

Evaluation of how 2019 goals and their underlying objectives brought about the Education and Outreach Plan (EOP) Desired Outcomes

EOP Desired Outcomes

EOP Goals

		1: Have a citizenry that understands natural resource protection and responsible use	2: to observe citizens demonstrating watershed protection behaviors	3: To observe resident volunteers educating their fellow citizens	4: To confirm that MS4 partners are collaborating, using resources, and making progress on MS4/SWPPP reports	5: To have active programs and partnerships that foster participation, relevant to residents and VLAWMO alike.	6: To observe evidence that VLAWMO communities are knowledgeable and engaged in VLAWMO's direction, policies, meetings, and projects.
Professional Support	1: VLAWMO provides assistance in MS4 permitting	Active social media (6+ posts/yr) in VH and WBT. WBL, VH, Gem Lake Salt Symposium Attendance.			WBT pet waste mailing (200), WBL Adopt-a-Drain partnership focused on Goose Lake.	Cooperative adopt-a-raingarden and controlled prairie burn, buckthorn removal assistance.	1 City Council Presentation: Vadnais Heights. Smart Salting improvements from workshop reported from White Bear Twncsp
	2: Key personnel have continued to advance their knowledge of water and related natural resources.	1 board member, 1 CAC member attended Salt Symposium					70% TEC/BOD attendance at Water Matters education events, 2019 Watershed celebration event
Formal Education	3: Place-based watershed education that applies to multiple age demographics.	Watershed Game at Frassati Academy, Macroinvertebrates at AFSA Academy				3 classrooms utilized a raingarden and local watershed knowledge as an education tool.	No responses indicating school exposure from end-of-year survey. Estimated 4% of school-age population reached in watershed.
	4: Schools have established and maintained stormwater BMP's embracing educational value.		Central Middle School raingarden maintenance conducted independently			Chippewa Middle School and Vadnais Heights elementary conducted raingarden maintenance in partnership w/ VLAWMO.	
Informal Education / Interpretation	5: Community members are educated on VLAWMO water issues and projects.	7 2019 workshop attendees pursued cost-share consultation visits on home property. 2 visits from 2018 workshop attendees.	2 workshop attendees completed a cost-share grant on home property.	Frassati Academy teachers and students: adopt-a-drain song, photos, and outreach . 2 Master Water Stewards facilitated a neighborhood raingarden/ native plant tour	VH Commons native planting with education signage.		38 new email registrations resulting from public booth events. 6,000 website views reported. 20 public visitors to VLAWMO meetings. 77 workshop registrations.
	6: Community members utilize watershed knowledge to act on watershed issues with help from VLAWMO's tools and resources.	End-of-year public survey results: 60% increase in home stewardship behavior activities, 66% water knowledge increase. 69% awareness increase. 56% attitude increase.	37% increase in adopt-a-drain participants (67 current). 15 reported cleaning hours, 521 lbs debris removed.		VH custom wetland and yard waste disposal flyer.	11 workshop participants engaged in VLAWMO in ways other than the cost-share program (volunteer, event, etc.) . 4 of 12 lakes monitored for AIS.	73% cost-share funds used, one landscape level 2 project initiated, 24% of rainbarrel funds used.
	7: Appreciation for local natural resources is established, fostering ecological awareness and community reflection.	Growing social media audience: 453 (Facebook) 221(Twitter) 142 (Instagram). Consistent posts weekly, active engagement.		2 neighborhood newsletter publications from Community Blue/Master Water Stewards			16 responses indicating exposure to nature/reflection web articles, reported form end-of-year public survey.
	8: A continually growing volunteer base that learns and leads.		21 stormdrains labeled with educational signage. 5 out of 6 public raingardens adopted and maintained at least once/yr.	4 volunteers acted as educators/leaders . 9 active watershed action volunteer (WAV) members. 652 reported volunteer hours.		28 volunteers from schools, cities, and residents assisted in buckthorn removal Sept-Oct, 2019.	5 volunteers contributed to the Citizen Advisory Committee (CAC)
	9: A water-focused congruency between community groups and agendas exists in VLAWMO.	19 newspaper or city newsletter publications.		2 events from Community Blue programs open to the public.		4 Community Blue grants and 2 mini-grants completed in 2019, fostering 6 partnerships.	