

**Evaluation of how 2020 goals and their underlying objectives brought about the Education and Outreach Plan (EOP) Desired Outcomes**

**EOP Desired Outcomes**

**EOP Goals**

		<b>1:</b> Have a citizenry that understands natural resource protection and responsible use	<b>2:</b> to observe citizens demonstrating watershed protection behaviors	<b>3:</b> To observe resident volunteers educating their fellow citizens	<b>4:</b> To confirm that MS4 partners are collaborating, using resources, and making progress on MS4/SWPPP reports	<b>5:</b> To have active programs and partnerships that foster participation, relevant to residents and VLAWMO alike.	<b>6:</b> To observe evidence that VLAWMO communities are knowledgeable and engaged in VLAWMO's direction, policies, meetings, and projects.
Professional Support	<b>1:</b> VLAWMO provides assistance in MS4 permitting				4 of 6 MS4's collaborated with in 2020 for MCM#1, 3 of 6 for MCM #2	No 2020 engagements or reported improvements related to staff MS4 training	3 of 6 MS4's engaged in new MS4 permit planning
	<b>2:</b> Key personnel have continued to advance their knowledge of water and related natural resources.	Effort discontinued due to COVID-19					
Formal Education	<b>3:</b> Place-based watershed education that applies to multiple age demographics.					Junior Watershed Explorer Workbook: 5 classroom engagements, 12 family/ home school engagements	
	<b>4:</b> Schools have established and maintained stormwater BMP's embracing educational value.		One school raingarden maintained independently				
Informal Education / Interpretation	<b>5:</b> Community members are educated on VLAWMO water issues and projects.	103 public participants in 2020 education webinars. 5 picture post phenology sites active in 2020.	40 new adopt-a-drain adoptions in 2020			40 new email registrations on VLAWMO email list, 11,000 website visits in 2020.	25 public participants in info-webinars related to VLAWMO capital improvement projects (CIP)
	<b>6:</b> Community members utilize watershed knowledge to act on watershed issues with help from VLAWMO's tools and resources.	65% reported increase in watershed stewardship activities from 2020 end-of-year survey	1 BMP install from workshop attendance, 6 cost-share consult site visits	5 workshop attendees participated with VLAWMO outside of cost-share program and into volunteering			
	<b>7:</b> Appreciation for local natural resources is established, fostering ecological awareness and community reflection.	Kare 11, Local SCC TV segments aired					
	<b>8:</b> A continually growing volunteer base that learns and leads.	6 mactoinvertebrate leaf pack monitoring packs completed, 4 volunteers active	Four public raingardens maintained, 8 volunteers. 8 invasive species work days with 27 volunteers	3 volunteers acted in leader positions in 2020, serving in 5 leadership roles collectively		6 of 12 VLAWMO lakes monitored for Aquatic Invasive Species (AIS) in 2020	
	<b>9:</b> A water-focused congruency between community groups and agendas exists in VLAWMO.	102 public participants from Community Blue program					3 partnership projects complete with partner organizations and Community Blue program