

February 13th

9:00 – 12:00

Middle Fork WD Office

Meeting Called by: WRAPS Planning Group Facilitation: Jon Note taker: Kala

Key Meeting Purpose: Plan education and outreach activities for the next 10 years.

Members Present:

Members Absent: Nicole Erickson, Scott Lucas, Margaret Johnson, Jon Morales, Chris Lundeen, Kala Kaehler, Ethan Jensen, Brad Wozney

Complete this Pre-work before meeting: Fill out revised outreach chart and have notes on what impact your education activities have had on your watershed. Review notes from January meeting and please make sure to complete assigned tasks.

Agenda Items

1. Work plan Review- Amendment needed for the work plan; Scott will work with Jon and MF staff to work on the amendments need to move forward. Amendments that will be needed are: labeling objectives differently, budget and extensions.
 - i. Rephrase the work plan- language. Reword the objective to not use the word implementation. Extend this plan to June 2019. Watershed approach plan
 - b. Deliverables for Objective 1- Develop public participation process.
 - i. Functional Work group (local Partner Groups?) IS this the functional work group or is it day one of the plan for the next 10 years? Core team, one group that is the main group (our group) meet yearly or quarterly, group 2- interested parties Quarterly etc. ie monitoring staff; outside agencies, Group 3 Local leadership, sometimes involved only when needed or interested, attend when needed for events; ie lake associations.
 - ii. Public Participation Plan
Identify possibilities, use the wraps plan for CE for the next 10 years, a living document that can be used as a tool for CE. CE plan in 1W1p is not a document that is useable for LGU's. 1W1P is not defined, Wraps can be a defined comprehensive plan.
 - iii. WRAPS Civic Engagement integrated in 1W1P-
Work on wording for integration.

- c. Deliverables for Objective 2-- Have a boiler plate for everyone to fill out in between meetings
 - i. Implementation Plan for engagement activities- 10 year cycle for CE,
 - ii. Regular updates in newsletters and on Websites. WRAPS updates are on the MFCRWD website.
- d. Measurable Outcomes- RBA's- results based accountability-By Mark Friedman- Action points towards 1W1P goals? Homework- how do we develop a plan based on the effectiveness.
 - i. Information and analysis (Education tables?)
 - ii. Implementation strategies thought out targeted
 - iii. Increase awareness watershed management practices
 - iv. Engagement (Programs?) vs communication
 - v. Long-term public participation in surface water protection, and restoration activities

Each activity can be tied back to the plan in the 1W1P for each planning region priorities, refer back to the PTM app. When planning use the 1W1P for identifying the information for each activity. What is a priority for each region? All priorities are different within each region within the 1W1P. use these priorities to create the WRAPS CE.

Implementation strategies need to be thought out and targeted.

Develop a plan for measurable goals- measurement plan; a way to measure the outcomes, show a way to measure the outcomes. Survey later on, one year down the road? Use these activities to develop a network.

- 2. Outreach chart- Do we need to delve into a more complete table from each LGU that is more in depth, develop criteria that we can measure the effectiveness. MFCRWD will take all of the tables and consolidate them for the next meeting. CROW will rework their tables. MFCRWD staff will have the charts for the next meeting. Skip to 4. 2 &3 are going to be skipped for today's meeting.
 - a. Do we see any patterns?
 - b. Areas lacking outreach?
 - c. Areas with too much outreach?
 - d. What has worked? (Keep)
 - e. What has not worked?
 - f. What are our goals?
 - g. How do we make the most out of our time?
 - h. Timing of activities.
 - i. Location of activities?
 - j. New Events

3. Plan Development

- a. Add to a Planning Doc (Google drive?)
 - i. Activities List
 - 1. Description (include audience/user groups)

2. Objective
3. Measurable Goals (i.e. 500 students, 20 participants, 10 project sign-ups)
4. Deliverable (i.e. brochure)
5. Estimated Cost
6. Staff Time Necessary
7. Partners
8. Timeline (i.e. spring, summer, fall, biannually, annually etc.)
9. HUC 10 Location: 1. Lake Koronis- North Fork Crow River, 2. Middle Fork Crow River, 3. Jewetts Creek – North Fork Crow River, 4. Washington Creek, 5. Big Swan Lake, 6. North Fork Crow River, 7. Crow River
10. Potential Specific Location/Venue

Call out something specific from other organizational events. Additional outreach events that might not be included in the watershed plan. Make an addendum to include a line that we can partner with other organizations that may not have been included and make sense to add. Recast the outreach table to include other organizations like DU or Pheasants forever? —Add other partner’s opportunities when they arise not included in the plan, that would get too broad and cumbersome.

Redo the activities list to include for different requirements? Brad may have a template that we can use as a planning tool for the activities list. Scott would like to see a toned-down list of activities. What metrics do we use to obtain measurable goals? We need to develop a plan to measure each activities success.

4. Digital Story Map- All encompassing tool that includes all activities.

How to quantify behavior in a watershed, how have we influenced thoughts and behaviors? what if we don’t do anything for the next 10years what would it be like? What have we accomplished over the last 10 years, how have we influenced the watershed. What effect have we had and what effect will we have over the next 10 years. Use Anecdotal evidence in the plan, (ie New London), show the positive effect on people. Use the term Watershed IQ, to gauge the behavioral shift and effectiveness.

5. Staff Training and marketing

6. Timeline

- a. Set dates for:

- i. Finalized education and outreach table: _____
- ii. Public Participation Plan Draft: _____
- iii. Public Participation Plan Final: _____
- iv. Local Partner Groups Invite : _____
- v. Implementation plan for engagement activities Draft : _____
- vi. Implementation Plan for engagement activities Final: _____
- vii. Finalized Outreach Tables: _____

Action items

Ethan: get a list of other organizations that may be included down the road for activities that still apply to the measurable goals. Use as appendices within the plan.

Brad- send the template that we may be able to use for the activities list.

What are our goals? How do we determine how people will be better off 10 years from now based on the last 10 years? How do we determine behaviors prior and now is there a correlation to BMP's project and practices.....watershed IQ. Create a watershed IQ test- what is your watershed IQ? Develop the process- what behaviors do we want to change, have attitudes changed, what is the effectiveness?

Comprehension, inference, and collection

Decide how to measure the activities- Homework for next meeting, look back at the tables and decided how do we measurement.

Is this piece something that you can use to communicate with a lot of people

Is this measurable, is it a proxy? Can we take the data and interpret that into a measurement?

Is it something we can gather data on? If not, how do we create that data?

New buckets in the watershed approach, Urban stewardship, Shoreland stewardship, Rural stewardship- then you would include the Adult, Youth and community under each approach.

Next meeting will be on March 15th, 9am CROW office Buffalo MN.