

Evaluation of 2021 goals and how they brought about the Education and Outreach Plan (EOP) Desired Outcomes

EOP Desired Outcomes

EOP Goals

	1: Complete capital improvement campaigns	2: Confirm MS4 partners are using VLAWMO MS4 resources, striving to improve.	3: Maintain active, relevant outreach, participates with cost-share and volunteer programs.	4: Witness a citizenry that advocates for solutions that promote long-term stewardship...	5: Observe volunteers educating and being educated by their peers.	6: Observe citizens demonstrating watershed protection behaviors.
Capital Improvement Campaign: Goose Lake ALM	Complete		East Goose stakeholder survey—101 responses August 3rd stakeholder meeting—8 participants		White Bear Lake Environmental Advisory Commission partnership	
Capital Improvement Campaign: Lambert Creek Pond, Meander, and Ditch education	Complete	Ditch maintenance partnership—City of Vadnais Heights	Website, newsletter, and social media documentation of pond and meander: video, photos, seasonal updates. Newspaper article.			
1. VLAWMO will support partner Cities and Townships in making progress in MS4's	MS4 checklist created with all municipal partners	Articles with 3 MS4 partners, infographics with 2, brochure use 2	All MS4 partners shared promo of VLAWMO workshops. WBL and VH City newsletter articles	MS4 integration (pet waste) in VH scavenger hunt. VH public works partnership on raingarden maintenance	2 volunteers generated MS4 demonstration photos (pet waste) for City use	Adopt-a-Drain partnerships: WBL, WBT
2: Community members utilize watershed knowledge to act on watershed issues with help from VLAWMO's tools and resources	1 private cost-share project adjacent to and benefiting Birch Lake sand-iron filter		Cost-share open house: 6 participants Workshop participants to complete cost-share grants ('20,'21): 7	Cost-share grants completed: 16	Adopt-a-Drain: 68 new adoptions in 2021, 1,965 lbs of debris removed from drainage ways	Lakeaires Elementary raingarden maintenance with Community Blue support
3: Community members are educated on VLAWMO water issues and projects	East Goose Lake stakeholder engagement report—June Carp and lake mgmt. news articles	VLAWMO education booths: North Oaks, WBL, WBT	VLAWMO workshops: 67 participants. Social media engagements: 300+ Website visits: 19,000		Volunteer-led rainbarrel bonanza event: 22 participants. 5 volunteers in leadership positions.	
4: Coordinate an active volunteer base that learns and leads	3 volunteers contributing to Citizen Advisory Committee (CAC)	Volunteer-led VLAWMO education booths: VH Heritage Days, VH Ice Cream Social	6 VLAWMO workshop participants segued into volunteer activities	10 Field work days: 14 volunteers AFSA work day: 19 Tamarack Nature Center: 14. 2021 volunteer hours reported: 487	2 Minnesota Water Steward volunteers renovating East Oaks Bioswale in North Oaks. 2 MWS planned watershed tour. 3 volunteers macroinvertebrates monitoring	5 public raingardens maintained by adopt-a-raingarden volunteers Aquatic Invasive Species monitoring: 2 volunteers
5: Watershed communications are accountable and active in the community	Monthly email newsletters: 2,400 documented opened. End-of-year survey		11 newspaper articles 3 city newsletter articles			
6: Schools have established and maintained stormwater BMP's integrated with watershed education efforts			Jr. Watershed Explorer program distributed to 5 schools	Jr Watershed Explorer program workbook completions: 5		Christ the Servant Church + VH Elementary Principal maintained VH Elementary raingarden
7: An appreciation of natural resources...fosters ecological awareness, participation			Volunteers donated wildlife photos: Debbie Hartmann, "MW and WC"	Upstream partnership with WB Center for the Arts: 10 tea and story events	Phenology monitoring picture posts active: 5 locations	4 neighborhood spotlight articles developed from cost-share participants. Volunteer trash pick-up at WB Rec Center wetland
8. Key personnel (BOD, TEC, WAV) have continued to advance their knowledge of water and related natural resources	White Bear Lake City Council—2 "visitor" presentations for East Goose Lake	MS4 info presentation at VLAWMO TEC—August	1 key personnel nomination and voted winner for annual watershed partner award	TEC/BOD quorums met		