

# Metro WaterShed Partners & Clean Water MN

## 2014 Annual Program Report



MINNESOTA WATER  
LET'S KEEP IT CLEAN

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# Metro WaterShed Partners 2014 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 educational outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, Watershed 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 products with consistent messages to the general public, local government staff and elected officials, and
- to provide WSP members a place and means for an information clearinghouse, a source of idea generation, and the coordination, collaboration, and support for watershed education programs.

In 2014, we remained a viable collective of mutually supporting watershed educators that create and implement effective educational programs. In response to our fund-raising letter, members contributed \$19,150 this year to support our monthly meetings, exhibit checkout, administrative support and state fair outreach.

## Leadership

The work of **Metro WaterShed Partners** is guided by a steering committee that includes stormwater education professionals from cities, watersheds, non-profit organizations and government agencies. In 2014, our steering committee members were:

Anne Weber, City of St. Paul Public Works

Angie Hong, Washington Conservation District,

Cole Landgraf, Minnesota Pollution Control Agency

Erica Sniegowski, Nine Mile Creek Watershed District

Jessica Bromelkamp, Rice Creek Watershed District

Laura Adler, City of Edina

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

Peggy Knapp, Freshwater Society

Telly Mamayek, Minnehaha Creek Watershed District

Tracy Fredin, Hamline University, Center for Global Environmental Education

## **2014 Accomplishments**

### **Networking and Sharing Resources**

The WaterShed Partners hold monthly meetings that provide members with the means to gather, share information, generate ideas, and form partnerships that support watershed education in the state of Minnesota. These meetings keep our membership 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 2014, WaterShed Partners' held ten meetings. A total of 335 people attended these meetings, with an average of thirty-four per meeting. This is an increase of more than a hundred total attendees and an average increase of ten members per meeting. Much of this increase is due to the popular Eric Eckl workshop, *More than a Message*, held in February at Hamline University, which had 80 attendees. We are pleased to see our partners continuing to demonstrate energy for collaboration and information sharing; we plan to continue offering workshops and events our partners will find useful in 2015 and beyond.

*(See next page for a list of 2014 meeting topics and presenters.)*

### **WaterShed Partners listserv**

The Metro Watershed Partners' listserv is a forum for information sharing to an audience of watershed educators, legislators and industry professionals throughout the state.

In 2014, the Metro WaterShed Partners listserv continued to provide more than one hundred user-members with an effective tool for promoting educational programs, sharing information about professional programs, and exchanging information with other watershed educators, legislators and businesses. The email address for the listserv is [watershedpartners@listserv.hamline.edu](mailto:watershedpartners@listserv.hamline.edu). If you would like to send and receive emails from the listserv, send a request to Jana Larson at [jl Larson25@hamline.edu](mailto:jl Larson25@hamline.edu).

## 2014 PARTNER MEETINGS — TOPICS AND PRESENTERS

January	Pat Sweeney, Fresh Water Society	<i>Ground Water Sustainability</i>
February	Eric Eckl, Water Words that Work	<i>More Than a Message</i>
March	Brook Asleson, MPCA	<i>Chloride Management Plan</i>
April	John Olson, Science Specialist, MN Department of Education; Pete Cleary, Dodge Nature Center; Sue Powell, Principal, Garlough Environmental Magnet School; Janine Kohn, Minnesota Project WET Coordinator for the Department of Natural Resources	<i>Panel discussion: Working Effectively with K-12 teachers</i>
May	Steve Woods, Fresh Water Society	<i>What's Going on at Fresh Water Society</i>
June	Dave Wall, MPCA <i>Nitrogen in Minnesota Rivers: Conditions, Trends, Sources, and Reductions</i>  Dr. Carrie Jennings, Glacial Geologist, Minnesota DNR <i>The Minnesota River in Context: a Brief History</i>  Representative Rick Hansen <i>Legislative Update on Water, Agriculture and Nitrogen</i>	Seventh annual boat trip — this year departing from Watergate Marina aboard the Magnolia Blossom—to explore the confluence of the Minnesota and Mississippi Rivers.
July	SUMMER BREAK	
August	Sam Geer and Michael Keenan, reGEN Land Design	<i>Gardening at the Water's Edge</i>
September	CLEAN WATER SUMMIT	
October	Jenn Radtke, Washington Conservation District, and Sean Gosiewski, Alliance for Sustainability	<i>Working with faith communities to raise awareness and change behavior to protect clean water</i>
November	Christie Manning, Macalester College Fred Rozumalski, Barr Engineering Sandy Spieler, Heart of the Beast Theater Anna Eleria, Capitol Region Watershed District Angie Hong, East Metro Water Resources Education Partnership	Roundtable Discussion: <i>Sustainability, Behavior Change, and Making the Invisible Visible</i>
December	End of the year potluck	Strategy discussion continued from November roundtable

## **Education and Outreach at the Minnesota State Fair and Community Events**

Attendance at the fair hit a new record this year, with 1,824,830 visitors. The WaterShed Partners had two exhibits, at the DNR building and at the Eco-experience, where 800,000 people were exposed to our messages about keeping Minnesota water clean.

**Eco Experience:** The Metro WaterShed Partners partnered with Hamline University to develop and host the Eco-action exhibit at the Minnesota State Fair's Eco Experience building. The exhibit featured *StormDrain Goalie* outreach tools: a photo booth; an iPad game; multimedia kiosks; StormDrain Goalie Air Hockey; and three portable, museum-quality Exhibits-in-a-Box focused on the science of Eutrophication, taking action to reduce run-off, and the urban water cycle. The exhibit raises awareness about the importance of protecting water in Minnesota and to asks people to commit to take action at home to prevent run-off pollution.

This year, we hired a local photo booth company, *Snap Yourself*, to run the StormDrain Goalie photo booth and manage the social media sharing process. We took 3,213 photos during the fair, printed 2,800 photos for people to take home, got 858 new "likes" for our Facebook page, and StormDrain Goalie Facebook posts reached more than 15,000 people during the fair. Additionally, 260,000 people visited the Eco Experience this year and saw our exhibit.



### Minnesota Department of Natural Resources (DNR) building:

Approximately 500,000 (one in four) fair-goers visit the DNR building each year. This year our exhibit was a huge hit! We created a new *StormDrain Goalie* foosball table (see below) which was a centerpiece of the DNR building and always in play. The exhibit also featured two new *Exhibit-in-a-Box* table-top displays focused on stormwater pollution prevention and Eutrophication, a *StormDrain Goalie* iPad game, table-top watershed map puzzles and two interactive computer kiosks.



Exhibit-in-a-Box, on Eutrophication.

### Minnesota WILD:

The Minnesota Wild hockey team has formed a partnership with Hamline University and the Metro WaterShed Partners to host the *StormDrain Goalie* photo booth at Wild games in 2014-2015. On December, 2014, *StormDrain Goalie* was at the Xcel Energy Center for a home game. We talked to lots of Wild fans about protecting clean water, took more than 150 photos, and reached nearly 600 fans with our Facebook posts. We look forward to *StormDrain Goalie* reaching more Wild fans in 2015.

### Community events:

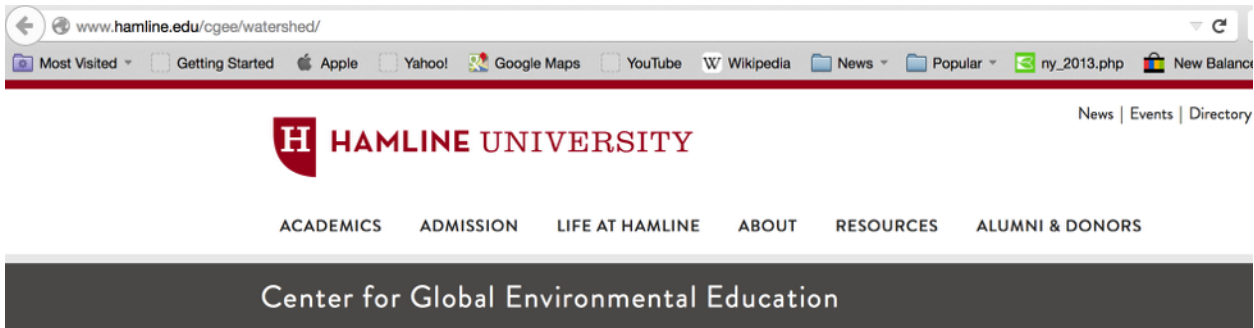
Throughout the year, the Metro WaterShed Partners make our tabletop exhibits available free of charge to organizations doing education and outreach on non-point source pollution and preservation of clean water. In 2014, the Metro Children's Water Festival, Coon Rapids, Eden Prairie, East Isles Green Team, West Metro Water Alliance, and the Center for Global Environmental Education used these exhibits to implement clean water education throughout the state. If you are interested in checking out one of our kiosks or table-top exhibits for an event in your community, you can find more information and a check-out form at: <http://www.hamline.edu/education/environmental/cgee/watershed/exhibit/index.html>

## **WaterShed Partners website**

The WaterShed Partners website is hosted by Hamline University at: [www.hamline.edu/cgee/watershed](http://www.hamline.edu/cgee/watershed). The site contains:

- information about our monthly meetings
- an archive of minutes, agendas and presentations from past meetings
- our most recent annual report
- information on becoming a member and contributing membership funds to support our partnership and outreach activities
- a directory of partners
- information on borrowing our circulating exhibits
- general information and a brief history of the partnership

Please contact Jana Larson if you have questions or need help finding the information you are looking for: [jl Larson25@hamline.edu](mailto:jl Larson25@hamline.edu).



## **Metro WaterShed Partners**

The WaterShed Partners is an innovative, dynamic coalition of over 60 public, private, and non-profit organizations in the Minneapolis/Saint Paul, Minnesota metropolitan area. Through collaborative education and outreach, we promote a public understanding that inspires people to act to protect water quality in their watershed.





## Clean Water Minnesota 2014 Media Campaign Report

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### Introduction

**Clean Water Minnesota** is a collaborative outreach project of the Metro WaterShed Partners. Working together, we develop and deliver innovative storm water education messages to the Twin Cities metro area and beyond. We place storm water pollution prevention messages on radio, television, billboards and more – a feat not possible for any one of our partners alone.

### Media Campaign Leadership

The WaterShed Partners steering committee oversees the work of Clean Water Minnesota; Jana Larson from Hamline University serves as project manager for campaign fundraising and activities. We regularly ask stakeholders to tell us how to best serve the needs of MS4s.

### Strategic Planning in 2015

In 2015, Clean Water Minnesota will be working with communications expert Eric Eckl, founder of Water Words that Work, LLC, to evaluate and improve our communication and outreach strategies. We need to raise \$300,000 over the next three years to develop new tools and implement new strategies. If we succeed, you can expect a new and improved MS4 toolkit, on a new [MS4toolkit.org](http://MS4toolkit.org) site, with new photography, templates and messages to use in your communications; new and improved PSAs, delivered via new media outlets; a more sophisticated social media strategy; and a new [CleanWaterMN.org](http://CleanWaterMN.org) website targeting homeowners in the Twin Cities metro area. If you would like more information, or want to find out how you can support this process, contact Jana Larson: [jl Larson25@hamline.edu](mailto:jl Larson25@hamline.edu).

### 2014 Accomplishments

Clean Water Minnesota put storm water pollution prevention messages on radio during Minnesota Twins' games, on print ads in the Twins ballpark, and ran PSA's on Comcast television. We continued to promote Clean Water MN at the Minnesota State Fair, and through our *StormDrain Goalie* Facebook page.

Clean Water Minnesota made approximately 4,343,000 impacts with messages about clean water in 2014.

## **Purchased Media**

This year, the Clean Water Minnesota campaign had more than 3.5 million media impressions on radio, TV, and at the ballpark during Minnesota Twins' games.

### **Twins Radio Network**

Dates: June 2014

Placements: 32 in-game ads, plus 8 bonus spots during game delays.

Ballpark bathroom stall ads: 30 signs

Total Investment: \$9,985.00

Total Impressions: 2,561,000

Audience: Twin City Metro Area

Twins games were broadcast on 1500 ESPN Twin Cities during the 2014 regular season. According to the 2011 Scarborough Research release, Twins Radio reached 45% of the Twin Cities adult population (57% of adult males). 900,000 metro area residents listen to each game.

The following ad played during Minnesota Twins baseball games:

*"Mowing your lawn? Grass clippings that blow onto streets and sidewalks flow into lakes and rivers, feeding algae, which turns water green. Keep clippings on your lawn. The fish thank you. Clean streets, clean water. More at [clean-water-m-n-dot-org](http://clean-water-m-n-dot-org)."*



Print ad placed in bathroom stalls at Twins Stadium.

## **Television Public Service Announcements (PSAs)**

### **Comcast Spotlight Cable Television PSAs**

Dates: October 2014

Placements: 66 paid spots, plus 86 bonus spots across all markets and an additional 1,727 bonus spots in select zones.

Total Investment: \$7,922.00

Total Impressions: 959,687

Audience: Statewide



In 2014, Clean Water Minnesota ran 30-second PSAs on the following networks: A&E, CNN, DISC, FOOD Network, HGTV, HIST, and TNT

Comcast Cable featured the following public service announcement:

### **“Plop” Fish Bowl PSA – 30 seconds**

Adapted from a PSA produced by the City of Austin, Texas, “Plop” features a fish bowl that becomes increasingly contaminated as common stormwater pollutants ‘plop’ into the fish bowl.

*“Your street connects directly to lakes and rivers. If your car drips oil or antifreeze on the ground (pause) it washes into storm drains, and into our lakes and rivers. If you spread lawn fertilizer into the street (pause) or you’re not careful with leaves and yard waste (pause) they wash into storm drains too. If your car drips oil or antifreeze on the ground (pause) it washes into storm drains. And when you don’t pick up after your pet – well, you get the picture. More at [clean-water-m-n-dot-org](http://clean-water-m-n-dot-org).”*

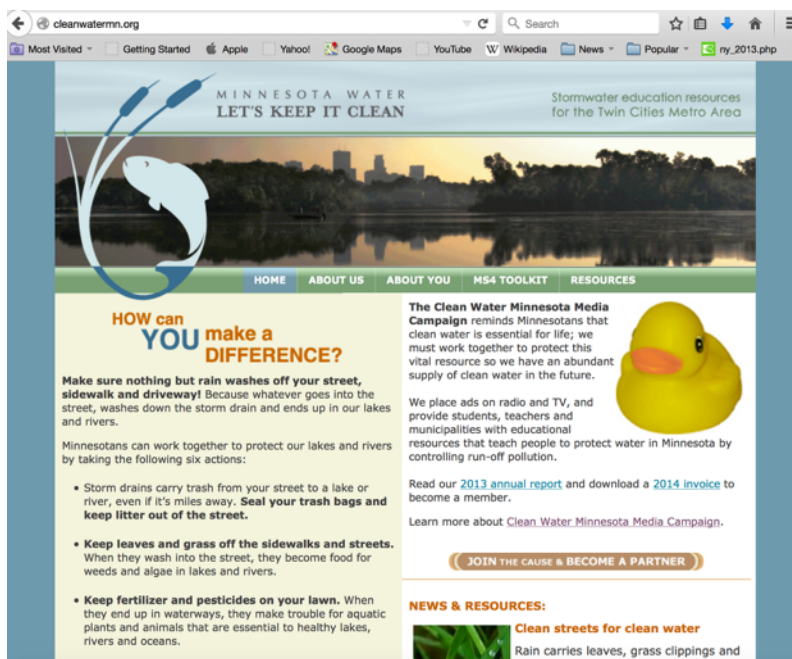


### **Distribution of “Fowl Water” and “Plop” DVDs**



Copies of the “Plop” and “Fowl Water” DVDs were distributed to 1 municipality in 2014. The DVDs are played on community cable television stations, on television monitors in public buildings, and at educational events.

## **Online Stormwater Pollution Prevention Education at [www.cleanwatermn.org](http://www.cleanwatermn.org)**



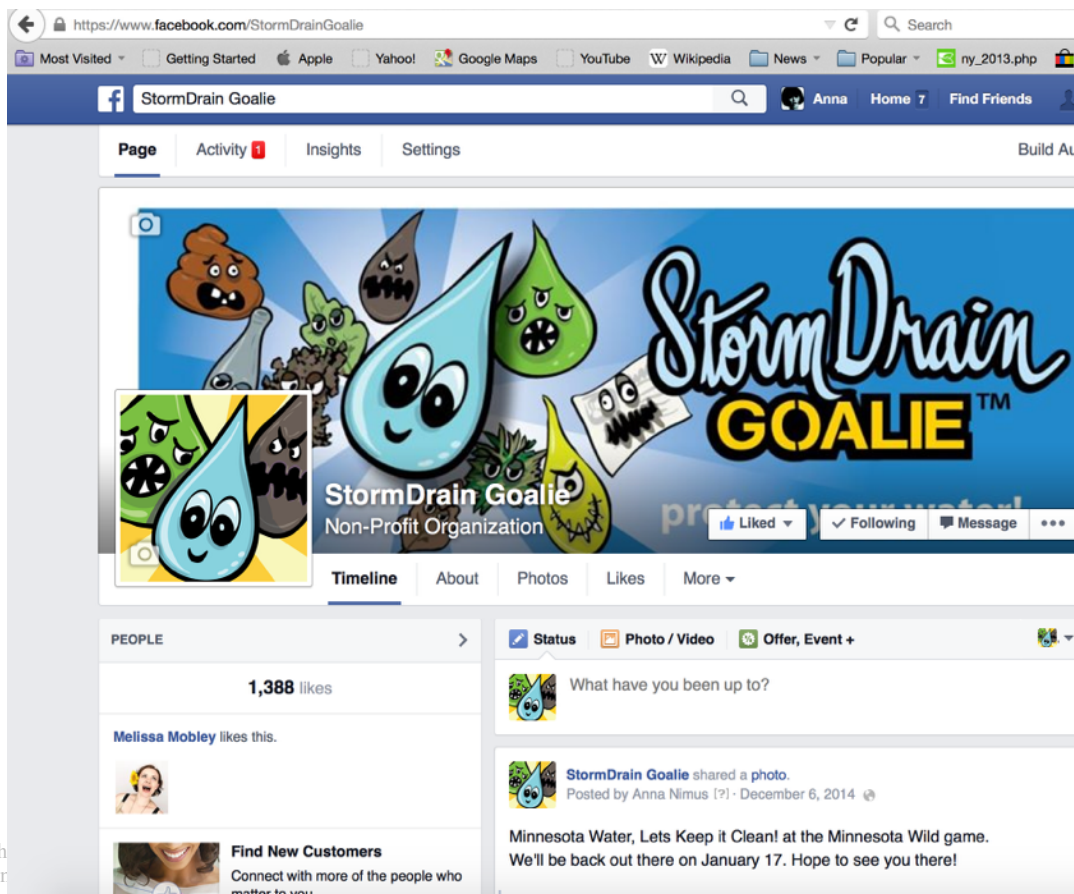
The Clean Water MN website launched in 2005. Though we plan to update this site in the coming year or so, it is still a viable site, full of great resources for clean water educators.

### Resources most frequently accessed on cleanwatermn.org:

- Minnesota MS4 Toolkit: Developed in 2009 by the Washington Conservation District, with support from the Minnesota Pollution Control Agency, the toolkit contains materials for use in municipal stormwater pollution prevention education.  
<http://cleanwatermn.org/MS4-Toolkit.aspx>
- Image Gallery: A repository of high quality, seasonally appropriate photographs for use in water education materials. This is a stellar source of free downloadable images for use in print or on the web. If you own the copyright to an image you would like to share, please contact us and/or use the document upload tool to add the photograph to our image gallery. You can find a link to the image gallery on the MS4 toolkit homepage; use link above.
- Document Upload Tool: The document upload tool allows MS4 educators to upload documents, brochures, posters, images and other resources to the MS4 Toolkit for others to use. <http://cleanwatermn.org/getdoc/c3507554-5c63-4127-b6c3-d42923afd7d2/Doc-Upload.aspx>

### Social media

The *StormDrain Goalie* Facebook page more than 1,400 followers. In 2014, our posts about clean water reached approximately 43,000 people.



## **2014 Financial Report**

In response to our fund-raising letters, members contributed \$19,150 to the WaterShed Partners in support of meetings, state fair outreach, administration, exhibit maintenance, development and checkout. Supporting members of the Clean Water Minnesota Media Campaign gave \$48,625 to support media outreach in the metro area.

### **Supporting Members of the Metro Watershed Partners and the Clean Water Minnesota Media Campaign in 2014**

City of Andover  
Bassett Creek Watershed Management Commission  
City of Bloomington  
Capitol Region Watershed District  
Carver County  
City of Columbia Heights  
Dakota County  
City of Eden Prairie  
Elm Creek Watershed Management Commission  
City of Excelsior  
City of Faribault  
Lower Mississippi River Watershed Management Organization  
City of Minneapolis  
Minnehaha Creek Watershed District  
City of Minnetonka  
Mississippi National River and Recreation Area, National Park Service  
City of New Brighton  
Ramsey Washington Metro Watershed District  
Rice Creek Watershed District  
City of Rochester  
City of Saint Paul  
Shingle Creek Watershed Management Commission  
City of Shoreview  
South Washington Watershed District  
West Mississippi Watershed Management Commission

## 2014 WaterShed Partners Financial Report

REVENUE	Inkind	Cash	Total
Purchased Media Funds Rollover		\$3,001.62	\$3,001.62
1. WaterShed Partners coordination	\$61,538.59	\$25,250.00	\$86,788.59
2. Watershed Partner Exhibit	\$18,010.00	\$4,000.00	\$22,010.00
3. Media Campaign	\$79,600.00	\$48,625.00	\$128,225.00
<b>Total Revenue</b>	<b>\$159,148.59</b>	<b>\$80,876.62</b>	<b>\$240,025.21</b>
<b>EXPENSE</b>			
<b>1. WaterShed Partner Coordination/Administration</b>	<b>Cash/ In-kind</b>		<b>Total</b>
Principle Investigator	\$2,500.00	\$2,500.00	\$5,000.00
Program Coordinator	\$7,600.00	\$15,000.00	\$22,600.00
Steering Committee	\$32,400.00		\$32,400.00
Watershed meeting hosting	\$2,500.00		\$2,500.00
Web site maintenance/list serve	\$2,400.00		\$2,400.00
Boat Trip and Roundtable Expenses		\$6,075.06	\$6,075.06
Materials/supplies/operating expenses	\$2,138.59	\$364.76	\$2,503.35
Accounting/indirect fees	\$12,000.00		\$12,000.00
<b>Subtotal</b>	<b>\$61,538.59</b>	<b>\$23,939.82</b>	<b>\$85,478.41</b>
<b>2. WaterShed Exhibit Implementation</b>			
WaterShed Exhibit Coordination	\$8,000.00	\$1,000.00	\$9,000.00
WaterShed Exhibit Development/Implementation	\$6,000.00	\$1,843.00	\$7,843.00
WaterShed Exhibit Transportation	\$910.00		\$910.00
Exhibit Maintenance	\$500.00	\$2,401.00	\$2,901.00
Storage/checkout	\$2,600.00		\$2,600.00
<b>Subtotal</b>	<b>\$18,010.00</b>	<b>\$5,244.00</b>	<b>\$23,254.00</b>
<b>3. Clean Water MN Media Campaign</b>			
Purchased Media	\$20,900.00	\$17,842.00	\$38,742.00
Printing & Postage		\$284.73	\$284.73
Meeting Expenses			\$0.00
Eco-experience/ social marketing exhibit implementation	\$15,000.00	\$6,185.90	\$21,185.90
Eco-experience/ social marketing conceptualization/management	\$29,200.00	\$11,800.00	\$41,000.00
Campaign Coordination web site management	\$10,500.00	\$10,500.00	\$21,000.00
Web Hosting Fee		\$814.17	\$814.17
Fiscal Agency Fee, Hamline University	\$4,000.00	\$4,000.00	\$8,000.00
<b>Subtotal</b>	<b>\$79,600.00</b>	<b>\$51,426.80</b>	<b>\$131,026.80</b>
<b>TOTAL 2014 Expenditures</b>	<b>\$159,148.59</b>	<b>\$80,610.62</b>	<b>\$239,759.21</b>