

RUM RIVER WATERSHED PARTNERSHIP OUTREACH PLAN for 2023-2024

This outreach plan was formed based on the input from the Education and Outreach sub-committee as well as priorities and public input included in the Rum River Comprehensive Watershed Management Plan.

The 2023 & 2024 outreach plan is developed to stay within Rum River Comprehensive Watershed Management plan 2023 annual work plan budget of \$219,414 for education activities. Type A is planned at 1,560 hours total or 780 hours/year, and Type B is planned at 2,500 hours total or 1,250 hours/year.

<p>AWARENESS & BEHAVIORAL CHANGE (Type A) OUTREACH: Strategies to support raising awareness and behavioral change. Lead ACD/SWCD- shared existing Outreach staff - Primary roles include but not limited to: developing creative, engaging programming and materials that can be distributed to all local staff involved with engagement; creating a catalog of stories sharing personal narratives about projects implemented across the watershed, promoting and hosting informational workshops, seminars, and other activities for the public to encourage behavioral change that accomplishes the plan goals, compile annual reports to assess progress. (pg. 69)</p>	<p>"Type A" Outreach Role Examples: Hosting and attending events, creating videos, targeted mailings, creating flyers and write-ups, etc.</p>
<p>COMMUNITY ORGANIZING & BUY-IN (Type B) OUTREACH: Strategies to support community organizing and community buy-in. Lead MLSWCD. New staff person to be hired: Forestry Coordinator/Direct Outreach coordinator. Coordination approach will foster community co-creation and implementation of solutions. Primary roles include but not limited to: Implement the Rum River Watershed Landscape Stewardship Plan, build relationships to implement forestry actions, collaborate with planning partnership to identify priorities for each year, work with identified stakeholders to reach others in their networks, refine communications language, and identify practices they are interested in. Focus on working with and building community networks and groups. (pg. 70)</p>	<p>"Type B" Outreach Role Examples: Meeting with stakeholder groups, identifying and working with stakeholders to reach others in their network, fostering communication between partners or stakeholders across the watershed in a way that will inform the partnership if we have buy-in around plan priorities.</p>
<p>PROJECT INSTALLATION (Type C) OUTREACH: Existing staff to provide technical outreach leading to the development of water quality programs and implementation of projects addressed in this work plan. Focus on individuals who have completed or are interested in projects. (pg. 74)</p>	<p>"Type C" Outreach Role Examples: Work with shoreline property owners to encourage shoreline restorations, help farmers with ag BMPs, targeted outreach to prevent wetland violations, etc.</p>

#	Project Type	Activity/Topic	Target Behavior	Priority	Outreach Type	Year to Complete	Type A or B Outreach	General vs. Targeted	Audience	Cost Items	Effort	How/examples	Measurable	Notes	Isanti/ Anoka Assignment	Assignment notes
1 Structural Rural BMPs																
2		Wetland Restoration Factsheet	Wetland Restoration	High	Material Information	2023	A	General	Rural Landowners	Staff Time	Small	Develop or use an existing factsheet(s) of background information including: what must be done to complete a wetland restoration, how to get credits, benefits, etc.	# of people distributed to, # of website hits	Factsheet to be distributed to partners	Anoka CD	
3		Contact Potential Wetland Restoration Adopters	Wetland Restoration	High	Building Capacity	2023	A	Targeted	Rural Landowners	Staff Time	Medium	Send mailings to target sites/ groups/ landowners	# of mailers sent	Work with local staff to contact target sites, groups, and landowners that may be interested in a wetland restoration. Partners can utilize the MN Restorable Wetlands Prioritization Tool or others, and GIS analysis to focus on areas of direct drainage to priority waters. Outreach staff will help with mailing, LGUs to provide contact list.	Isanti SWCD	
4		Create and Gather Existing Handouts of Structural BMPs	WASCOB, Ditch Buffers, Filter Strips, Etc.	Medium	Material Information	2023/2024	A	General	Rural Landowners	Staff Time	Small	Pull together existing handouts; identify and create needed materials	# of people distributed to, # of website hits	Find existing materials that explain in simple language what specific BMPs are and how they work. Identify and create additional materials as needed. To be done only for BMPs for which existing implementation funding exists and used in outreach for those practices.	Isanti SWCD	
5		Form authentic relationships with particular stakeholder(s)/groups who may be relied upon share the wetland restoration need with those in their personal community network.	Wetland Restoration	High	Community Organizing	2023/2024	B	Targeted	Farmers, people acquiring farmland, brokers	Staff Time	Medium	Meet with existing stakeholder groups comprised of members who fit the target audience. Where no stakeholder group exists, bring individual stakeholders together. Present the Rum plan goals and proposed strategies to address the issue. Determine who the goals matters to. Find out if the strategies proposed in the plan are adequate or if they have alternate strategies (i.e. change to incentives). Find out what actions they can take help achieve the goal.	Do we have buy-in for this project type and activity? # of stakeholders who indicate the goal matters to them. # of suggestions for strategy amendments. # of stakeholders who will take action (i.e. implement themselves, or at least share the goal or what they are doing with others). # new inquiries received at local offices that can reasonably be attributed to outreach and/or # new signups.	Identify particular individuals from target groups who support the need for wetland restoration and know people who they can get together with, share this idea, and communicate the feedback they receive back to the Outreach Coordinator and outreach sub-committee. This feedback can inform next steps for planning and can be a source of testimonials for type A outreach.	Mille Lacs SWCD	
6		Form authentic relationships with particular stakeholder(s)/groups who may be relied upon share the need for WASCOB, Ditch Buffers, Filter Strips, etc with those in their personal community network.	WASCOB, Ditch Buffers, Filter Strips, Etc.	Medium	Community Organizing	2023/2024	B	Targeted	Rural Landowners	Staff Time	Medium	Meet with existing stakeholder groups comprised of members who fit the target audience. Where no stakeholder group exists, bring individual stakeholders together. Present the Rum plan goals and proposed strategies to address the issue. Determine who the goals matters to. Find out if the strategies proposed in the plan are adequate or if they have alternate strategies. Find out what actions they can take help achieve the goal.	Do we have buy-in for this project type and activity? # of stakeholders who indicate the goal matters to them. # of suggestions for strategy amendments. # of stakeholders who will take action (i.e. implement themselves, or at least share the goal or what they are doing with others). # new inquiries received at local offices that can reasonably be attributed to outreach and/or # new signups.	Identify particular individuals from target groups who support the need for WASCOB, Ditch Buffers, Filter Strips, etc and know people who they can get together with, share this idea, and communicate the feedback they receive back to the Outreach Coordinator and outreach sub-committee. This feedback can inform next steps for planning and can be a source of testimonials for type A outreach.	Mille Lacs SWCD	
7 Non-Structural Rural																
8		Two Soil Health Field Days in person	Soil Health	High	Workshop	2023/2024	A	Targeted	Farmers	Staff time, Materials, Speaker and host (? payments, advertising costs	High	Host one soil health field day each year in central and relevant part of watershed.	# of attendees	Have one soil health field day in the watershed each year. Communicate with members about best way to do this. Promote soil health field days partners are doing watershed wide, if desired.	Isanti SWCD	
9		Create Rum River Watershed Farmers Targetted Communication	Soil Health	High	Building Capacity	2023	A	General	Rural Landowners, Farmers	Staff Time	Medium	Create a designated social media page, create opt-in email list	# of posts, # of contacts, engagement statistics	Social media page to share program info, ag news, farmer stories, etc. Create email list to directly send ag highlights.	Isanti SWCD	
10		Testimonials Program	Multiple	High	Material Information	2023/2024	A	Targeted	Landowners	Staff time	High	Gather testimonials through interviews (phone or video), share through videos or stories, have project reviews	# of testimonials, # of distributions	Secure testimonials from past project implementors and use these in multiple aspects of project promotion. May include testimonial videos, written statements, and/or an online "program reviews" on program sign-up websites. Program reviews would be similar to the 4-star rankings and comments that online shoppers can leave for products. Incentives may be offered for providing testimonials.	Isanti SWCD	
11		Promote OHF Rum River Grant	Multiple	High	Material promo	2023/2024	A	General	General Landowners	Staff Time, advertising costs	Medium	Targeted mailing, social media posts, newsletter/ newspaper articles	# of mailings, # of distributions	Promote Outdoor Heritage Fund Rum River Grants.	Anoka CD	
12		Promote Rum River RIM	Multiple	High	Material promo	2023/2024	A	Targeted	Landowners along Rum River	Staff Time, advertising costs	Medium	Targeted mailing, social media posts, newsletter/ newspaper articles	# of mailings, # of distributions	Promote Rum River Re-invest in Minnesota program. Provide items partners can use in their communications.	Isanti SWCD	

13		Stewardship Video: Soil health	Soil Health	Medium	Video	2024	A	General	Farmers	Staff Time, Consulting Videographer	Medium	Animated soil health stewardship video	# of views	Produce an stewardship video about soil health practices for landowners. Cost to include \$7,500 for staff time and \$7,500 for consulting videographer.	Anoka CD	Video to be done before forestry stewardship video	
14		Form authentic relationships with particular stakeholder(s)/groups who may be relied upon share the need for <u>soil health practices</u> with those in their personal community network.	Soil Health	High	Community Organizing	2023/2024	B	Targeted	Rural Landowners, Farmers	Staff Time	Medium	Meet with existing stakeholder groups comprised of members who fit the target audience. Where no stakeholder group exists, bring individual stakeholders together. Present the Rum plan goals and proposed strategies to address the issue. Determine who the goals matters to. Find out if the strategies proposed in the plan are adequate or if they have alternate strategies. Find out what actions they can take help achieve the goal.	Do we have buy-in for this project type and activity? # of stakeholders who indicate the goal matters to them. # of suggestions for strategy amendments. # of stakeholders who will take action (i.e. implement themselves, or at least share the goal or what they are doing with others). # new inquiries received at local offices that can reasonably be attributed to outreach and/or # new signups.	Identify particular individuals from target groups who support the need for <u>WASCB, Ditch Buffers, Filter Strips, etc</u> and know people who they can get together with, share this idea, and communicate the feedback they receive back to the Outreach Coordinator and outreach sub-committee. This feedback can inform next steps for planning and can be a source of testimonials for type A outreach. Isanti SWCD can provide support for expanding their farmer-led group concept.	Mille Lacs SWCD		
15 Urban BMPs																	
16		Reduce Shoreline Erosion - Webinar	Shoreland BMPs	High	Workshop	2023	A	Targeted	Shoreline Owners	Staff time, speaker fees, advertising costs	Medium	Host webinar	# of attendees	Webinar to encourage shoreline buffers, bank stabilizations, etc. Framed through the lens of shoreline erosion. To be promoted to residents at priority waterbodies, whenever possible by direct outreach to those with known shoreline problems.	Isanti SWCD		
17		Promote Existing Videos	Shoreland BMPs	Medium	Video	2023/2024	A	General	Homeowners	Staff Time	Small	Post videos to social media, include in newsletters, show to targeted landowners	# of views	Promote existing videos, primarily those by the ACD, in newsletters, social media, targeted landowners	Isanti SWCD		
18		How to Install a Shoreline Buffer Workshop - in Person	Shoreland BMPs	Medium	Workshop	2024	A	Targeted	Shoreline Owners	Staff time, Materials, Speaker payments, advertising costs	High	Host in-person workshop	# of attendees	Host in-person workshop on the basics of installing and maintaining a shoreline buffer.	Isanti SWCD	Discuss with partners to determine best area. Local LGU to help provide presentation materials.	
19		Facilitate Lake Group Engagement and Presentations	Shoreland BMPs	Medium	Partnership Building/ Conversations	2023	A	Targeted	Lake Groups/ Shoreline Owners	Staff Time	Medium	Attend lake group meetings/events, provide presentations/ interactive displays partners can use at lake meetings	# of presentations, # of presentation listeners	Give presentations to priority lake groups about available funding and shoreline BMPs, and provide materials partners can use in their presentations. Research and consider purchasing interactive materials that can be used.	Anoka & Isanti SWCDs	Create/ provide materials partners can use in their own presentations	
20		Adopt-a-Drain	Water Quality	Medium	Volunteer Recruit/Coord	2024	A	Targeted	General Public	Staff Time	Medium	Promote through social media, at events, and target volunteer groups or youth groups	# of drains adopted, pounds of debris collected, # of participants	Identify drains going to priority waters, with emphasis on those with no or little treatment before discharge. Promote Adopt-A-Drain. Provide training as needed. Coordinate permissions with cities.	Anoka CD	Isanti to continue providing promotion in Isanti County.	
21		Buying Shoreline Property Community Education Workshop	Shoreland BMPs	Medium	Workshop	2024	A	Targeted	Shoreline Owners	Staff time, speaker fees, advertising costs	High	Host in-person workshop through community education classes	# of attendees	Host in-person workshop targeted to those interested in purchasing a shoreline property. Topics can include wetland and shoreland laws, setting appropriate new owner expectations for shorelines, and encouraging shoreline stewardship.	Isanti SWCD		
22		Realtor Workshop Promotion Collaboration	Shoreland BMPs	Medium	Workshop	2024	A	Targeted	Realtors	Staff Time	Small	Collaborate with Lower St. Croix Watershed to promote their realtor workshops	# of attendees	Promote, and assist in planning as needed, a continuing education workshop for realtors hosted by the Lower St. Croix Watershed. Topics can include wetland and shoreland laws, setting appropriate new owner expectations for shorelines, and encouraging shoreline stewardship.	Isanti SWCD	Anoka may also provide outreach as they see fit	
23		Form authentic relationships with particular stakeholder(s)/groups who may be relied upon share the need for <u>urban BMP</u> need with those in their personal community network.	Shoreland & Stormwater BMPs	High	Community Organizing	2023/2024	B	Targeted	Lake Groups, Shoreline Owners, Municipalities/City Council/Public Works	Staff Time	Medium	Meet with existing stakeholder groups comprised of members who fit the target audience. Where no stakeholder group exists, bring individual stakeholders together. Present the Rum plan goals and proposed strategies to address the issue. Determine who the goals matters to. Find out if the strategies proposed in the plan are adequate or if they have alternate strategies (i.e. change to incentives). Find out what actions they can take help achieve the goal.	# of stakeholders who indicate the goal matters to them. # of suggestions for strategy amendments. # of stakeholders who will take action (i.e. implement themselves, or at least share the goal or what they are doing with others). # new inquiries received at local offices that can reasonably be attributed to outreach and/or # new signups.	Identify particular individuals from target groups who support the need for <u>urban BMPs</u> and know people who they can get together with, share this idea, and communicate the feedback they receive back to the Outreach Coordinator and outreach sub-committee. This feedback can inform next steps for planning and can be a source of testimonials for type A outreach.	Mille Lacs SWCD		
24 Forestry Practices																	
25		Promote BWSR LCCMR Tree Planting Grant	Private Forest Management	High	Material Promo	2023/2024	A	General	Forested Landowners	Staff Time	Small	Promote through social media, newsletters, website; providing details to partners	# of distributions	Promote the BWSR LCCMR tree planting grant to provide more forestry funding.	TBD	To be determine after forestry person is hired	
26		Stewardship Video: Forestry Stewardship	Forestry	Medium	Video	2024	A	General	Landowners	Staff Time, Consulting Videographer	Medium	Animated forestry video	# of views	Produce an stewardship video about forestry stewardship practices for landowners. Cost to include \$7,500 for staff time and \$7,500 for consulting videographer.	Anoka CD		
27		Form authentic relationships with particular stakeholder(s)/groups who may be relied upon share the need for <u>forestry practices</u> with those in their personal community network.	Private Forest Management	High	Community Organizing	2023/2024	B	Targeted	Tribal DNR, Forested Landowners, Private Foresters, Forest Industry	Staff Time	Medium	Meet with existing stakeholder groups comprised of members who fit the target audience. Where no stakeholder group exists, bring individual stakeholders together. Present the Rum plan goals and proposed strategies to address the issue. Determine who the goals matters to. Find out if the strategies proposed in the plan are adequate or if they have alternate strategies. Find out what actions they can take help achieve the goal.	Do we have buy-in for this project type and activity? # of stakeholders who indicate the goal matters to them. # of suggestions for strategy amendments. # of stakeholders who will take action (i.e. implement themselves, or at least share the goal or what they are doing with others). # new inquiries received at local offices that can reasonably be attributed to outreach and/or # new signups.	Identify particular individuals from target groups who support the need for <u>WASCB, Ditch Buffers, Filter Strips, etc</u> and know people who they can get together with, share this idea, and communicate the feedback they receive back to the Outreach Coordinator and outreach sub-committee. This feedback can inform next steps for planning and can be a source of testimonials for type A outreach.	Mille Lacs SWCD		
28		Coordinate service providers	Coordinate	High	Partnership Building	2023/2024	B	General	BWSR, SWCDs, consultants	Staff Time	High	Reconvene, support and sustain the LFT ² . Service providers and partners will work together to achieve LSP goals. Clarify partner roles in serving private landowners. Determine what needs partners have. Coordinate resources for implementation. Support accomplishment reporting. Provide recommendations to local and state agencies and programs.	Can all LFT2 members name their role? # of stakeholders/providers needed to implement goals who are also represented at LFT2 meetings. # needs identified by partners. # LFT@ meetings held.	Identify particular individuals from target groups who support the need for <u>WASCB, Ditch Buffers, Filter Strips, etc</u> and know people who they can get together with, share this idea, and communicate the feedback they receive back to the Outreach Coordinator and outreach sub-committee. This feedback can inform next steps for planning and can be a source of testimonials for type A outreach.	Mille Lacs SWCD		

29 Rum River Watershed Organization Awareness																
30		Share Partnership Successes Through Video, Writings, Social Media	Spread Awareness	High	Material Information	2023/2024	A	General	General Public, RRWP Board and members	Staff Time, advertising costs	High	Videos, social media, writings, graphics	# of videos/articles/posts, # of people talked to	Compile and record stories sharing personal narratives about projects implemented across the watershed. Check in with partners to gather stories they have created.	Isanti SWCD	
31		Two Annual Outreach Reports	Reporting	High	Report	2023/2024	A	General	General Public, RRWP Board and members	Staff Time	Medium	Publish report once a year	# of distributions	Report of outreach actions completed that year including measurable outcomes.	Isanti SWCD	
32		Create Rum River Watershed Partnership Logo	Spread Awareness	High	Material promo	2023	A	General	General Public	Staff Time	Small	Create logo and brand color palette	Logo	Create logo that can be added to all materials created for the partnership.	Anoka CD	
33		Promote Existing Grants and Opportunities	Spread Awareness	Medium	Material promo	2023/2024	A	General	General Public	Staff Time	Small	Promote by sharing information with partners, sharing items on website/ social media	# of distributions, public participation (event attendees, grant funds used, etc.)	Promote partner's existing programs, efforts, and events throughout the watershed that align with watershed goals. Goal to share other watershed successes and provide small supplemental outreach.	TBD- Anoka SWCD?	
34		Tour of Projects for JPE Board	Spread Awareness	Medium	Partnership Building/ Workshops	2024	A	Targeted	JPE Board	Staff Time, materials	High	Give JPE board a tour of projects completed using Rum River Watershed funding	# of attendees	Consult partners to determine tour stops, tour can move throughout the watershed in the future.	TBD	Consider tour location when deciding
35		Regular Communications to Partners	Coordinate	High	Partnership Building	2023/2024	A	Targeted	IPC	Staff Time	Medium	Provide regular email updates to partnership staff.	# of communications sent	Should have designated contact for each LGU to share outreach updates and created materials.	Isanti SWCD	
36		Rum River Watershed Partnership Orientation Handout	Spread Awareness	High	Partnership Building	2023	A	Targeted	JPE and IPC	Staff Time	Medium	Create handout aimed at new IPC and JPE members to explain the Rum River Watershed Partnership	# of distributed handouts		Isanti SWCD	
37		Coordinate RRWP outreach team roles to achieve watershed wide goals.	Coordinate	High	Partnership Building	2023/2024	B	General	Outreach sub-committee: LGU staff and partners	Staff Time	High	Convene RRWP Outreach sub-committee (OSC) at regular intervals (tbd) to collaborate on priorities and set achievable goals for the year. Build relationships with appropriate LGU staff members in each county in the watershed and support them in enhancing engagement within their own areas. As a group, refine communications language and identify practices with buy-in that leads to water and natural resources improvement.	Members of the OSC see how their (type A, B,C) work integrates increase the buy-in for implementation. # of RRWP stakeholders needed to implement goals who are also represented at OSC meetings.	Convene, support and sustain the RRWP Outreach Subcommittee (OSC). RRWP LGU staff and partners will work together to clarify roles and achieve watershed wide outreach goals.	Mille Lacs SWCD	
38		Two Annual Outreach Reports (mid & end-point)	Reporting	High	Report	2023/2024	B	General	General Public	Staff Time	Small	Evaluation of progress toward goals by all the OSC members mid year. Evaluation should include evidence of feedback received from stakeholders and how that feedback is informing next steps and future strategies. If progress is lacking then restructure of strategy should occur. Report to RRWP mid-year. Publish report once a year.	Evaluation is part of reporting and should identify what is working, as well as what is not working as hoped. Evaluation of progress mid-year done with agreement by all OSC members. If restructing was needed as agreement reached on how to do this. End-point evaluation done annually (Feb) as part of the year end report. Were goals met.	Evaluation of community organizing/coordination progress published once a year.	Mille Lacs SWCD	