

2019 Education and Outreach: Goal Review

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: 2 of 6 MS4's.

- Vadnais Heights City Hall:
 - 6 social media postings
 - 1 City Council meeting presentation
 - Custom education flyer created: wetlands and yard waste disposal
- White Bear Township: Pet Waste outreach in Lambert Creek subwatershed
 - 200 mailings, custom print flyer created
 - 2 social media postings
- Outcomes from Smart Salting workshops:
 - White Bear Township:
 - Calibrate Township salt spreader's on equipment each season and provide operators a guide for settings for spreaders in trucks for pending on conditions. This has reduced the salt the Town has had to purchase to use on its roads.
 - Started using liquid calcium chloride to pretreat sidewalks and steps before the storm.

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: 2 of 6 MS4's

- Adopt-a-Drain partnership with White Bear Lake
 - Goose Lake subwatershed focus
- Raingarden and BMP maintenance development with Vadnais Heights
 - Maintained VH City Hall raingarden with support from VH public works and city hall staff, removal of reed canary grass and replacement of native plants at VH Community Commons, controlled burn in native prairie planting at VH City Hall, assistance with Buckthorn removal in wooded wetland restoration behind VH City Hall.

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.

Measure: 70% attendance

Water Matters: Road Salt Oct 23 (4)

Water Matters Climate Change in MN Dec 11th (5)

Road Salt Symposium: October 24th (2)

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

Measure: 0 end-of-year responses indicated school outreach connections

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

Measure: Estimated 4% of school-age population reached.

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

Measure: 3 classrooms utilized a raingarden in 2019

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

Measure: 2 schools complete: Vadnais Heights Elementary, Chippewa Middle School

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

Measure: 1 independent school complete: Central Middle School

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: 38 new email registrations

B. See general outcomes

C. **Measure:** 6,000 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. Objective: Installation of four raingardens, native plantings, permeable paver systems as a result of VLAWMO workshops.

Measure: 3 installations

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

Measure: 11 workshop attendees engaged in VLAWMO in ways other than cost-share: Watershed Action Volunteers (WAV), Neighborhood raingarden tour, 2019 watershed celebration

- C. 10% increase in stewardship activities documented from public survey

Measure: 60% reported increase in stewardship activities from public survey

- D. One trained volunteer will report and monitor as an active AIS volunteer on each lake annually

Measure: 4 of 12 lakes monitored in 2019

- E. A minimum of one Community blue program completed annually

Measure: 4 Community Blue grants completed in 2019.

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

- A. Objective: A minimum of 10 new public engagements

Measure: 3 new public engagements – WAV members

- B. 12 cost-share/rainbarrel recipients

Measure: 16 cost-share recipients reported a web-posted article from website as inspiration. See general outcomes.

- c. See general outcomes

8. A volunteer base that learns and leads

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

Measure: 4 volunteers acted as educators/leaders

- B. See general outcomes

- C. **Measure:** 21 stormdrains labeled, 67 stormdrains adopted. See general outcomes

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

- A. See general outcomes

- B. One event resulting from unique, creative partnerships

Measure: 2 events complete. Community Blue Connect-the-Drops kick-off event and closing celebration.

Posted on VLAWMO webpage under community blue.

General Outcomes:

- Percent of budget utilized: 73%
- Landscape level 2 implemented: One LL2 implemented
- Rainbarrel budget: 24%
- 10% annual growth in adopt-a-drain volunteers: 37% increase in adoptions (67 current total), 15 reported cleaning hours, 521 lbs of debris removed
- All raingardens adopted: 5 out of 6 adopted
- 20 public visitors at Water Matters/TEC/BOD meetings:
- Active engagement on social media: Average of 3 likes per post in 2019, audience grew to 453 followers on Facebook. 221 Twitter. 142 Instagram. 873 email list.
- 12 Watershed action volunteers (WAV) members: 9 volunteers participated in WAV, 5 in CAC. 652 reported volunteer hours.
- Cost-share consultation visits: 7 from 2019 workshop, 2 from 2018 workshop
- Cost-share grant completions after 2019 workshop: 2 from 2019, 1 from 2018
- End-of year survey results: From all of the ways respondents interacted with VLAWMO from the year, self-reported change indicates:
 - Attitude towards water: 56% increase
 - Knowledge of local water: 66% increase
 - Stewardship behavior activities: 60% increase
 - Awareness of local water: 69% increase.