

2021 Education and Outreach: Raw Numbers

Goose Lake Adaptive Lake Management Campaign

- Staff planning:

Neighborhood Conversation: Lakeshore homeowners response forms	Direct calls to as many lakeshore residents as possible	December 16 th – Jan 11 th
	Reminder postcard and response form resent to remaining residents	January 6 th
	Survey goes live online, hardcopy available by request	January 26 th
Community Engagement Survey	Announcement postcard sent to all lakeshore residents	January 26 th
	Hardcopy invites to area businesses and digital promotion	February 23 rd March 30 th
	Survey closes	March 30 th
	Web hub goes live at vlawmo.org/eastgoosealm	March 2 nd
East Goose Lake Adaptive Management Web Hub	Hardcopy postcard notification on web hub sent to all lakeshore residents	March 2 nd
	Analysis of Neighborhood Conversation and Community Engagement Survey	March 31 st – April 30 th ,
August 3 rd stakeholder meeting promo	Postcard to lakeshore residents	April 7 th
East Goose City Council meeting Notification	Postcard to lakeshore residents, web calendar	May 17 th
August 3 rd stakeholder meeting promo	Reminder postcard, WB Press	July 21, 28
August 3 rd stakeholder meeting	Facilitate event, presentations posted on East Goose ALM Web Hub	August 2 rd

- Stakeholder survey:
 - 101 responses
 - Launched 1/15/21 – closed 3/30/21
 - Results and summary posted at vlawmo.org/eastgoosealm
- Stakeholder meetings:
 - White Bear Lake City Council meetings (2), August 3rd stakeholder meeting
 - 8 participants
 - vlawmo.org/eastgoosealm
- Integrative education and outreach content:
 - Recorded presentations and powerpoints
 - Underwater images infographic
 - Adaptive Lake Management puzzle infographic

Lambert Lake Pond and Meander/Ditch Education

- Update to vlawmo.org/lambertlakepondandmeander when available
- Investments in ditch management communications – in pursuit
- Construction footage utilized in media
- Hardcopy mailing decided as non-essential for end of project

- Drone footage made into video, posted online and social media
- Lambert Lake Pond and Meander factsheet created
- Organized pre, during, and post construction photo galleries online
- FAQ page created, posted, and maintained

MS4 Programming

- MS4 partners sharing VLAWMO workshops via newsletter and social media. (March 9-12) – MCM #1
- MS4 integration into Vadnais Heights scavenger hunt (March 19) – MCM #2
- Adopt-a-Drain and VLAWMO inclusion in White Bear Lake Newsletter (March 29) – MCM #2
- Creation of MS4 to-do list created in collaboration with MS4 partners (April 9th) MCM #6
- Vadnais Heights public works maintenance of public raingarden in partnership with VLAWMO staff and volunteers (June 10th)
- Lino Lakes illicit discharge article partnership (July 15th)
- Lino Lakes pet waste article partnership (July 23rd)
- New MS4 and VLAWMO brochures to North Oaks and White Bear Township offices (July 14th)
- White Bear Township infographic collaboration (September 15th)
- Vadnais Heights article and collaboration (October 21st)
- Gem Lake article and infographic collaboration (November 16th)
- Volunteer-generated MS4 content demonstrating water-friendly resident behaviors (pet waste) – 3 photos
- Adopt-a-Drain partnership with White Bear Lake
 - Goose Lake subwatershed focus
- Adopt-a-Drain partnership with White Bear Township

Community Blue Grants

- 3 grants completed in 2020, 1 postponed due to COVID-19.
 - NOHOA Bioswale Renovation
 - North Oaks Home Owner’s Association and Minnesota Water Steward Sierra Weirens planned a Bioswale renovation for improved infiltration and facilitated volunteer engagement.
 - 18 participants
 - \$2,000
 - Upstream
 - White Bear Center for the Arts hosts tea ceremony and water education series with culminating video and presentations.
 - 65 participants
 - Original application in 2020, project postponed due to COVID-19
 - \$1,000 awarded in 2021, \$5,407 in 2020
 - Vadnais Heights Fire Department Raingarden Planting

- Vadnais Heights Lions assisting with raingarden maintenance and ordering new plants.
- 2 participants
- \$100 awarded

Workshops & Community events

- Cost-share open house
 - March
 - 6 participants
- Yard Makeovers Made Easy
 - May 18th
 - 24 participants
- Raingardens and drainage control (May 4th)
 - 13 participants
- Aquatic Invasive Species detector training
 - March 30th
 - 1 participant
- Rainbarrel Bonanza
 - May 27th
 - 22 participants
- East Goose Adaptive Lake Management info session
 - August 3rd
 - 8 participants (many other non-VLAWMO)
- Public Event: North Oaks Arbor Day - Mary Hill Park
 - May 22nd
- Vadnais Heights Ice Cream Social: VLAWMO Volunteer
 - July 14th
- White Bear Lake MarketFest: VLAWMO staff
 - August 5th
- Vadnais Heights Heritage Days: VLAWMO Volunteer
 - August 14th
- White Bear Township Day: VLAWMO staff
 - Sept 18th

WAV & Citizen Science

- Adopt-a-Raingarden training/service:
 - Vadnais Heights Elementary
 - June
 - 12 volunteers – Christ the Servant church
 - Fox Meadow
 - June-Sept
 - 1 volunteer – Mick Yost
 - Gem Lake Heritage Hall
 - June
 - 1 volunteer – Gloria Tessier
 - Lakeaires Elementary
 - August 12th
 - 10 volunteers – school staff and students
 - Vadnais Heights City Hall
 - May 31st and September 8th
 - 6 volunteers – WAV and Kathy Hellen/VH Lions
- Field work days: 4th and Otter, Vadnais Heights City Hall, Vadnais Blvd
 - 10 work days
 - 14 volunteers, 291 hours
 - AFSA service day: Sept 24th, 19 volunteers
- Teal Pond – Tamarack Nature Center restoration
 - May 25th, Sept 28th
 - 14 participants
- East Oaks Rec Center Bioswale renovation
 - 18 volunteers
 - August 10th
- Watershed tour – cancelled due to no registrations
 - 2 volunteers coordinated tour with host site communication
- LeafPack macroinvertebrate monitoring
 - 4 volunteers active
 - 6 Leaf Packs completed
- Adopt-a-Drain: ongoing (adopt-a-drain.org)
 - 121 stormdrains adopted in watershed
 - 1,965 lbs of collected debris reported
- Picture posts: photo phenology project on Pleasant, Birch, Sucker Lakes
 - 1 volunteer actively engaging in citizen science phenology

Newspaper & City Newsletter Publications

White Bear Press: Upstream (June 3rd)

August 3rd East Goose Stakeholder Meeting (July 21, 28)

North Oaks News: East Rec Bioswale update (July edition)

North Oaks News: Results of a summer field season on Pleasant Lake, January 2021

North Oaks News: Controlling common carp in Pleasant Lake, February 2021

Press Pubs: Swan deaths spur effort to ban lead tackle, March 17, 2021 (by Jackie Bussjaeger)
Press Pubs: Buckthorn busters keep busy in Vadnais Heights, March 24, 2021 (by Jackie B.)
Swan song for lead?, Star Tribune, February 7, 2021
Creek's new twists turn corner past halfway mark, Star Tribune, February 16, 2021
Proposed ban against lead tackle introduced, Star Tribune, February 26, 2021
Getting the lead out, Star Tribune, March 17, 2021

Measurable Outcomes:

1. Adopt-a-Drain: Observe a minimum of 50 new drain adoptions, exceed 20 reported volunteer hours, maintain 20 active annual volunteers and achieve 50 lbs of debris collected and reported by adopt-a-drain volunteers.
 - 68 new users
 - 20 volunteer hours exceeded
 - 1,965 lbs of debris reported
2. Grow email subscriptions and social media following by 75 people annually.
 - General email subscription: 934 contacts, 30 growth
3. Achieve 300 social media engagements annually.
 - Complete
4. Achieve 10,000 website visits annually.
 - 19,000 website visits Jan 1 – Nov 8th 2021
5. 50 new social media followers annually.
 - 29 followers in 2021
6. 500 VLAWMO received and opened email newsletters annually.
 - ~200/month, 12 newsletters in 2021 – 2,400 newsletters received and opened
7. 20 end-of-year annual survey results or Facebook engagements reporting independent watershed stewardship (goal 2c).
 - 14 reports of independent watershed stewardship
8. Successfully published articles in various newspapers, newsletters, and custom mailings. A minimum of four times annually.
 - Vadnais Heights City newsletter (2)
 - White Bear Lake City newsletter
 - NOHOA newsletter – Bioswale renovation
 - Upstream article: June, 2021
9. Reach 4 classrooms (90-100 students) annually through school programs or use of VLAWMO web resources.
 - 2 classrooms: Vadnais Heights Elementary, Lakeaires Elementary
10. A reported increase in Tblisi education categories: Knowledge, awareness, attitude, skills, and behavior. Increases in each category as a result of VLAWMO workshop or tour survey, or annual end-of-year survey.
 - Moderate change as dominant overall theme, largest category of reported change is awareness, lowest is knowledge.
11. Monthly phenology posts made at each picture post, at least one new participant engaging in program annually.
 - Complete

12. A minimum of 50 watershed residents attending VLAWMO workshops, open houses, tours, and Blue Thumb workshops annually.

67 attendees not including Blue Thumb workshops

Blue Thumb reports and measurement through partnership, complete in Jan, 2021

13. A minimum of 5 VLAWMO event participants from the past two years will participate in a VLAWMO cost-share or soil health grant.

5 2020 event participants completed a VLAWMO CS grant. 14 on-site visits for prospective grants.

1 2021 event participant completed a VLAWMO CS grant. 6 on-site visits for prospective grants, 4 of which a neighborhood home owner's association project pending for 2022.

14. A minimum of 5 VLAWMO cost-share participants from the past two years will also participate in education and outreach through a spotlight article or volunteering with VLAWMO.

6 event participants carried over to VLAWMO volunteering (Rika, Katherine, Gloria, Rogene, Laurie, Darren)

15. A minimum of 2 Lawns to Legumes applications in the VLAWMO watershed annually.

L2L grants not dispersed in 2021 – application period open

16. At least 5 public raingardens are adopted and annually maintained by volunteers under Adopt-a-Raingarden.

5 public raingardens maintained by community support in 2021.

17. Achieve over 500 reported volunteer hours through volunteer opportunities such as leading a short-term service projects, citizen science, specific or custom volunteer roles, or utilizing a VLAWMO education display.

487 reported volunteer hours

18. A minimum of five volunteers will act as educators to their local citizen peers annually.

5 volunteers in leadership positions in 2021

19. A minimum of three volunteer efforts completed annually, at least 25 participants across all activities.

6 volunteer efforts, 91 volunteers across all activities

20. One or more trained AIS volunteers will report and monitor at least once on each lake in VLAWMO annually.

Two volunteers monitoring four lakes

21. At least two schools each year will schedule and complete raingarden maintenance with or without VLAWMO assistance.

Two schools – Vadnais Heights elementary, Lakeaires elementary

22. A minimum of one engagement annually with a resident in Lino Lakes portion of watershed.

Unknown – incomplete in 2021

23. TEC and BOD quorum met at each meeting.

Complete

24. If cost-share best management practices are successfully installed as a result of education and outreach efforts (workshops, events, etc.), VLAWMO will report these as supplementary measurable outcomes.