

# WMMWA

WEST METRO WATER ALLIANCE



# WMWA Organization

- **Primary Goal**: Collaboration to share resources, avoid duplication, promote common messaging and assist in meeting watershed and MS<sub>4</sub> education and outreach requirements.
- **Bit of History and Background**
  - Formalized in 2010 when four WMOs agreed to provide ongoing funding and adopted the West Metro Education and Outreach Plan
  - Funded and led by Shingle Creek, West Mississippi, Bassett Creek, and Elm Creek WMOs; other WMOs, Hennepin County informally participate
  - In 2023 used grant and county funds to share a half time Conservation Specialist to expand activities
  - No formal structure, “committee of who shows up”

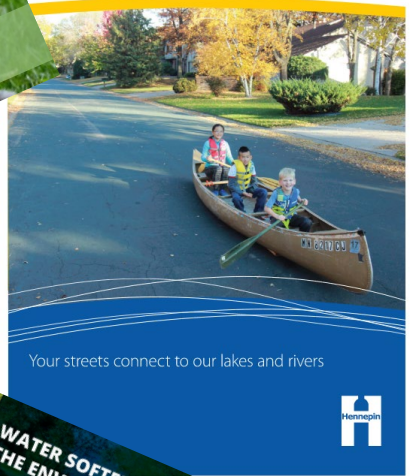
# Ongoing WMWA Activities

- Watershed PREP: contract educator in the classroom and tabling at events. Over 10 years:
  - 22,350 students have participated in Lesson 1: What is a Watershed
  - 9,720 students in lesson 2: The Water Cycle
  - 530 students played the Watershed Game in 2024
- Brochures and flyers for common use
- Workshops, articles, press releases
- Social media, web site: almost 2,500 visitors in 2024

[westmetrowateralliance.org/](http://westmetrowateralliance.org/)



10 things you can do to protect Minnesota's lakes, rivers, and streams



# Conservation Education and Implementation Partnership

- Half time limited duration position shared with Hennepin County
- Funded by state WBIF grants and local match through the end of 2027
  - Community engagement, education, marketing, and promotion of 4 water quality projects, including shoreline restorations and multi-family housing- facing projects
  - Targeted community engagement on water quality and some general education and communications support
- Monthly media kits on high priority topics, and library of materials
- Targeted outreach:
  - Chloride consultations: faith-based communities, general
  - Adopt a Storm Drain



# Future of WMWA

- Based on what you know working with WMWA or from these slides, what impresses you or what are you happy to see them working on?
- Of what was listed on those slides, what work is most helpful for your organization?
- What kinds of Education & Outreach needs do you have that you don't have the time or expertise to address?
- What's missing? What else should WMWA be working on that they're not already?
- Do you have any other feedback as WMWA starts their strategic planning?