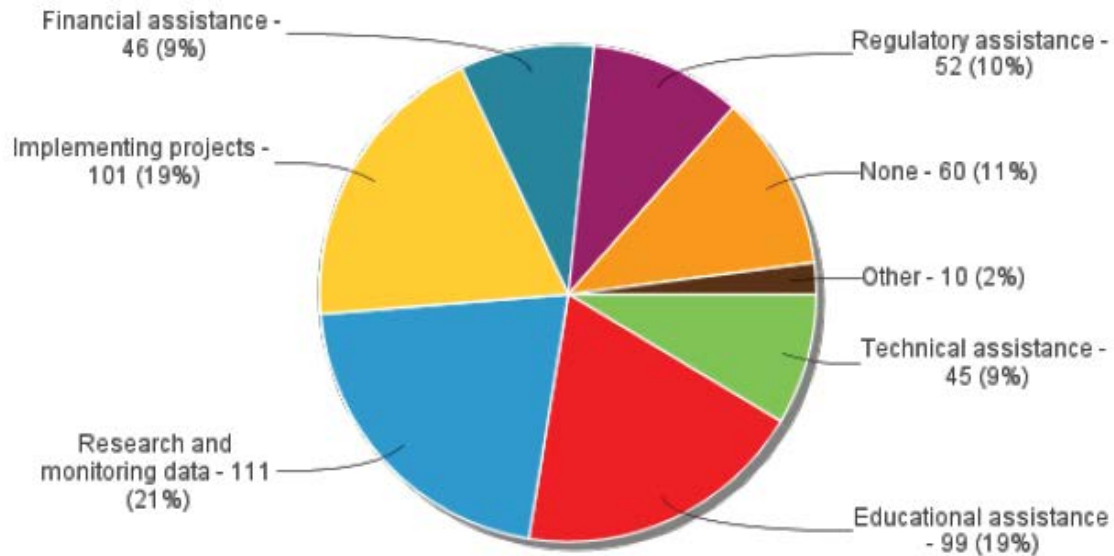
The higher frequency write-in responses include:

- Drought
- Cooperation between the agencies that manage water resources

Verbatim quote: ***"Drought—Minnehaha Creek was dry last summer!"***

Verbatim quote: ***"Several government agencies manage water resources. Effective and efficient management between agencies is paramount to achieving success."***

Question 4: The MCWD is comprised of 29 cities and townships and works with partners to accomplish mutual natural resource protection goals. What services do you rely on from the MCWD?



The top three services respondents rely on from the MCWD were:

1. "Research and monitoring data" 21%
2. "Educational assistance" 19%
3. "Implementing projects" 19%

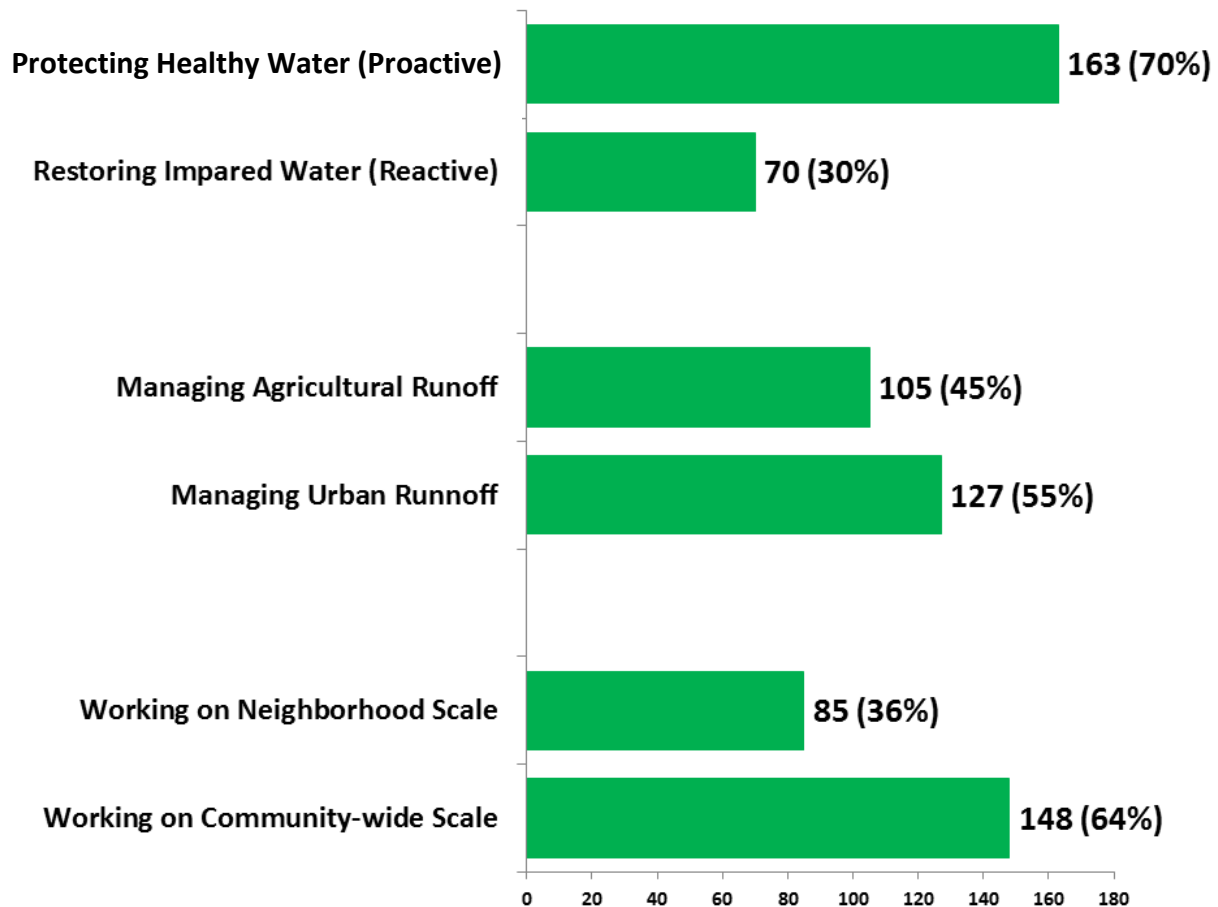
In addition to the responses above, survey participants were also allowed to write in their own responses.

Noteworthy write-in response:

- Lack of information about services

Verbatim quote: "I'm sure that as a resident of the watershed district I benefit from a great many services provided by your organization. However, I don't know what any of those services actually are."

Question 5: The MCWD’s mission is to enhance and protect clean water through monitoring and research, natural resource conservation and restoration, infrastructure projects, regulating land development activities, grant programs, education and outreach. What are the best strategies to use to address clean water issues?



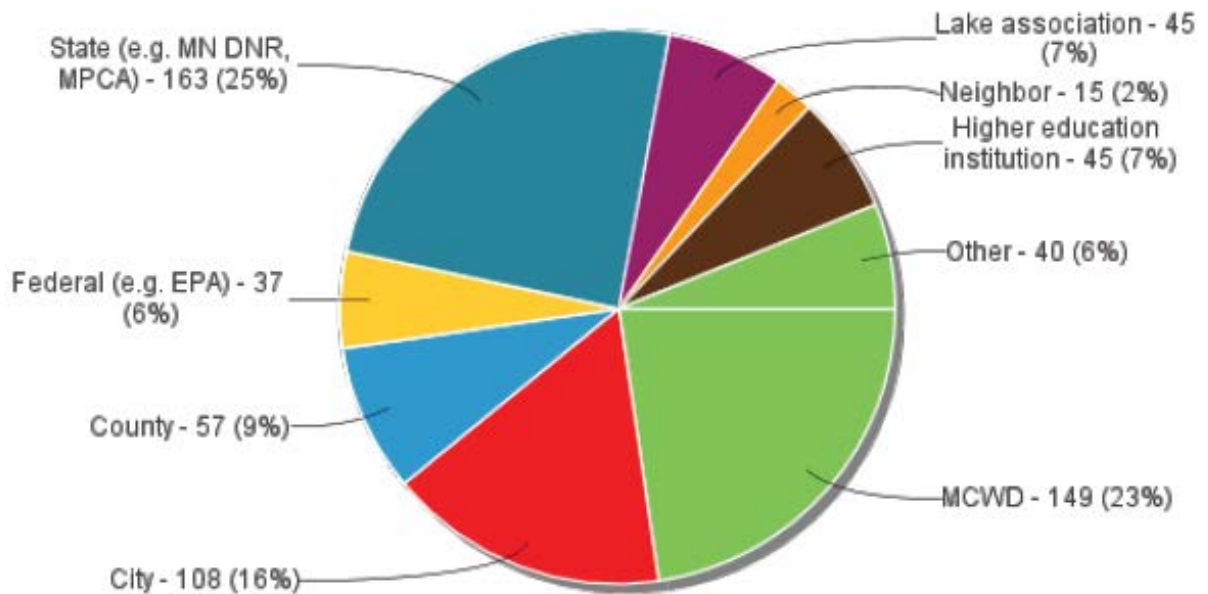
The top responses for strategies MCWD should use to address clean water issues were:

- “Protecting healthy water (proactive)” 70%
- “Managing urban runoff” 55%
- “Working on community-wide scale” 64%

Noteworthy write-in response:

- Strong support for increased efforts to manage both types of runoff, plus respondent wants more management of private/residential runoff.

Question 6: Who do you rely on for water quality information?



The top three agencies respondents rely on for water quality information were:

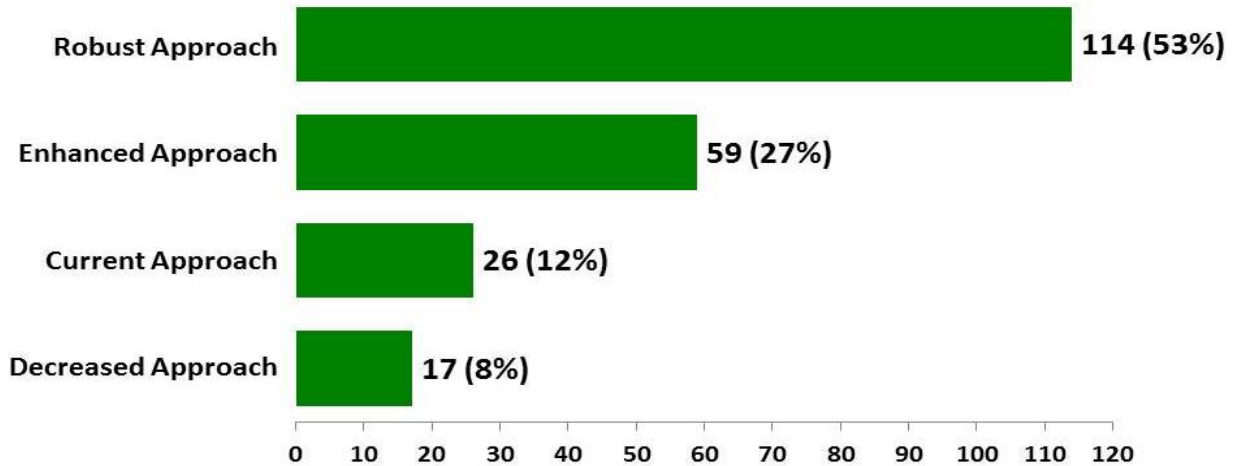
1. "State (e.g. MN DNR, MPCA)" 25%
2. "MCWD" 23%
3. "City" 16%

In addition to the organizations listed in the question above, survey participants were also allowed to write in their own responses.

The higher frequency write-in responses include:

- Media outlets
- Non-profit organizations

Question 7: Which clean water approach should MCWD take?



The approaches respondents said they would like to see from MCWD were:

1. "Robust approach" 53%
2. "Enhanced approach" 27%
3. "Current approach" 12%
4. "Decreased approach" 8%

The tax impact of each approach was clearly listed in the survey:

- Robust: \$1.50 more monthly per \$100,000 in property value
- Enhanced: \$1.00 more monthly per \$100,000 in property value
- Current: Little or no change from current cost of \$1.43/month per \$100,000 in property value
- Decreased: \$.50 less monthly per \$100,000 in property value.

When asked what kind of clean water approach MCWD should take, 80 percent of respondents would like to see MCWD do more than what it is currently doing, while only 20 percent of respondents would like to see it stay at the current level or do less.

Question 8: Based on the approach chosen, what would you like to see more or less of from the MCWD?

Write-in responses to this question followed several common themes. These themes are as follows:

1. EDUCATION

The most frequent response to this question was more education—and the kind of education is two-fold. Many of the survey participants want more education about what MCWD is, what it does and what role it plays in relation to other water-related agencies. Respondents also want more education for the public on the proper protocol to adhere to in order to keep area bodies of water clean.

Verbatim quote: *“Greater outreach to community members about the impacts of land use (e.g. lawn types) and other issues that impact local water quality. Greater collaboration with neighborhoods and communities to spread knowledge and adoption of green infrastructure.”*

Verbatim quote: *“Continue and increase stream restoration and education. Try to engage new people and make them aware of what little things they can do for water quality.”*

Verbatim quote: *“I would like to see more of an effort made (through pamphlets, directed at neighborhoods, etc. to inform people about fertilizers they use on their lawns, etc. and the detrimental effects that has on the lake.) I feel like people feel pressure to fertilize their lawns, etc. because they don’t want to be the neighbor whose lawn looks less green.”*

2. STORMWATER RUNOFF

The second most frequent response to this question was more work to prevent contaminated stormwater runoff from entering local bodies of water. Many respondents noted concerns over agricultural and commercial chemical use, along with residential chemical use like lawn care products and fertilizers.

Verbatim quote: *“Regulation of homeowners and farm chemical usage.”*

Verbatim quote: *“Would like to see elimination of chemical agricultural runoff. Would like to see complete elimination of chemical lawn/grass treatment.”*

Verbatim quote: *“More emphasis/resources applied to educating community members about and preventing urban runoff. More regulatory work to prevent inappropriate use of synthetic fertilizers, herbicides, pesticides with particular attention paid to the mosquito misting systems that are beginning to gain widespread popularity and use among many of the more affluent members of MCWD.”*

3. AIS

Another popular response to this question was more AIS-related work. Some want an increased approach, including controlled boat launches with AIS inspections, while others want the same processes to continue, but at a more rapid pace. It is important to note that although most respondents agree that more work to prevent AIS is needed, some were not sure which agency should lead the charge.

Verbatim quote; Elected or appointed official: ***“Allow DNR to tackle invasive species.”***

Verbatim quote; Other: ***“Less AIS focus, more land conservation projects.”***

Verbatim quote; Lake association member: ***“Be the leader and expand on mission on AIS. MCWD is the only group that can make a real difference.”***

Verbatim quote; Lake association member: ***“Centralized AIS inspection of watercraft.”***

Verbatim quote; Lake association member: ***“Controlled boat launches with 100% AIS inspection and decontamination before to prevent further spread of AIS.”***

4. SHORELINE/WETLAND PRESERVATION AND RESTORATION

Respondents also expressed a need for more preservation and restoration of shoreline and wetland areas within the District. Those who cited this as a main concern felt as though this would help to mitigate some of their larger concerns with contaminated stormwater runoff making its way into area bodies of water.

Verbatim quote; Interested citizen: ***“Some entity needs to focus on capital projects — might as well be the MCWD: ‘Resources are available to build projects that restore and protect the natural environment. MCWD is able to conserve and restore more land in environmentally sensitive areas.’”***

5. AGENCY DISCORD

Some respondents noted a lack of cooperation between agencies that manage clean water. Some respondents felt as though there are too many agencies involved, while others feel they don’t all get along as well as they should.

Verbatim quote; Business owner: ***“Less drama, less fighting with other regulatory agencies, more cooperating with other regulatory agencies.”***

Verbatim quote; Elected or appointed official: ***“Too many entities with supposed jurisdiction and taxing authority over clean water, sometimes in conflict with each other. Bureaucracy needs to be significantly cleaned up – more so than the water.”***

6. **REGULATION**

Some respondents noted that they would like to see less regulation imposed on property owners in the MCWD. Instead, they favor an educational approach.

Verbatim quote; Elected or appointed official: ***“Less talk of limiting lake use by man and more education for man.”***

Verbatim quote; Interested citizen: ***“Focus more projects utilizing partnerships and cooperation. Less involvement with regulation since there are so many/too many regulators with the goal of clean water.”***

All responses are located in the Appendices.

V. Conclusions

After reviewing the survey data and meeting input, there are several conclusions about clean water initiatives and the future of work for MCWD that can be drawn. These conclusions can be broken down into three main categories: Water quality, water management, and community involvement. The conclusions are as follows:

1. WATER QUALITY

- **Respondents care about maintaining and investing in clean water**

There's no question that people in the District want clean water. The top areas of concern that survey respondents listed are:

Top ranked water issues:

1. Polluted Water: 27%
2. Aquatic Invasive Species: 19%
3. Loss of Wetlands, Fisheries and Aquatic Habitat: 13%

2. WATER MANAGEMENT

- **Respondents rely on MCWD for a variety of services**

Responses illustrate that people rely on MCWD for several services, but mainly they would like to see MCWD performing research and monitoring data, providing educational assistance and implementing projects in the District.

Top ranked services:

1. Research and Monitoring Data: 21%
2. Implementing Projects: 19%
3. Educational Assistance: 19%

- **Respondents consider MCWD a reliable source for water quality information**

When asked who they rely on for water quality information, respondents ranked the Minnesota Department of Natural Resources number one, but MCWD was a close second. This illustrates that people are paying attention to the information MCWD is putting out there, and in many instances, respondents noted that they would like to see more information from the agency in the future.

Top ranked water quality information sources:

1. DNR: 25%
2. MCWD: 23%
3. Cities: 16%

- **Respondents would like to see increased activity from MCWD**

When asked what kind of clean water approach MCWD should take, 80 percent of respondents would like to see MCWD do more than what it is currently doing, while only 20 percent of respondents would like to see the agency stay at its current level or do less.

- Robust approach: 53%
- Enhanced approach: 27%
- Current approach: 12%
- Decreased approach: 8%

- **Some respondents lack a clear understanding of MCWD’s role and how it relates to other agencies involved with managing water resources**

Several respondents noted that they would like more information about MCWD. The information that many are looking for is two-fold. Some said they didn’t know anything about what MCWD is and what it does until they started doing more research about water resources. Additionally, people noted a need for more information about how MCWD fits in with the grand scheme of water resource management in the state.

Verbatim quote: *“Communication-I moved onto a lake lot last year and have heard nothing about MCWD until the local association brought it to my attention.”*

Verbatim quote: *“A greater presence in the community, I hadn’t heard of MCWD until I went looking for water quality information.”*

- **Respondents want a coordinated approach to clean water**

Several respondents noted that there are a number of different agencies trying to achieve clean water in the state. There is some blurring of the lines when it comes to who is in charge of what in the pursuit of that goal, and the lines need to be more clearly defined. Respondents are not sure what role MCWD, DNR and other agencies should be playing. They are not necessarily opposed to involvement from all of these groups, but they want to make sure that agencies are cooperating accordingly.

Verbatim quote: *“Several government agencies manage water resources. Effective and efficient management between agencies is paramount to achieving success.”*

3. **COMMUNITY INVOLVEMENT**

- **Overall, respondents want to see an increased MCWD presence**

Many of the responses to the “Weigh in on Clean Water Survey” indicate that their community would like MCWD to be more visible and more present. They want more information about what MCWD is meant to do, what it is doing, and they want more communication to the public.

- **Respondents want MCWD to increase signage**

Several write-in responses pointed out a need for increased signage. Specifically, respondents would like the signage to have an educational focus to inform people about what they can do to help keep local bodies of water clean and free of AIS. Respondents feel that this is especially important for those who use District bodies of water recreationally. Many of them come from outside of the District to recreate and don’t always know the rules in place to maintain clean water, and prevent water issues from forming.

Verbatim quote: *“Public education, signage, and advocacy for clean water.”*

Verbatim quote: *“More communication- signs etc... that educate people about clean water and what they can do.”*

- **Participation met MCWD’s goals and members of the District shared their opinions freely**

In addition to the multiple choice questions, there were several opportunities for participants to submit optional write-in responses. A large number of people chose to do so, and on certain questions write-in responses reached more than 100. This overwhelming response illustrates that people in the District have strong opinions about what happens to local bodies of water, and they are interested in taking part in that dialogue. MCWD is pleased that they have joined in the conversation, and we hope to continue that conversation as we work to formulate our strategic 10-year plan.

The results of this effort will be paired with scientific research to help the MCWD Board make informed choices as it works to formulate its 10-year strategic plan. The findings allow the Board to better understand what common themes in regards to clean water are on the top of community members’ minds and will assist MCWD in staying true to its goal to work as partners with the 29 cities and townships within the District to accomplish mutual natural resource protection goals.

VI. Appendices

- I. Survey Write-In Responses
- II. News Clippings
- III. Outreach Materials
- IV. Open House PowerPoint

