

2020 Education and Outreach Goal Review



General outcomes results:

- Utilize at least 75% of the budget for Landscape Level 1 and rainbarrel cost-share funding.
 - Complete
- Complete at least one Landscape Level 2 cost-share grant.
 - N/A
- Observe a minimum of 10% annual growth in adopt-a-drain volunteers, exceed 20 reported hours, 500 lbs debris
 - 65% growth in Adopt-a-Drain subscribers in 2020 – 45 new adoptions in 2020.
- Grow email subscriptions and social media following by 15% annually.
- Reach 200 students annually through school visits.
 - 156 students reached through virtual education resources: Watershed/school-specific maps, continuing past year
 - AFSA Academy: 40
 - Frassati Academy: 80
 - Vadnais Heights Elementary: 30
 - Central Middle School: 6
- 50% increase in end-of-year public survey results in knowledge, awareness, attitude, skills and behavior concerning water resources. Measured by annual public review survey questions.
 - Knowledge: 50%
 - Awareness: 50%
 - Attitude: 50%
 - Skills: 75%
 - Behavior: 75%
- Monthly phenology posts made at each picture post, at least one new participant engaging in program.
 - Monthly posts completed at Charley and Deep Lake picture posts. Birch, Sucker, and Tamarack Nature Center active every 3-4 months.
- Complete at least one Community Blue grant annually.
 - 3 completed in 2020. 102 participants across all programs.
- At least 15 workshop and/or cost-share participants participate in two or more VLAWMO events/workshops.
 - Effort discontinued due to COVID-19 pandemic
- At least 5 public raingardens are adopted and annually maintained by volunteers.
 - 4 public raingardens adopted and annually maintained by volunteers: Vadnais Heights Elementary, Vadnais Heights City Hall, Fox Meadow in White Bear Township, Heritage Hall in Gem Lake.
- Observe at least 20 public and VLAWMO visitors at TEC/BOD meetings and Water Matters sessions annually.

- Effort discontinued due to COVID-19 pandemic
- Achieve over 500 reported volunteer hours through volunteer opportunities such as leading a short-term service projects, citizen science, specific or custom volunteer roles, advising VLAWMO through the Citizen Advisory Committee (CAC), or utilizing a VLAWMO education display at an existing community event.
 - Reported 372 hours

Education and Outreach goals summary:

1. VLAWMO Supports its partner Cities in making progress in their MS4's

A. Objective: One instance for each City annually where the City utilized

VLAWMO tools and programs to support Minimum Control Measure #1 (MCM #1)

Measure: Goal of 2 of 6 MS4's, 4 achieved.

- Vadnais Heights:
 - 2 social media postings: yard care and watering outreach
 - Website update assistance: yard care and watering
 - 1 City Council meeting presentation
 - Attendance at MS4 City Summit event to prepare for new MS4 permit: March, 2020.
- White Bear Township: Pet Waste outreach in Lambert Creek subwatershed
 - 3 social media postings: Advertising workshops, MN Water Stewards program
- White Bear Lake:
 - Attendance at MS4 City Summit event to prepare for new MS4 permit: March, 2020.
- Lino Lakes:
 - Attendance at MS4 City Summit event to prepare for new MS4 permit: March, 2020.

B. Objective: One instance for each City annually where the City utilized

VLAWMO tools and programs to support Minimum Control Measure #2 (MCM #2)

Measure: 3 of 6 MS4's

- White Bear Lake
 - Adopt-a-Drain membership and promotion with Goose Lake subwatershed focus: 21 adoptions in White Bear Lake
- Raingarden and BMP maintenance development with Vadnais Heights
 - Maintained VH City Hall raingarden with support from VH public works and city hall staff
- White Bear Township:
 - Fox Meadow Raingarden maintenance. Volunteer and public works staff partnership.

C. At least two city staff will articulate something they have adjusted in their operations as a result of Smart Salting or Turf Maintenance Best Practices Training.

Measure: 0 staff adjustment reports

2. Key personnel have continued to advance their knowledge of water and related natural resources

- A. Objective: 75% attendance annually at “Water Matters” events and supplemental education activities.

Effort discontinued due to COVID-19 pandemic

3. Establish place-based watershed education that applies to multiple age demographics

- A. Objective: A minimum of 3 survey responses from parents of school-age children

Effort discontinued due to COVID-19 pandemic

- B. Objective: Reach 10% of school-age population in watershed per year through school programs

Measure: Estimated 2% of school-age population reached through custom watershed and schoolyard maps, Jr Watershed Explorer activity booklet

- C. At least 3 classrooms will utilize a school raingarden to support their planned curriculum activities, such as Race to Reduce.

Effort discontinued due to COVID-19 pandemic

4. Schools have established and maintained stormwater BMP's, embracing their educational value

- A. Objective: One school each year will schedule and complete raingarden maintenance in conjunction with a VLAWMO on-site visit

Effort discontinued due to COVID-19 pandemic

- B. One school each year will schedule and complete raingarden maintenance independently:

Measure: 1 independent school complete: Vadnais Heights Elementary

5. Community members are educated on VLAWMO issues and priorities

- A. Objective: 50 new registrations to email newsletter will result from public booth events.

Measure: 40 new email registrations

- B. VLAWMO will utilize community partnerships to promote VLAWMO events and projects. (PI 3-2-1).

Measure: Refer to general outcomes

- C. VLAWMO will utilize the VLAWMO.org blog, VLAWMO YouTube channel, E-newsletter, and social media a minimum of twice each week to promote awareness and build community report.

Measure: 11,000 website views reported from analytics web host

6. Community members utilize watershed knowledge to act on watershed issues, with help from VLAWMO's tools and resources

- A. VLAWMO will offer native plant, raingarden, and/or yard-care workshops annually.

Objective: Installation of four raingardens, native plantings, permeable paver systems as a result of VLAWMO workshops.

Measure: 1 installation - .011 lbs annual Total Phosphorus (TP) reduction, 6.2 annual .lbs total suspended solids (TSS) reduction.

6 cost-share site visits from 2020 workshop attendance

3 cost-share site visits from 2019 workshop attendance

Effort reduced due to COVID-19.

B. In the past year, 4 workshop attendees will have engaged VLAWMO in ways other than the cost-share

program Objective: 4 workshop attendees engaged in VLAWMO activities in ways other than the cost-share program.

Measure: 5 workshop attendees engaged in VLAWMO in ways other than cost-share:

Watershed Action Volunteers (WAV), DIY neighborhood raingarden tour

C. VLAWMO will continually promote and evaluate the use of watershed stewardship activities through social media, newspaper submissions, and surveys (PI 3-3-1). 10% increase in stewardship activities documented from public survey

Measure: 65% reported increase in stewardship activities from end of year public survey

D. VLAWMO will produce and publish neighborhood spotlight articles that highlight cost-share and yard-care success stories. A minimum of 3 articles will be developed annually.

Measure: Refer to general outcomes

7. An appreciation of local natural resources is established in the community, fostering ecological awareness and community reflection.

Measure: See general outcomes for measures related to objectives A-D

A. Continued use of remote cameras to photograph local wildlife and use photos for educational messaging, schools, newspapers, blogs, and presentations.

B. VLAWMO staff will host at least 1 Frog and Toad call education event annually.

C. VLAWMO will produce and publish an article series titled 'Faces of Wetlands', featuring ecological knowledge on wetland wildlife while relating it to a local sense of place.

D. VLAWMO will organize and interpret citizen science/service initiatives for community members to participate in.

8. A volunteer base that learns and leads

A. 5 volunteers will act as educators to their local citizen peers annually.

Measure: 3 volunteers acted as educators/leaders

B. Some efforts discontinued due to COVID-19 Pandemic. Completed volunteer leadership efforts from 2020 goal include:

Measure: 5 volunteer leadership roles accomplished.

Neighborhood BMP tour, Leaf Pack macroinvertebrate monitoring, public raingarden maintenance, rainbarrel webinar, and Jr Watershed Explorer Workbook (bonus).

C. VLAWMO provides a variety of short-term opportunities for volunteers to act as educators to their local citizens (PI 3-3-1).

Measure: Refer to general outcomes

D. Trained volunteers will help monitor the status of Aquatic Invasive Species (AIS) in the watershed.

Measure: 6 of 12 VLAWMO Lakes monitored for Aquatic Invasive Species (AIS)

9. A watershed focused congruency between community groups exists in VLAWMO

A. Notes and minutes from VLAWMO each meeting will be posted on the website for stakeholders and the public.

Measure: Refer to general outcomes

B. Workshops, outreach, programs, social media, and events will all promote the CommunityBlue program. One event resulting from unique, creative partnerships.

Measure: 3 projects complete, one complete from unique partnerships. See Community Blue Grants in 2020 Raw Numbers.

C. VLAWMO will produce and submit at least 10 newspaper articles annually.

Measure: Complete, 13 publications. Refer to general outcomes for results.

2020 Education and Outreach: Raw Numbers Community Blue Grants

- 3 grants completed in 2020, 1 postponed due to COVID-19.
 - Movie Night: Hometown Habitat – Kate Windsor
 - Educational movie about native plants, green infrastructure, and water resources. Partnership with North Oaks Natural Resources Commission and the North Oaks Golf Club.
 - 40 participants
 - \$200
 - Rainbarrel Workshop:
 - Minnesota Water Steward capstone project - Katherine Doll Kanne
 - 37 participants
 - \$1,700 awarded, \$1,272.45 used
 - Junior Watershed Explorer - Ceci Shapland (MN Water Steward)
 - Activity workbook for kids and families, facilitating DIY games, puzzles, and site visits based on the local watershed. Long-term resource available for download and hardcopy print for families and schools.
 - Estimated 25 active users in 2020
 - \$700 awarded
 - Upstream: Postponed – White Bear Center for the Arts
 - Curated tea and water education sessions with volunteer activities in public raingarden/bioswale maintenance
 - \$5,000 reserved for 2021 based on COVID-19

Workshops & Community events

- Cost-share open house: In person (pre-COVID-19)
 - February 4th
 - 12 participants
- Vadnais Lake trash pick-up - DIY

- May 4th
 - 5 participants
- Native Plants guest speaker: Natural Shores Technology, Tracy Lawler
 - 50 participants
- Blue Thumb Resilient Yards workshop (online partnership)
 - June 24th
 - 12 participants (many other non-VLAWMO)
- Blue Thumb Healthy Soils workshop (online partnership)
 - Sept 24th
 - 2 participants (many other (non-VLAWMO)
- Lino Lakes Water Quality webinar (online partnership)
 - October 6th
 - 1 participant (many other non-VLAWMO)
- Lambert Pond and Meander webinar (online partnership)
 - May 15th
 - 13 participants
- DIY Neighborhood raingarden and native plant tour: August 21st
 - 23 participants
- Ramsey County AIS workshop (online partnership)
 - April 19th
 - 3 participants
- East Goose Lake Neighborhood Conversation
 - December 1st
 - 16 participants

WAV & Citizen Science

- Adopt-a-Raingarden training/service:
 - Vadnais Heights Elementary
 - May
 - 2 volunteers
 - Fox Meadow
 - October
 - 1 volunteer
 - Gem Lake Heritage Hall
 - June
 - 1 volunteer
 - Vadnais Heights City Hall
 - June
 - 4 volunteers
- Invasive Species/Fieldwork Service Days
 - 8 work days: Vadnais Heights City Hall/ Birch Lake 4th and Otter
 - 27 volunteers
- LeafPack macroinvertebrate monitoring
 - 4 volunteers active
 - 6 Leaf Packs completed

- Adopt-a-Drain: ongoing (adopt-a-drain.org)
 - 40 stormdrains adopted in watershed
- Picture posts: photo phenology project on Pleasant, Birch, Sucker Lakes
 - 3 volunteers actively engaging in citizen science phenology

K-12 & Youth Programs

N/A – COVID-19 complications

Newspaper & City Newsletter Publications

13 publications

- January 2020, North Oaks News:
 - Common carp and water-quality trends on Pleasant Lake
- February 2020, North Oaks News:
 - Below the surface: What we do and don't know about Pleasant and East Vadnais Lakes
- February 4, 2020, Bring me the news MN:
 - More than a dozen swans have died at Twin Cities lake
- February 12, 2020, White Bear/Vadnais Heights Press:
 - Inspired by nature: Meandering Lambert Creek
- February 14, 2020, StarTribune:
 - More evidence of lead killing swans on Vadnais-area waters
- February 26, 2020, Vadnais Heights Press:
 - Swans and loons will benefit from Get the Lead Out program
- April 11, 2020, StarTribune:
 - 2 lakes in 2 years: 16 swans dead
- April 2020, White Bear/Vadnais Heights Press:
 - Preventing the use of lead in fish tackle
- May 10, 2020, StarTribune:
 - Natural curves of streams restored
- July 2020, North Oaks News:
 - On the lookout for invasive plants: Japanese knotweed
- August 2020, North Oaks News:
 - Beyond appearances: Invasive yellow iris
- Faces of Wetlands Otters article (NV)
 - North Oaks News: December
- Annual Watershed Award Announcements: December (NV)
 - WB/VH Press

Television coverage in 2020:

- Year-round:
 - Local SCC station – circulating videos from VLAWMO Youtube channel
- February 10, 2020, KARE 11:
 - Outdoors: Recent swan deaths brings lead fishing tackle concerns

MS4 Municipal Partnerships

- City MS4 Summit event
 - March 12th
 - 3 of 6 JPA member communities participating
- Adopt-a-Drain partnership with White Bear Lake
 - Goose Lake subwatershed focus