



**ANOKA CONSERVATION DISTRICT**  
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 www.AnokaSWCD.org

**MEMORANDUM**

**To: Lower Rum River WMO Board**

**From: Chris Lord, Anoka Conservation District Manager, and Emily Johnson, Anoka County Water Resource Collaborative Outreach and Engagement Coordinator**

**Date: July 18, 2019**

**Re: Financial Support for Anoka County Water Resource Outreach Collaborative Coordinator Position**

The top half of the table below shows the LRRWMO’s total and outreach related contracted services with ACD for each of the past six years. The percentage indicates the percent of LRRWMO’s contracted ACD services that was dedicated to outreach activities.

The bottom half of the table below shows LRRWMO contracted ACD services in relation to ACD leveraged contributions from all partners to conduct projects and activities within the LRRWMO boundary. The leverage percentage shows the value added through partnership with ACD divided by the total LRRWMO financial contribution. This effectively illustrates the value of having ACD as a partner to stretch the financial contribution of the LRRWMO.

		2013	2014	2015	2016	2017	2018
Outreach	Total LRRWMO contracted ACD services	\$ 13,575	\$ 16,411	\$ 22,459	\$ 15,095	\$ 44,422	\$ 30,345
	Total LRRWMO contracted toward Outreach Activities	\$ 8,020	\$ 8,440	\$ 12,700	\$ 1,120	\$ 2,165	\$ 1,120
	Percent of LRRWMO Revenue spent on Outreach Activities	59%	51%	57%	7%	5%	4%
Value Added	Total LRRWMO contracted ACD services	\$ 13,575	\$ 16,411	\$ 22,459	\$ 15,095	\$ 44,422	\$ 30,345
	Total Contributions from all Partners	\$ 37,537	\$ 88,383	\$ 278,100	\$ 172,059	\$ 178,621	\$ 182,387
	Value added through partnership with ACD	\$ 23,962	\$ 71,972	\$ 255,641	\$ 156,964	\$ 134,199	\$ 152,042
	Leverage Percent (Value Added/LRRWMO Contribution)	177%	439%	1138%	1040%	302%	501%

With ACD as a valuable and reliable partner, the contribution toward outreach activities can be enhanced through support of the Anoka County Water Resource Outreach Collaborative (WROC) Coordinator position. It is clear that partnering with ACD adds value for the LRRWMO, and through this partnership the added value will be extended into the outreach realm and expand the LRRWMO’s outreach initiatives.

During development of the WROC work plan, Emily met with Todd Haas (LRRWMO), Len Linton (Ramsey), Kameron Kytonen (Andover), and Ben Nelson (Anoka) on September 28<sup>th</sup>, 2018. The four priorities below are a highly distilled list, but show the broad categories of what outreach was requested in the LRRWMO region.

- Priority A: Attend Events
- Priority B: Engage students in water quality related issues
- Priority C: Encourage more bank stabilization projects on the Rum River along with consistent messaging regarding Scenic River District rules
- Priority D: Promote value of native plants, reduced lawn size, and environmentally healthy lawn care and how this relates to water quality

Below is a list of all outreach activities completed or in progress by the WROC following completion of the work plan in January. **Highlighted activities** directly relate to at least one of the four outreach priorities listed above and directly benefit the LRRWMO. Other activities, beyond those specifically asked for, also benefit the LRRWMO area. For example, groundwater outreach was not mentioned during the September 28<sup>th</sup> meeting, but was identified by members of the WROC during quarterly meetings, including members of the LRRWMO. Subsequently, a groundwater video, brochure, and table top display were developed. Groundwater outreach and private well testing kits were also promoted at the Andover Farmer's Market, benefiting LRRWMO. Activity ID#s reference the Anoka County WROC Work Plan (a copy will be provided at the LRRWMO Board Meeting).

### **1-1b Professional Trainings and Workshops**

6/28/19 Fortin Turfgrass Maintenance Certification Workshop (19 attendees)

8/12/19 Fortin Smart Salting for Roads Level 1 Certification Workshop

9/19/19 Fortin Smart Salting for Parking Lots and Sidewalks Certification Workshop

9/27/19 Fortin Smart Salting for Property Managers Certification Workshop

### **1-3a Stormwater Outreach Events**

2/9/19 Ham Lake Snowbowl (53 adults)

3/23/19 Home and Outdoor Adventure Expo (40 adults)

5/4/19 4H Environmental Fun Fair (49 adults, 78 youth)

5/18/19 Coon Rapids Public Works Open House (30 adults)

6/9/19 Spring Lake Park Tower Days (220 adults, 80 youth)

6/25/19 Coon Rapids Summer in the City, Riverwind Park (20 adults, 7 youth)

6/27/19 Columbia Heights Jamboree Community Picnic (64 adults, 35 youth)

6/28/19 Blaine Blazin' Festival (258 adults, 121 youth)

6/30/19 Columbia Heights Jamboree Carnival (45 adults, 15 youth)

7/13/19 Andover Family Fun Fest

7/13/19 Anoka Riverfest

7/20/19 Centerville Fete des Lacs Festival

7/20/19 Andover Pollinator Awareness Project Pollinator Garden Tour

7/20/19 East Bethel Booster Days

7/30/19 Coon Rapids Summer in the City, Moor Park

8/17/19 Lino Lakes Blue Heron Days

8/30/19 State Fair Water Day

9/7/19 Ramsey Happy Days

9/14/19 Blaine World's Fest

### **1-3b Promote Adopt-a-Drain**

#### **1-4a Rain Garden Maintenance Workshops**

7/23/19 Rain Garden Maintenance Workshop at Rice Lake Elementary

8/5/19 Rain Garden Maintenance Workshop at Redeemer Lutheran Church

#### **1-5a General Classroom/School Engagement**

5/3/19 4H Natural Resources Field Trip (45 adults, 550 youth)

### **2-1 Lawn Care/Habitat Outreach Events**

3/9/19 North Suburban Home Improvement Show (140 adults, 36 youth)

4/6/19 Home Landscaping and Garden Fair (67 adults)

4/20/19 Wargo Nature Center Earth Day (42 adults, 27 youth)

6/1/19 Andover Pollinator Awareness Project Plant Sale (20 adults)

6/7/19 St. Francis Pioneer Days (175 adults, 132 youth)

7/21/19 Fridley Home and Garden Tour

### **2-2a Blue Thumb Workshops**

6/4/19 Turf Alternatives Workshop – Fridley (40 attendees)

6/12/19 Resilient Yards Workshop – Andover (15 attendees)

9/24/19 Resilient Yards Workshop – Blaine

**2-2b Conservation Planning Workshops**

3/13/19 Conservation Planning Workshop, Andover Community Center (9 adults)

3/20/19 Conservation Planning Workshop, Cedar Creek Ecosystem Science Reserve (19 adults)

3/27/19 Conservation Planning Workshop, Wargo Nature Center (8 adults)

**4-1a Groundwater Brochure and Display**

**4-1b Groundwater Video**

Published on 6/11/19: <https://youtu.be/gxENTkMmyEE>

**4-1b UMN Well and Septic Maintenance Training**

5/9/19 Training held in East Bethel (58 attendees)

**4-1c Groundwater Outreach Events**

Andover Farmer’s Market

Blaine Farmer’s Market

Coon Rapids Farmer’s Market

Nowthen Farmer’s Market

9/7/19 Linwood Family Fun Day

9/21/19 Columbus Fall Fest

**5-2a Aquatic Invasive Species Teacher Toolkit and In-Class Presentations**

4/2/19 University Avenue Elementary (120 youth)

4/17/19 North Park Elementary (84 youth)

4/18/19 Global Academy (48 youth)

4/23/19 Lino Lakes Elementary (60 youth)

4/25/19 McKinley Elementary (120 youth)

4/26/19 Madison Elementary (81 youth)


4/30/19 Wilson Elementary (120 youth)

In addition to the specific activities identified above, the Anoka County WROC Outreach Coordinator is in the unique position to enhance outreach throughout the county in a variety of ways:

- Materials Development
  - Brochures, flyers, handouts, displays (ACD has already developed a series of brochures and table top displays covering many natural resources topics that are all available for use by our partners. See table.)
  - Videos or other media
  - Buttons, models, games, giveaways or other tools to enhance outreach at events
  - Articles, blog posts, Facebook posts, newsletters
- Specialized and time-consuming outreach to key groups
  - Developing a method to bring water resource education into schools – Project WET trainings for teachers, Envirothon promotion, Watershed Game, tours, field trips, guest speakers, curriculum development
  - Building and maintaining a robust volunteer network
  - Outreach to multicultural, multi-lingual, and underserved audiences
- Increase outreach efficiency and minimize duplication of effort
  - Consolidate outreach tools and materials into databases/portals to ease accessibility
  - Foster relationships between partners to facilitate ongoing collaboration

Topic	Brochure	Display
Lakeshore Restoration: Enhancing water quality and habitat on your shore	x	x
Riverbank Stabilization: Understanding water flow and managing erosion	x	x
Backyard Habitat: Attracting wildlife to your property	x	x
Water-Smart: Conserving water at home	x	x
Rain Gardens: Treating runoff at the source	x	x
Wetlands: Benefiting wildlife and people.	x	x
Stormwater Management: Improving water quality and reducing runoff	x	x
Native Plants: Restoring habitat in Anoka County	x	
Natural Resource Threats		x
Land Protection: Establishing a legacy		x
Soil Health (US Dept. of Ag. NRCS design)		x
Invasive Species: Restoring ecosystem health		x
Groundwater: Protecting Drinking Water for Generations to Come	x	x

Links to all WROC documents (including the full Work Plan) and a database of events, trainings, and workshops completed by the WROC can be found at [www.AnokaSWCD.org](http://www.AnokaSWCD.org) under the “Outreach” tab.



# Anoka County Water Resource Outreach Collaborative Work Plan

January 2019



**Emily Johnson**  
Outreach and Engagement Coordinator

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## Summary of Activities by Priority Outreach Topics

The following is a summary of the activities to be implemented as part of the Anoka County WROC, each categorized into one or more Priority Outreach Topics. Individual description sheets are on the following pages. Activities listed in **red** are brand new while the others may be expansions or continuations of other initiatives.

ID#	Activity Title	Activity Type	Pg	Stormwater	Lawn Care & Habitat	Bank Stabil. & Resto.	Groundwater	Aquatic Invasive Spp.
<a href="#">1-1a</a>	<b>Storm Pond Resource Toolkit</b>	Information	9	X	X	X		
<a href="#">1-1b</a>	Professional Realtor/Builder/Developer Workshops	Outreach	10	X	X	X	X	
<a href="#">1-2a</a>	Distribute Community Clean-Up Toolkits	Engagement	11	X				
<a href="#">1-2b</a>	Host Fall Community Clean-Up Events	Engagement	12	X				
<a href="#">1-3a</a>	Attend Tabling Events with Stormwater Resources	Outreach	13	X				
<a href="#">1-3b</a>	Engage New Storm Drain Adopters	Engagement	14	X				
<a href="#">1-4a</a>	Rain Garden Maintenance Workshops	Engagement	15	X	X			
<a href="#">1-4b</a>	Community “Adopt-a-Rain Garden” Feasibility	Information, Engagement	16	X	X			
<a href="#">1-5</a>	Classroom Engagement Planning	Information, Engagement	17	X	X		X	X
<a href="#">1-6a</a>	<b>Street and Storm Drain Model</b>	Information, Outreach	18	X				
<a href="#">1-6b</a>	<b>Pollution Turntable Display</b>	Information, Outreach	19	X				
<a href="#">1-7</a>	<b>MS4 Public Information Portal</b>	Information	20	X				
<a href="#">2-1</a>	Attend Tabling Events with Lawn Care and Habitat Resources	Outreach	21		X			
<a href="#">2-2a</a>	Blue Thumb/Metro Blooms Workshops	Outreach	22	X	X	X		
<a href="#">2-2b</a>	<b>Large Lot Conservation Planning Workshops</b>	Engagement	23	X	X	X	X	
<a href="#">3-1a</a>	Shareable Database of Bank Stabilization/Restoration Resources	Information	24			X		
<a href="#">3-1b</a>	Presentations to LAs and LIDs	Outreach	25			X		X
<a href="#">3-2</a>	<b>Bank Stabilization/Restoration Tour</b>	Outreach, Engagement	26	X	X	X		
<a href="#">4-1a</a>	<b>Groundwater Display and Brochure</b>	Information	27				X	
<a href="#">4-1b</a>	<b>Groundwater Video</b>	Information	28				X	
<a href="#">4-1c</a>	Attend Tabling Events with Groundwater Resources	Outreach	29				X	
<a href="#">4-2</a>	UMN Septic System Maintenance Training	Outreach	30				X	
<a href="#">4-3</a>	<b>Farmer’s Market Attendance and Private Well Water Testing</b>	Outreach, Engagement	31				X	
<a href="#">5-1</a>	Shareable Database of AIS Resources	Information	32					X
<a href="#">5-2a</a>	<b>Create AIS Teacher Toolkits</b>	Information	33					X
<a href="#">5-2b</a>	<b>AIS Toolkit Presentations in Schools</b>	Outreach	34					X
<a href="#">5-2c</a>	<b>AIS Toolkit Trainings for Teachers</b>	Engagement	35					X
<a href="#">6-1a</a>	Envirothon	Engagement	36	X	X		X	X
<a href="#">6-1b</a>	Project WET Trainings	Engagement	37	X			X	X



## Partner Priorities and Benefits by Activity

This table identifies which partners' priorities are addressed from each activity.

Partner	1-1a	1-1b	1-2a	1-2b	1-3a	1-3b	1-4a	1-4b	1-5	1-6a	1-6b	1-7	2-1	2-2a	2-2b	3-1a	3-1b	3-2	4-1a	4-1b	4-1c	4-2	4-3	5-1	5-2a	5-2b	5-2c	6-1a	6-1b	
<b>Andover</b>	P	P	B	B	P	B	B	B	P	B	B	B	P	P	P	P	B	P	B	B		B	B	B	P	P	P	P	P	
<b>Anoka*</b>	P	P	B	B	P	B	B	B	P	B	B	B	P	P	B	P		B	B	B		B	B	B	P	P	P	P	P	
Bethel	B	B	B			B		B	B	B	B	B			B	B			B	B		B	B	B	B	B	B	B	B	
<b>Blaine</b>	P	P	P	P	B	B	B	B	B	B	B	B	B	B	B	P		P	B	P		B	B	B	B	B	B	B	B	
Centerville	B	B	B	B	B	B		B	B	B	B	B		B		B	B		B	B		B		B	B	B	B	B	B	
Circle Pines	B	B	B	B	B	B		B	B	B	B	B		B		B	B		B	B				B	B	B	B	B	B	
<b>Columbia Heights*</b>	P	B	B	B	B	B	B	P	B	P	P	P	B	P		B												B	B	B
<b>Columbus</b>	B	B	B						B		B	B			B	P		P	B	B	B	P	B	B	B	B	B	B	B	B
<b>Coon Rapids*</b>	P	P	B	B	B	P	P	B	B	B	B	P	B	B		B	B	B	B	P		B	B	P	B	B	B	B	B	
<b>East Bethel</b>	P	P	B	B	B	B		B	B	B	B	P			P	P	B	P	P	P	B	B	B	P	P	P	P	B	B	
<b>Fridley*</b>	B	B	B	B	P	B	P	P	P	P	P	B	P	P		B		P						B	B	B	B	B	B	
<b>Ham Lake</b>	P	P	B	B	B	B		B	B	P	P	B		P	P	B	B	B	B	B		B	B	B	B	B	B	B	B	
Hilltop	B	B	B	B	B	B		B	B	B	B	B		B										B	B	B	B	B	B	
<b>Lexington</b>	B	B	P	B	B	P		B	B	P	P	B		B		B			B	B				B	B	B	B	B	B	
<b>Lino Lakes</b>	P	P	B	B	B	P	P	P	B	P	P	P	B	P	P	P	P	P	P	P	B	B		P	P	P	P	B	B	
Linwood	B	B	B				B		B		B	B			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
Nowthen	B	B	B						B		B	B			B	B		B	B	B		B	B	B	B	B	B	B	B	
Oak Grove	B	B	B						B		B	B			B	B	B	B	B	B		B	B	B	B	B	B	B	B	
<b>Ramsey</b>	P	P	B	B	P	B		B	P	B	B	B	P	P	P	P	B	P	B	B		B	B	B	P	P	P	P	P	
Spring Lake Park	B	B	B	B	B	B		B	B	B	B	B	B	B		B								B	B	B	B	B	B	
<b>St. Francis*</b>	B	B	B	B	B	B		B	P	P	P	P			B	B		B	P	P	B	B	B	B	P	P	P	P	P	
<b>CCWD*</b>	P	P	B	P	B	B	B	B	B	P	P	B	B	B	B	B	B	B	P	P		B	B	P	P	P	P	B	B	
<b>LRWMO</b>	P	P	B	B	P	B		B	P	B	B	B	P	P	P	P	B	P	B	B		B	B	B	P	P	P	P	P	
MWMO*	B	B	P	P	P	B		B	B	B	B	B	B	B		B								B	B	B	B	B	B	
<b>RCWD</b>	P	P	P	P	B	P	P	B	B	B	B	B	B	P	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
<b>SRWMO</b>	B	B	B		B	B		B	B	B	B	P			P	P	P	P	P	P	B	P	P	P	P	P	P	B	B	
URWMO	B	B	B		B	B		B	B	B	B	B			B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	

P	Priority – this activity was mentioned specifically or aligns well with identified priority audiences and issues
B	Benefit – this activity may benefit the organization or its constituents, but was not specifically called out as a priority

**Red** – Provided Coordinator with input on priority topics via worksheet, email, or water management plan (with \* provided additional follow-up input)



