

LCMR Proposal 2001

Project Title: WaterShed Partners Community Outreach Program
Total Biennial Project Budget: LCMR: \$533,408 Match: \$257,880 Total: \$791,288
Funding Priority: Environmental Education
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Location: Seven county Twin Cities metropolitan area/Statewide

I. PROJECT SUMMARY AND RESULTS:

The WaterShed Partners, a consortium of over 40 organizations, will expand an interactive exhibit, initiate a community network, and train government officials about watershed issues and non-point source pollution reduction.

II. DESCRIPTION OF PROJECT RESULTS:

The WaterShed Partners Community Outreach Program leverages the award-winning work that has been accomplished by this remarkable consortium. There are three primary goals of the WaterShed Partners:

- 1.) Educate the public about what a watershed is and how a watershed functions
- 2.) Provide the public with an understanding of their personal connection to their watershed and their impact on non-point source pollution
- 3.) Provide motivation to act in support of a healthy watershed

To this end, the Partners have developed a series of educational and outreach tools, and implemented a delivery system that reaches under-served people. The WaterShed exhibit features interactive exhibits that provide learning opportunities about watersheds. It has reached over 350,000 people in the past three and a half years and is recognized as a national model of effective and engaging education. Visitors learn about their own connections to rivers and other waters through everyday actions in watersheds. The WaterShed exhibit focuses on educating the general public to make informed, environmentally conscious decisions and to take responsible actions. The WaterShed exhibit will utilize large community events like the State Fair as well as neighborhood events and community forums to educate and engage thousands of people to reach new audiences targeted by the MN Green Print.

WaterShed Partners Community Outreach Project is about delivery of proven educational resources and not development of new, untried materials. It also allows the educational impact to be expanded to the entire State of Minnesota. The three results are outlined below.

Result 1: Implement Interactive WaterShed Exhibit

The Watershed Partners have developed and implemented a series of educational tools in the metro area. This project will develop new tools and increase the impact of the Partners statewide.

- Impact 400,000 individuals with a watershed education message
- Develop traveling education lab to deliver Waters to the Sea CD ROM multimedia tool to 10,000 youth with a special emphasis on reaching an under-served population
- Develop and distribute 50,000 youth education guides
- Develop educational tools to demonstrate best management practices and environmental concepts for agricultural, erosion, and forestry activities
- Develop statewide watershed/river basin exhibit
- Continue to evaluate success of WaterShed exhibit

Result #1 Budget: Match: \$157,880 LCMR: \$277,264 Total: \$435,544

Personnel: 51%	Match	LCMR	Total
Principle investigator .1 FTE	\$0	\$5,704	\$5,704
Project manager .5 FTE	\$17,360	\$26,040	\$43,400
Secretarial assistance	\$1,000	\$4,500	\$5,500
WaterShed Exhibit coord. 1 FTE	\$34,720	\$34,720	\$69,440
Staffing of 200 events	\$90,000	\$10,000	\$100,000
Equipment: 42%			
Portable multimedia education lab	\$5,000	\$20,000	\$25,000
New educational tools	\$0	\$35,000	\$35,000
What Is Your Watershed Address	\$0	\$10,000	\$10,000
Two new traveling exhibits	\$0	\$100,000	\$100,000
Educational Youth Activity Guide	\$0	\$15,000	\$15,000
Other: 7%			
Materials/supplies	\$1,000	\$3,500	\$4,500
Maintenance fund	\$4,000	\$4,000	\$8,000
Web site development	\$1,200	\$4,800	\$6,000
Printed materials	\$4,000	\$4,000	\$8,000

Result 2: Create Watershed Education Network

The WaterShed Partners envision a network of educators and community groups working with agencies and nonprofit organizations on watershed issues in the Twin Cities Metro region. This network will use communication, coordination and collaboration to educate youth about nonpoint source pollution and integrate watershed education into communities

- Develop a resource guide and website that encourages the use of existing curricula, programs, and materials
- Institute a watershed education hotline staffed by an education specialist
- Distribute 2,000 Waters to the Sea CD ROM to libraries, community organizations and local government officials.
- Connect state and local government officials to youth and community
- Provide programmatic support to community organizations and schools to work with local units of government to implement watershed education

Result #2 Budget: Match: \$93,000 LCMR: \$122,592 Total: \$215,592

Personnel: 45%	Match	LCMR	Total
Principle investigator .05 FTE	\$0	\$2,852	\$2,852
Project manager .25 FTE	\$8,680	\$13,020	\$21,700
Network coordinator 1 FTE	\$34,720	\$34,720	\$69,440
Secretarial assistance	\$1,000	\$2,250	\$3,250
Other: 55%			
Materials/supplies	\$600	\$1,750	\$2,350
Waters to the Sea CD ROM dist.	\$40,000	\$40,000	\$80,000
Network communications	\$8,000	\$8,000	\$16,000
Program support for community groups	0	\$20,000	\$20,000

Result 3: Educate Local Unit of Government in Watershed/Storm Run-off

The Partners have been effective in working with local units of government on watershed issues. This project allows us to provide more in-depth training and support for officials and increases the impact statewide.

- Educate over 1,000 policy makers on watershed and non-point source issues by demonstrating award-winning watershed education tools at regional and statewide conferences and gatherings through the Government Training Services (GTS)
- Provide training for implementing storm-water and runoff BMP's in accordance to the new National Pollution Discharge Elimination System (NPDES) Phase II Storm-water Program for local government officials and staff statewide
- Update Water Resource Guide (a resource that provides templates and communication resources to develop localized watershed education brochures) and convert to a CD-ROM's resource for distribution to local units of government and libraries statewide

Result #3 Budget: Match: \$6,600 LCMR: \$133,552 Total: \$140,152

Personnel: 20%	Match	LCMR	Total
Principle investigator .05 FTE	\$0	\$2,852	\$2,852
Project manager .25 FTE	\$0	\$21,700	\$21,700
Secretarial assistance	\$1,000	\$2,250	\$3,250
Other: 80%			
Materials/supplies	\$600	\$1,750	\$2,350
Training for Govt. organizations	\$0	\$20,000	\$20,000
Water Ed. Resource Guide/ CD ROM	\$5000	\$85,000	\$90,000

III. TOTAL BUDGET REQUEST

	<u>Match</u>	<u>LCMR</u>	<u>Total</u>
All Results: Personnel:	\$188,480	\$160,608	\$349,088
All Results: Equipment:	\$5,000	\$180,000	\$185,000
All Results: Other:	\$64,400	\$192,800	\$257,200
TOTAL BUDGET	\$257,880	\$533,408	\$791,288

IV PAST, PRESENT AND FUTURE SPENDING

A. Past Spending

The Watershed Partners have received \$919,460 from 1997 to 2000 to support the development and implementation of the educational exhibit, implement a media and educational campaign, and explore the development of an educational network. \$475,000 of this has come as a cash contribution from the Metropolitan Council Water Quality grants program and the remaining \$444,460 has been in-kind services and cash contributions from the partners.

B. Current and Future Spending

The Metropolitan Council and the partners have been great supporters of this project. We anticipate \$150,000 in cash support from the Council and at least a \$330,000 in-kind and cash support from the WaterShed partners during this period.

C. Project Partners

The WaterShed Partners is an award-winning consortium of over forty-five organizations committed to working together since 1995 to educate the public and move citizens to sustainable environmental actions. Hamline University's Center for Global Environmental Education (CGEE) is the fiscal agent for the WaterShed Partners. Members of the 2000 Steering Committee include:

Cliff Aichinger, Ramsey Washington Metro Watershed District
Jim Falvey, Mississippi River Basin Alliance
Connie Fortin, Fortin Consulting
Tracy Fredin, Hamline University's Center for Global Environmental Education
Michele Hanson, Rice Creek Watershed District
Shelley Shreffler, St. Paul Neighborhood Energy Consortium
Jerry Spetzman, Minnesota Department of Agriculture
Ron Struss, University of Minnesota Extension and Board of Soil and Water Resources

D. Time

The proposed project will take two years to complete.

The WaterShed Partners has been working together to further public education about watershed and water quality issues since the summer of 1995. Over the past year the partnership has increased in membership to over 40 organizations. This partnership currently consists of, but is not limited to, the following organizations: Anoka Co. Parks and Rec. Dept., Center for Global Environmental Education--Hamline University, Dakota Co. Environmental Education Program, Friends of the Mississippi River, Great River Greening, Hennepin Parks, Metropolitan Council Environmental Services, Mpls. Park and Rec. Board, Minnehaha Creek Watershed Dist., MN BWSR, MN Dept. of Ag., MN DNR, MN Extension Service, U of M Water Resources Center, MN Office of Environmental Assistance, MN PCA, Minnesota Project, Minnesota Valley National Wildlife Refuge, Mississippi National River and Recreation Area, Mississippi River Basin Alliance, Ramsey-Washington Metro Watershed District, Saint Paul Neighborhood Energy Consortium, Science Museum of MN, U.S. Army Corps of Engineers, and the Watershed Resources Youth Stewardship Project.