

Document Objective: This document summarizes education strategies, target audiences, and priority topics and activities identified by EMWREP partners for 2022. Education activities planned for the Lower St. Croix Partnership are listed separately at the end.



Education strategies

Educate and engage the public:

- MS4 Stormwater Education
 - Continue sharing print materials, videos, and social media graphics to assist partners in meeting MS4 permit requirements.
 - Continue to promote Adopt-a-Drain
- Media and communications
 - Continue delivering information to the public via print and social media.
 - Includes: weekly articles for blog and local newspapers; short-form videos; 2-4 posts per week for TikTok, Facebook, Instagram and YouTube; articles for partner newsletters
- Education partnerships
 - Continue to participate in regional partnerships, including Watershed Partners, Blue Thumb, and St. Croix Watershed Environmental Education Partnership
 - Continue to nurture relationships with local nonprofit organizations and community groups
- Volunteer engagement
 - Continue to engage volunteers, including Minnesota Water Stewards and Master Gardeners, to help conduct education and restoration activities
- Workshops and webinars
 - Conduct 6-12 workshops or webinars per year on priority topics
- In-person events
 - Attend community events, including: Washington County Fair, Browns Creek Community Event, Grant spring clean-up, Chisago Lakes Appreciation Night and Forest Lake Arts in the Park

Support partner-led efforts:

- Promote site visits and cost-share grant programs
- Provide education support for CIP and grant-funded projects
- Assist in audience research and stakeholder engagement, as needed

Conduct professional training and/or provide resources for business and local government:

- Share opportunities for MPCA SMART Salt training
- Create a mailer for commercial properties about Smart Salting practices
- Conduct IDDE training for MS4 communities, including first responders, as needed
- Host one workshop on street sweeping
- Help to recruit speakers for Washington County Water Consortium and Watershed Partners meetings
- Host annual Workshop on the St. Croix River for local officials



2022 Target Audiences



Shoreline Owners

Motivation: Partners continue to express the need for educating lake and river shoreline owners about better shoreline practices/stewardship.

Suggested Outreach Mechanisms/Actions:

- Adapt Itasca Lakeshore Stewardship Guide for interested partners
- Development of other homeowner packet materials?
- Work with Jeff Forester of MN Lakes and Rivers Advocates to promote Lake Steward program (program promotes plantings and shoreline buffers)
 - Work to build contact list with lake associations and individual shoreline owners (can work with Jeff to identify which lakes already participate and with partners to identify other contacts)
- Learn more about LakePledge.com program - more focused on AIS related initiatives/volunteer community building
- Conduct another shoreline workshop for realtors - focus on northern communities
- Partner specific needs:
 - CMSCWD - targeted mailing/outreach, community survey
 - MSCWMO - St Croix bluffland owners (in partnership with Wild Rivers Conservancy)
 - VBWD - Lake Jane outreach
 - Isanti - natural environment lakes



Homeowners Associations (HOAs)

Motivation: Homeowners associations are responsible for maintenance and upkeep of neighborhood stormwater infrastructure, but many times these entities are completely unaware of this responsibility and don't know what to do or how to budget for upkeep.

Suggested Outreach Mechanisms/Actions:

- Work with partners to develop mechanism for identifying relevant neighborhoods/develop contact list of HOAs.
- Develop how-to resources for stormwater ponds, buffer maintenance, infiltration basins, irrigation audits and chloride management
- Present at 2022/2023 conference for Community Associations Institute of MN (cai-mn.com)
- **Maybe:** Apply for Urban Stormwater Research grant to support this effort



2022 Target Audiences (cont.)



New Development/Developers

Motivation: Development continues to increase throughout the basin, how can we work to promote conservation-minded development practices (can be linked directly to outreach initiatives related to municipal officials)

Suggested Outreach Mechanisms/Actions:

- Develop animated video to explain concepts such as conservation development, view corridors, MIDS
- Brainstorm how we can work with developers to have a native landscape option in their landscaping plans



Rural Landowners (not producers)

Motivation: Expand on survey and focus group research conducted with rural landowners in 2010 to learn more about the interests, motivations, and barriers to participation for rural non-ag landowners.

Suggested Outreach Mechanisms/Actions:

- Seek support from CURA, HECUA, or Macalester student researchers
- Identify priority locations for focus groups or surveys



2022 Strategies



Develop Outreach Materials Database

Motivation: As EMWREP generates materials, we'd like to create a topical searchable database for articles, newsletter blurbs, and social media posts for partners to access and use as needed

Suggested Outreach Mechanisms/Actions:

- Design and develop database



Expand Volunteer Engagement

Motivation: Developing and maintaining ties with conservation-minded volunteer groups has the potential to expand our reach and impact.

Suggested Outreach Mechanisms/Actions:

- Re-engage with existing volunteers and identify how we can plug them into education program needs
- Identify conservation groups in the northern counties and identify methods for engaging them
- Adopt a Drain a great program to promote
- Promote existing community clean-ups and events



Conduct Webinars

Motivation: Webinars have been a great way to reach more people for seminar/presentations than in-person events. Webinars also offer the ability to cover more topics over the course of the year (versus covering the same topic in multiple locations)

Suggested topics:

- (Feb. 15) Tamarack Nature Preserve presentation with Wild Ones and Dr. Mohlenbrock
- (Feb. 22) Sustainable lawns and gardens workshop for area churches
- (March 16) Caring for your bluffland property, with Wild Rivers Conservancy
- Other topics of interest:
 - Buckthorn and goats
 - Shoreline restoration
 - Chlorides?



2022 Specific Outreach Support for Partners



Specific outreach needs for our partners

Motivation: We can help offer technical assistance and outreach support to our EMWREP partners for their needs with specific projects and initiatives.

Locally specific activities:

- SWWD Glacial Hills project
- School Programming: Campus Greening Program, Children's Water Festivals
- Lawns to Legumes demo grant
- Carver Lake neighborhood raingardens
- Projects and initiatives that promote equity
- New Stormwater Model

The following summarizes education strategies, target audiences, and priority topics and activities planned for the Lower St. Croix Watershed Partnership in 2022.



Local Decision Makers

Motivation: As developmental pressure increases throughout the Lower St. Croix basin, there is an opportunity to provide information and training to local decision makers (city councils, planning commissions, county commissioners, etc) for implementing policies, programs, and practices that protect and restore water resources. This includes MIDs, shoreland/buffer rules, and wetland buffer rules.

Suggested 2022 Outreach Initiatives/Programming:

- Plan two networking/training workshops for public officials this late July/August (Partnering with EMWREP program)
 - Southern LSC Communities - Workshop on the Water (St. Croix boat ride)
 - Northern LSC Communities - Working for Water Workshop (at Uncommon Loon Brewery or local winery/orchard)
- Working with partners, ascertain MIDS ordinance status of LSC communities of interest
 - Understand connection with Green Step City programs
- Working with partners, identify LGUs to target for adopting wetland protections
- Working with partners, identify communities to target for adoption of shoreline standards
- For chlorides
 - Impacts of salt on water resources
 - Host/promote MPCA Smart Salting programs
 - Assess current compliance in northern cities



Agricultural Landowners and Producers

Motivation: Working with agricultural landowners and producers to implement structural and nonstructural BMPs is a high priority activity for the Lower St. Croix Watershed Partnership.

Suggested Outreach Mechanisms/Actions:

- Develop a searchable database for contacts (draw from partner previous grand projects, top 50 PI, Trout Brook, MAWQCP, Buffers)
- Aid/assist develop Small and Large Farms Workshops and Subsequent Farm Visits
- Work with newly hired agronomist to identify other pertinent ag outreach mechanisms



Urban and Rural Landowners

Motivation: Working with urban and rural landowners to implement best management practices on developed/developing lands; train and assist urban and rural residents to complete projects on their land that reduces runoff pollution, conserves groundwater, and increases infiltration

Suggested 2022 Outreach Initiatives/Programming:

- Work with partners to identify 4 existing developments that could be be retrofitted with infiltration, recharge or reuse
 - Provide outreach support to these projects, which would include mailings, newsletter/newspaper features, and social media promotion
- Work to provide outreach support for smaller BMP projects throughout the basin (Goal of 40)
- Provide outreach support to shoreland property owners (goal of 20)
- Provide outreach support for up to 4 new landscape stewardship plans and 4 Woodland Stewardship Plans



2022 Strategies



Tracking WBIF and Partner Efforts

Motivation: The Lower St. Croix River Comprehensive Watershed Management Plan is an inclusive document of all LSC partner efforts to improve water quality in the basin. It is important to develop a process that can help track not only efforts and outcomes of WBIF projects, but all LSC partner projects identified in priority areas

Suggested 2022 Outreach Initiatives/Programming:

- Work with Emily Heinz (LSC 'reporter') to develop a method for helping track partner led projects/initiatives that take place in identified priority areas.
- Work to update interactive LSC map to track/locate different project types and outcomes
- Developing research briefs for all WBIF projects as they are completed.