



MINNESOTA WATER
LET'S KEEP IT CLEAN

Membership
INVOICE

Item 4Cxii.
BCWMC 4-21-16

FROM

Staff Contact:

City Name:

Address:

City and Zip:

Telephone:

E-mail:

TO
Metro Watershed Partners and its Clean Water MN Media Campaign

MEMBERSHIP AMOUNT
\$

Note: (see attached table with requested levels of funding)

FISCAL AGENT
Hamline University
1536 Hewitt Ave. MS-A1760
St. Paul, MN 55104
Tel: 651-523-2812 Email: jlarson25@hamline.edu

DESCRIPTION OF SERVICE

2016 membership support for the Metro WaterShed Partners and its Clean Water MN Media Campaign, a stormwater pollution prevention education campaign. Services include:

- Shared consistent messages to encourage behaviors that improve water quality.
- Technological framework to centralize and track communications, including click-through rates in member service areas.
- Technology trainings for partners to use these tools effectively.
- Development and implementation of clean water exhibits at the Minnesota State Fair in the DNR and Eco-experience buildings.
- Monthly meetings with information on partner activities, presentations by informative speakers, and updates on WSP activities.
- Maintenance of the Watershed Partners listserv.
- Radio PSAs during Minnesota Twins games
- Administration of media outreach and partner events and activities.

DURATION OF SERVICE

January 1, 2016 to December 31, 2016
\$110,000 is needed to fully implement year 1 activities. We will initiate phased implementation of the campaign upon receiving a minimum of \$70,000 in contributions. Funds unspent in 2016 will carry over to 2017 to continue project implementation.