



## Bassett Creek Watershed Management Commission

### MEMO

To: BCWMC Commissioners  
From: Laura Jester, Administrator  
Date: March 13, 2018

**RE: Education Committee Recommendations**

The BCWMC Education Committee met on March 9<sup>th</sup> and has the following recommendations:

- The Commission should approve the budget items included in the gray sections of the budget table on page 2. (The lines outside of the gray lines are already included in the Commission's 2018 Operating Budget and do not need further approval.)
- The Commission should not host a traditional watershed tour of projects this year due to the likelihood of one or more tours in 2019. (The Commission typically has a watershed tour every other year. The last tour was in 2016.) Instead, the committee recommends development of a self-guided tour map and project fact sheets for commissioners and others who wish to view CIP projects throughout the watershed. See Dawn Pape's proposal, page 3.
- The Commission should contract with Dawn Pape and allocate \$3,000 of its 2018 education budget for chloride education activities including coordinating and collaborating with Nine Mile Creek Watershed District (who already performs much chloride education), developing and presenting materials on chloride for the annual Children's Water Festival, and working with faith based organizations to learn about chloride and work with winter applicators or volunteer groups to reduce chloride runoff from their properties. See Dawn Pape's proposal, page 3.

Please note that Dawn's proposal was developed and submitted after discussion at the committee meeting and thus was not fully reviewed by the committee except via email. There may be aspects of the proposal that need further discussion before being included in a contract.

The committee will continue to develop further recommendations regarding events commemorating the Commission's 50<sup>th</sup> anniversary in 2019 as well as other education programming for 2018.

**2018 BCWMC Proposed Education and Outreach Budget**

	<b>Activity</b>	<b>Budget</b>	<b>Notes</b>	<b>Websites</b>
<b>1</b>	<b>Publications/Annual Report</b>	\$1,500	Existing line item in operating budget to develop and distribute the Commission's Annual Report .	
<b>2</b>	<b>Website Hosting/Maintenance</b>	\$4,200	Existing line item in operating budget for website maintenance and hosting	
<b>3</b>	<b>Watershed Education Partnerships</b>			
	a. Citizen Assisted Monitoring Program	\$4,680	Already noted in operating budget. This program through the Met Council sponsors volunteer monitors on several BCWMC lakes. This year there are volunteers lined up for nine lakes sites.	
	b. River Watch Program	\$2,000	Already noted in operating budget. BCWMC has sponsored this program coordinated by Hennepin County for many years. High school students collected water quality data on local creeks.	<a href="https://www.hennepin.us/business/work-with-hennepin/">https://www.hennepin.us/business/work-with-hennepin/</a>
	c. MetroWaterShed Partners	\$3,500	Already noted in operating budget. BCWMC provides funding to support the Clean Water MN Media Campaign. Watershed organizations our size are asked to contribute between \$3,000 and \$5,000.	<a href="http://www.cleanwatermn.org/">http://www.cleanwatermn.org/</a>
	d. Children's Water Festival	\$350	Already noted in operating budget. This event educates fourth-grade students about water resources and presents ways they can help ensure a future where water resources are protected and managed wisely.	<a href="http://metroclf.org/">http://metroclf.org/</a>
	e. Metro Blooms Workshops	\$2,500	Already noted in operating budget. Workshops are geared toward planting resilient yards including alternative turf, raingardens, and native plants. BCWMC cities coordinate with Metro Blooms to schedule an event.	<a href="https://metroblooms.org/events/list/">https://metroblooms.org/events/list/</a>
<b>4</b>	<b>Education and Public Outreach</b>			
	a. West Metro Water Alliance	\$10,500	Already noted in operating budget. Contract approved by BCWMC 2/19/15. Administrator attends monthly WMWA meetings and is involved with this organization and its activities.	<a href="http://www.westmetrowateralliance.org/">http://www.westmetrowateralliance.org/</a>
	b. Prairie Moon Native Seeds	\$250	Recommended purchase for use at events and for special Earth Day celebration at SEA School.	
	c. Training for Commissioners (registrations, fees)	\$1,200	Recommended for reimbursement of registration fees for Commissioners, Alt. Commissioners, or Committee members to attend workshops, trainings, and other events. Pre-approval from the Commission is required for each expenditure and funds are used to reimburse individuals with proper receipts and documentation. Typically, meals, travel expenses or other expenses are not allowed for reimbursement. Funds are distributed on a first come, first serve basis until depleted.	
	d. Metro Blooms Harrison Neighborhood Project Support	\$4,000	Recommended to continue supporting and helping provide grant match funds for the Harrison Neighborhood Project being implemented by Metro Blooms.	
	e. Purchase of 150 dog waste bag dispensers	\$310	Recommended to continue purchasing and distributing these popular items at events.	
	f. Creek crossing signs	\$1,000	Recommended for fabrication of 10 signs (5 crossings) estimated at \$100/sign *10 signs = \$1,000	
<b>5</b>	<b>Public Communications</b>	<b>\$2,500</b>	Existing line item in operating budget for required public notices.	
	<b>TOTAL</b>	<b>\$38,490</b>		
<b>6</b>	<b>Unassigned Education Funds</b>	<b>\$5,560</b>	This is the difference between the already budgeted amount of \$44,050 and total amount of existing and recommended items above (\$38,490).	



# EDUCATION SERVICES

March 20, 2018-March 1, 2019

## PROPOSAL FOR BCWMC

Dawn Pape has twenty years of experience in the field of education and fourteen years of experience specifically in water-related public education. Pape started the Blue Thumb—Planting for Clean Water® program when she was the director of outreach at the Rice Creek Watershed District. In that position, she communicated and coordinated projects with 29 communities, four counties, and many water management organizations.

Dawn Pape brings a unique skill set to projects: writing, creativity, graphic design, photography, social media, website development, friendliness, energy, practicality, implementation experience, fiscal responsibility and even public speaking and performance. With a Masters of Science in Environmental Education from University of Wisconsin—Stevens Point, Pape keeps abreast of environmental issues and technology with continuing education.

### Lawn Chair Gardener

Dawn Pape  
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### BCWMC

Laura Jester

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Proposal Issued:  
**03.9.2018**

Proposal Valid to:  
**03.30.2018**

Services	Hourly Rate x Time	Total
1. <b>Partner with area watershed districts (NMCWD, RPBCWD, MCWD) on a chloride training for faith-based organizations.</b> (Reasons for targeting this group are: 1) they are well organized and have a structure for communicating with their large memberships to help publicize the training 2) they have a tendency to support "caring for creation" concepts and are already working on water-related issues 3) they are notorious for over salting to limit their liability.	\$42 x 15 hrs.  Mileage to meetings, workshop 45 miles round-trip at 2018 mileage rate of 54.5 cents/mile x 2 meetings \$49.05	\$ 630.00 \$ 49.05
2. <b>"Proud to Salt Smart"-type flyers for businesses</b> to hang on doors to let their guests know they are following chloride BMPs. This messaging is important for normalizing desired behavior changes. Included: messaging, design, printing of 500 flyers, and distribution.	\$42 x 18 hrs. +  \$130 materials	\$756.00 \$ 130.00
3. <b>Funny video with the serious message of responsible salt use featuring kids</b> to be posted on Facebook, Nextdoor, Twitter, etc. Estimated reach (views) of a minimum of 35,000 people. To see a similar video done about stormwater runoff, visit <a href="https://www.facebook.com/RamseyConservationDistrict/videos/1537001286377003/">https://www.facebook.com/RamseyConservationDistrict/videos/1537001286377003/</a>	\$42 x 10 hrs.	\$ 420.00
4. <b>Self-guided CIP tour map</b> with pictures and descriptions to be posted online and promoted through social media. Included: taking photographs of CIPs and doing graphic design for map (BCWMC will provide a map and CIP descriptions.)	\$42 x 25 hrs.	\$ 1,050.00
	Labor \$42 x 68 hrs. =	\$2,856
	Materials + Mileage	\$ 179.05
	<b>Grand Total</b>	<b>\$3,035.05</b>