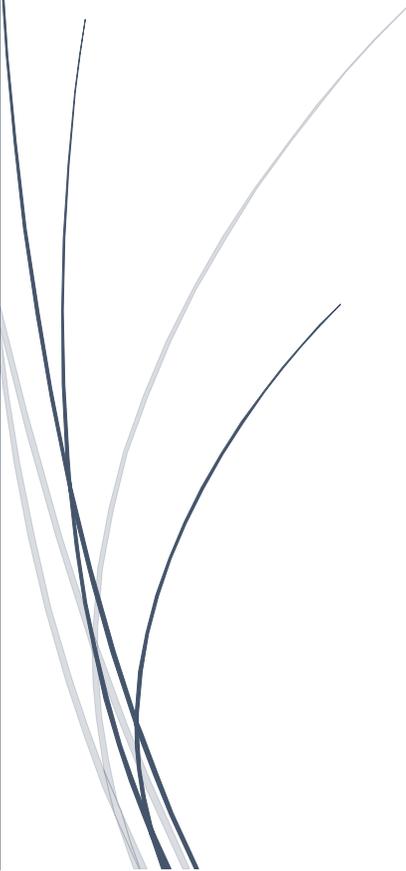




Anoka County Water Resource Outreach Collaborative

2019 Annual Report

Prepared for:
City of Columbus



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About the Anoka County Water Resource Outreach Collaborative

Scope of Report

This Annual Report is a summary of all events, presentations, trainings, and other outreach that was conducted solely by the WROC Coordinator or in collaboration with WROC partners. It must be acknowledged that numerous other outreach efforts are conducted by individual WROC partners without assistance from the WROC Coordinator. Reporting on outreach efforts in which the WROC Coordinator was not involved is not within the scope of this report. Outreach efforts within this report can be seen as value added beyond the outreach efforts already conducted by individual WROC partners.

Partners

The Anoka County Water Resource Outreach Collaborative (WROC) is a partnership formed in 2018 to implement a comprehensive water outreach and engagement program for watershed and city partners in Anoka County, MN. The program aims to augment and enhance the outreach programming of the following partners.

Partners of the Anoka County Water Resource Outreach Collaborative

Andover • Anoka • Anoka Conservation District • Anoka County • Bethel • Blaine • Centerville • Circle Pines • Columbia Heights • Columbus • Coon Creek Watershed • Coon Rapids • East Bethel • Fridley • Ham Lake • Hilltop • Lexington • Lino Lakes • Linwood Township • Lower Rum River Watershed • Mississippi Watershed • Nowthen • Oak Grove • Ramsey • Rice Creek Watershed • Spring Lake Park • St. Francis • Sunrise River Watershed • Upper Rum River Watershed

Purpose

The purpose of this shared outreach and engagement program is to inform community residents, businesses, staff, and decision-makers about issues affecting local waterbodies and groundwater resources and to engage people in activities and individual behavior changes that will help protect and improve the health of these resources.

Guiding Principles

1. Ensure added value for all partners.
2. Prioritize activities that will result in measurable impacts to natural resources.
3. Create shareable, durable, and broadly applicable work products.
4. Tackle activities of scale beyond the scope of partners to do individually.

Staff

Emily Johnson is the Collaborative's Outreach and Engagement Coordinator (Coordinator). Additional support in 2019 was provided by Jaron Cook serving as a MN GreenCorps member.

Coordination with Other Regional Education Efforts

The WROC partnership strengthens relationships between the Anoka Conservation District, Anoka County, the six watershed management organizations, and the 21 cities or townships that constitute the partnership. This translates to efficiency in outreach coordination and reduced overlap in the management of water resources.

The WROC Coordinator also provides leadership for the Watershed Partners (a collaborative group of more than 70 non-profit and public entities in the Twin Cities metro area), participates in the Blue Thumb and Anoka County Water Task Force partnerships, and works closely with the Anoka County Master Gardeners and 4H through UMN Extension.

Executive Summary

Investment in water education is vital for the health of the environment and Anoka County residents. By building strong new partnerships, enhancing existing outreach programming, and collaborating to develop new programming, the Anoka County Water Resource Outreach Collaborative (WROC) is engaging people in activities and individual behavior changes that will positively impact the health of our surface and groundwater.

For the first time, partners across Anoka County are reliably working together to deliver consistent water resource messaging to the county's 357,000+ residents. Through collaboration, WROC partners are able to maximize the effectiveness of their water outreach to meet their goals. Partners benefit from regular resource sharing, consistent messaging, and reduced duplication of effort. Outreach efficiency is maximized because partners are able to pool their resources to develop professional materials with minimal financial stress on any one organization. Many water resource outreach topics are common between partners, so having a centralized group to facilitate delivery of those topics has proven vital. Through increased communication between partners, there is greater cross-coordination and promotion of events, thus extending the reach of individual partner programs.

Since January 2019, Anoka County's Water Resource Outreach Collaborative has created new resources including a Conservation Resource Library and a brochure, display, and animated video on groundwater. In addition, the Collaborative has had a presence at 40 community outreach events throughout the county and facilitated or collaborated with partners to host 42 workshops, presentations, and trainings. Notable activities from the past year include presenting to over 630 5th graders in seven schools in the county, hosting the most well-attended private well and septic system training in Anoka County with 58 attendees compared to 8-12 attendees in previous years, and hosting smart salting trainings for road maintenance staff from six previously untrained municipalities.

In the future, the Anoka County Water Resource Outreach Collaborative will continue partnering to reach new and diverse audiences with messages of water health and conservation. The WROC partnership is an investment in the future of water education in our county. Prioritizing public education is critical to empowering everyone to act as water stewards and create a healthier world for future generations.



*WROC Coordinator with Youth
4H Environmental Fun Fair – Fridley – 5/4/19*



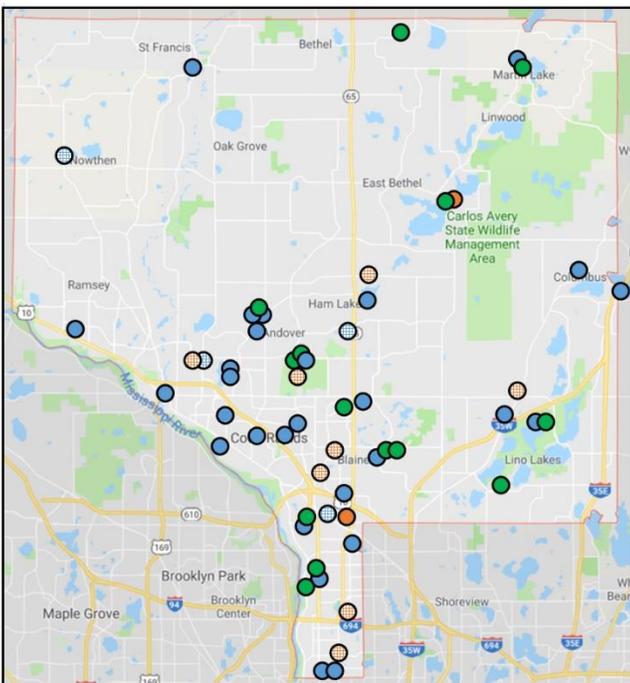
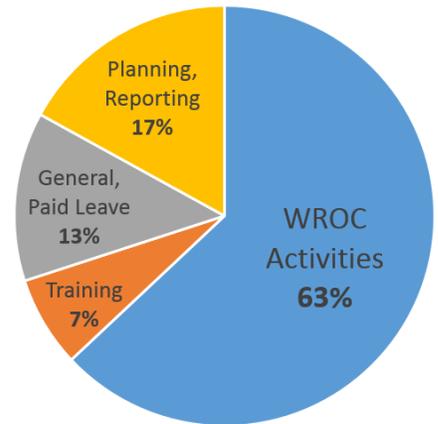
*5th Grade Class with "Clean Drain Dry" Certificates
Lino Lakes Elementary – 4/23/19*

2019 WROC Activities "At a Glance"

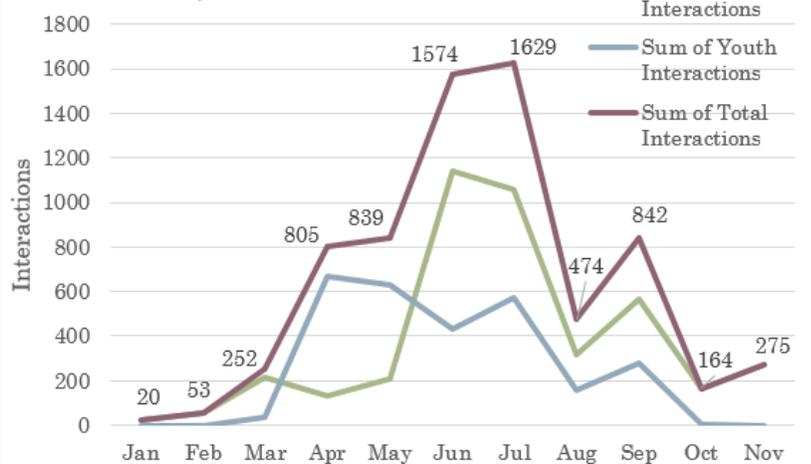
Total Interactions Across all Outreach Efforts		
6927 People		
Total Outreach Booths	Total Presentations	Total Workshops/Trainings
40	27	15
Adult Interactions	Adult Interactions	General Public Trained
3387	430	155
Youth Interactions	Youth Interactions	Staff and Leaders Trained
1580	1196	179

-  **8** Articles Written
-  **5** New Outreach Materials Created
-  **1** New Animated Video Produced
-  **6** Anoka County WROC Meetings Hosted
-  **3** New Resources for WROC Partners Created

WROC Coordinator's Work Hours



Interactions by Month



-  Outreach Booth Locations
-  Locations with more than one outreach event
-  Presentation Locations
-  Locations with more than one presentation
-  Workshop/Training Locations

2019 WROC Activities Summary

6927 people total were engaged across all WROC outreach efforts. On the “At a Glance” page, these interactions are broken down by outreach type (booths, presentations, and workshops/trainings). Below, these interactions are broken down by audience (general public, youth specific, and professionals).

Interactions by Outreach Type

6927 Total Interactions			
	Adults	Youth	TOTAL
Booths	3387	1580	4967
Presentations	430	1196	1626
Workshops/Trainings	334	0	334
	4151	2776	6927

Interactions by Audience

6927 Total Interactions			
	Adults	Youth	TOTAL
General Public	3629	1580	5209
Youth Specific	68	1196	1264
Professionals	454	0	454
	4151	2776	6927

Public Outreach and Engagement

Engaged the public and youth through outreach events, workshops, presentations, and media communications.

Highlights from 2019:

1. Public Outreach/Engagement Events. Total Public Engaged: 5209

- Attended 40 outreach events in 16 cities and interacted with a total of 3387 adults and 1580 youth.
- Developed and hosted three Conservation Planning workshops for 36 property owners representing over 200 acres of privately owned land.
- Developed and hosted two Rain Garden Maintenance Workshops educating a total of 26 rain garden owners.
- Hosted a UMN Well and Septic Maintenance Training for 58 adults, the largest audience in Anoka County history.
- Supported two workshops on habitat restoration including a Blue Thumb workshop on Resilient Yards and a buckthorn removal workshop reaching a total of 35 adults.
- Presented at one lake association member meeting for a total of 87 lakeshore owners.

2. Youth Specific Engagement Events. Total Engaged: 1264

- Created an aquatic invasive species teaching toolkit and presented the toolkit to 23 classes at 7 schools for 633 5th grade students and their 20 teachers.
- Presented a lesson at the 4H Natural Resources Field Trip for a total of 550 youth and 45 adult chaperones.
- Presented a stormwater lesson to a third grade class of 13 students and 3 adult chaperones at Avail Academy.

3. Media Communications

- Wrote 8 articles and was interviewed for one article for the following 19 local community papers. Tailored versions were sent when appropriate. All articles are available for download [here](#).
 - Andover Today (pop. 32,728)
 - Anoka City View (pop. 18,573)
 - Bethel City Newsletter (pop. 505)
 - Blaine City Connect (pop. 66,667)
 - Centerville City Newsletter (pop. 4,047)
 - Circle Pines City Newsletter (pop. 5,076)
 - Columbia Heights Rediscover the Heights (pop. 20,840)
 - Coon Rapids Connection (pop. 63,899)
 - East Bethel Bulletin (pop. 12,074)
 - Fridley Community Connection (pop. 28,824)

- Ham Laker (pop. 16,394)
 - Lexington City Newsletter (pop. 2,109)
 - Ramsey Resident (pop. 27,051)
 - Spring Lake Park News in the Park (pop. 6,220)
 - St. Francis City Newsletter (pop. 7,868)
 - Linwood Lake Association Newsletter
 - Crooked Lake Area Association Newsletter
 - Sun Focus (service area: Columbia Heights, Fridley)
 - Anoka Union Herald (service area: Anoka County)
- b. Gave interview that aired on Quad Cities Community Television serving the cities of Andover, Anoka, Ramsey, and Champlin.

Professional Trainings for Businesses, Governments, and Local Leaders

Hosted workshops or gave presentations for city staff, natural resources professionals, businesses, and community leaders.

Highlights from 2019:

- 1. Professional Trainings and Workshops. Professionals Trained: 454**
 - a. Trained 29 community leaders on how to communicate with their constituents about climate change.
 - b. Hosted or assisted with 6 workshops taught by Fortin Consulting to train a total of 150 maintenance professionals, property managers, and city public works staff.
 - c. Presented at the MN Groundwater Association Fall Conference for a total of 275 groundwater professionals.

Informational Materials and Resource Creation

Created informational tools and materials for use by all WROC partners.

Highlights from 2019:

1. Created new brochure on groundwater and two new displays on groundwater and native plants.
2. Produced animated video, "[Our Groundwater Connection](#)."
3. Curated a [library of conservation resources](#) including flyers, brochures, videos, and guides available for download.

Collaborative Support and Facilitation

Facilitated WROC partner collaboration and resource sharing.

Highlights from 2019:

1. Hosted 6 WROC partner meetings.
2. Created [shareable online folder of all documents related to the WROC partnership](#).
3. Created an [online database](#) of all completed events, trainings, and presentations for all WROC partners to use in reporting.
4. Created [WROC Activity Statuses Overview](#).

Selection of Photos



*MPCA Salt Dilemma Display
Ham Lake Snowbowl – 2/9/19*



*WROC Partners at North Suburban Home Show
Andover – 3/9/19*



*Conservation Planning Workshop #1
Andover – 3/13/19*



*Conservation Planning Workshop #2
East Bethel – 3/20/19*



*Anoka County Parks AIS Coordinator in Classroom
Global Academy – Columbia Heights – 4/18/19*



*5th Grade Class with "Clean Drain Dry" Certificates
Global Academy – Columbia Heights – 4/18/19*



*Full House at Well and Septic Maintenance Training
East Bethel – 5/9/19*



*WROC Partners Interviewed about Groundwater
QCTV – 8/9/19*



*Residents Maintain Redeemer Lutheran Church RG
Rain Garden Workshop – Fridley – 8/5/19*



*Climate Communication Training with Abby Moore
Blaine – 5/28/19*



*Smart Salting for Roads Training with Fortin
Linwood Township – 8/12/19*



*Residents Learn about the SRWMO from the Board
Linwood Family Fun Day – 9/7/19*



Example WROC Booth Display
Lino Lakes Blue Heron Days – 8/17/19



WROC Coordinator Engaging with Resident
Columbus Fall Fest – 9/14/19



4th Grade Class views "Our Groundwater Connection"
Ramsey Elementary School – 11/25/19



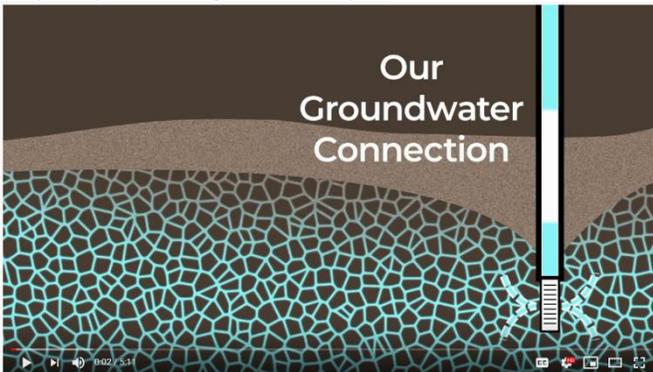
Example WROC Booth Display
Crooked Lake Association Member meeting – 7/21/19

New Online Resources

"Our Groundwater Connection"

An animated video about groundwater funded by WROC partners.

<https://youtu.be/gxENTkMmyEE>



Our Groundwater Connection



Our Groundwater Connection

Conservation Resource Library

A library of free downloadable resources including flyers, guides, images, videos, and reports from WROC partners.

<https://www.anokaswcd.org/index.php/educational/conservation-resource-library.html>

Conservation Resource Library

Click the images below to access a library of downloadable resources including flyers, guides, images, videos, and reports from ACD and others. All resources contained here are free to the public and are regularly updated as new materials become available. Contact **Emily Johnson** with questions. 

To view the full library, click here: [Conservation Resource Library](#).

 <p>Aquatic Invasive Species</p>	 <p>Farming and Gardening</p>	 <p>Groundwater</p>
 <p>Invasive Plants</p>	 <p>Lawn Care</p>	 <p>Native Plants</p>
 <p>Pollinators</p>	 <p>Rain Barrels</p>	 <p>Rain Gardens</p>
 <p>Shorelines</p>	 <p>Soils</p>	 <p>Trees and Shrubs</p>
 <p>Water Quality</p>	 <p>Wetlands</p>	 <p>Wildlife</p>

WROC Google Drive

A shareable online folder of all documents associated with the Anoka County WROC.

<https://drive.google.com/drive/folders/1cU9S22qwO9eHaPq1nzffY1EB4WRZ09Fx>

WROC Completed Events

A database of all completed WROC events including event assessments, pictures, and interaction tallies.

<https://airtable.com/shroc50poqbwmsg87>

ID	Date	Event Name	City	Event Type	Event Length	Event Assessment	Event Pictures	# Adult Interactions	# Youth Interactions	Total Interactions	Interactions per Hour	Rating of Event Success
1	1/19/19	Buckthorn Removal Workshop	Fridley	Workshop				20	0	20		★★★★★
2	2/9/19	Ham Lake SnowBowl	Ham Lake	Booth	5.0			53	0	53	10.6	★★★★★
3	3/9/19	North Suburban Home Improvement Show	Andover	Booth	6.0			140	36	176	29.3	★★★★★
4	3/13/19	Conservation Planning Workshop #1	Andover	Workshop				9	0	9		★★★★★
5	3/20/19	Conservation Planning Workshop #2	East Bethel	Workshop				19	0	19		★★★★★
6	3/23/19	Home and Outdoor Adventure Expo	Blaine	Booth	6.5			40	0	40	6.0	★★★
7	3/27/19	Conservation Planning Workshop #3	Lino Lakes	Workshop				8	0	8		★★★★★
8	4/2/19	AIS Toolkit Presentation - University Avenue	Blaine	Presentation				3	120	123		★★★★★
9	4/6/19	Home Landscaping and Garden Fair	Andover	Booth	8.0			67	0	67	8.4	★★★★★
10	4/16/19	AIS Toolkit Presentation - North Park	Fridley	Presentation				2	84	86		★★★★★
11	4/18/19	AIS Toolkit Presentation - Global Academy	Columbia Heights	Presentation				2	48	50		★★★★★
12	4/20/19	Wargo Nature Center Earth Day	Lino Lakes	Booth	3.0			42	27	69	23.0	★★★★★
13	4/23/19	AIS Toolkit Presentation - Lino Lakes	Lino Lakes	Presentation				2	60	62		★★★★★
14	4/25/19	AIS Toolkit Presentation - McKinley	Ham Lake	Presentation				4	120	124		★★★★★
15	4/26/19	AIS Toolkit Presentation - Madison	Blaine	Presentation				3	81	84		★★★★★
16	4/29/19	Youth Convening Minnesota	Columbus	Booth	2.0			5	11	16	8.0	★★★★
17	4/30/19	AIS Toolkit Presentation - Wilson	Anoka	Presentation				4	120	124		★★★★★
18	5/2/19	4H Natural Resources Field Trip	Andover	Presentation				45	550	595		★★★★★
19	5/4/19	4H Environmental Fun Fair	Fridley	Booth	4.0			49	78	127	31.8	★★★★★
20	5/9/19	UMN Septic System Training	East Bethel	Workshop				58	0	58		★★★★★
21	5/18/19	Coon Rapids Public Works Open House	Coon Rapids	Booth	2.0			30	0	30	15.0	★★★★
22	5/28/19	Climate Communication Training	Blaine	Workshop				29	0	29		★★★★★
23	6/1/19	APAP Pollinator Plant Sale	Andover	Booth	4.0			20	0	20	5.0	★★★★
24	6/7/19	St. Francis Pioneer Days	St. Francis	Booth	15.5			175	132	307	19.8	★★★★★
25	6/9/19	Spring Lake Park Tower Days	Spring Lake Park	Booth	6.5			220	80	300	46.2	★★★★★
26	6/12/19	Blue Thumb Resilient Yards Workshop - And...	Andover	Workshop				15	0	15		★★★★

WROC Activity Statuses Overview

A database of all WROC activities and their progress.

<https://airtable.com/shrR7FJAWKGIphtEN>

ID#	Status	Activity Title	Activity Description	New to Work Plan?	Project Type	Completed	Ongoing	Planned
4	3-1a	Complete w/ Updates as Needed	Shareable Database of Bank Stabilization/Re...	Compile existing bank stabilization re...	Information	Conservation Resource Library: bit.ly/Conservat...		Will continue adding and curating resource
5	5-1	Complete w/ Updates as Needed	Shareable Database of AIS Resources	Compile existing AIS resources from ...	Information	Conservation Resource Library: bit.ly/Conservat...		Will continue adding and curating resource
6	2-3a	Primary Focus as of 11/19/19	Lawns to Legumes Implementation	Apply for and implement a Lawns to ...	New as of Oct. 2019	Engagement		Preparing to apply for grant for at least one De... Implement grant for Demonstration Neigh
7	3-2a	Primary Focus as of 11/19/19	Lakeshore Restoration and Stewardship Video	Produce and disseminate animated la...	New as of June 2019	Information	Received financial support from WROC partner...	Developing script and storyboard for video. On... Plan to publish video in Spring 2020
8	4-1d	Primary Focus as of 11/19/19	Groundwater Video Part 2	Produce and disseminate follow-up v...	New as of June 2019	Information		Follow up groundwater video focused on sour... Plan to publish groundwater video pt. 2 in
9	5-2c	Primary Focus as of 11/19/19	AIS Toolkit Trainings for Teachers	Train teachers in use of AIS Teacher T...		Engagement		Loop AIS Teacher Toolkit Training in with plann... Plan to provide teachers attending Project
10	6-1b	Primary Focus as of 11/19/19	Project WET Trainings	Host Project WET teacher training to ...		Engagement		Ongoing collaboration and planning with partn... Planning to host Project WET teacher tra
11	1-1c	19 Complete, Repeat in 20	Fortin Consulting Workshops	Host Fortin Consulting Turfgrass Mai...	New as of June 2019	Outreach	3 Fortin Consulting workshops hosted for Turf ...	Plan to host additional Fortin workshops in
12	1-3a	19 Complete, Repeat in 20	Attend Tabling Events with Stormwater Reso...	Attend community events with storm...		Outreach	Attended 20 events in 2019 with interactions L...	Plan to attend 15+ stormwater outreach e...
13	1-3b	19 Complete, Repeat in 20	Engage New Storm Drain Adopters	Sign up new storm drain adopters		Engagement	Promoted Adopt a Drain program at 20 events ...	ACWROC being reviewed for position on Metro...
14	1-4a	19 Complete, Repeat in 20	Rain Garden Maintenance Workshops	Host second year of Rain Garden Mai...		Engagement	Hosted 2 workshops for 26 rain garden owners	Re-evaluate and host additional worksho...
15	2-1	19 Complete, Repeat in 20	Attend Tabling Events with Lawn Care and H...	Attend community events with habita...		Outreach	Attended 5 events in 2019 with interactions tot...	Plan to attend 4+ events in 2020
16	2-2a	19 Complete, Repeat in 20	Blue Thumb/Metro Blooms Workshops	Host Blue Thumb/Metro Blooms Resil...		Outreach	2 workshops hosted for 55 people total	Blue Thumb Lawns to Legumes Train the T...
17	2-2b	19 Complete, Repeat in 20	Large Lot Conservation Planning Workshops	Host Conservation Planning worksho...		Engagement	3 workshops hosted, 26 properties representin...	Re-evaluate and host additional worksho...
18	3-1b	19 Complete, Repeat in 20	Presentations to LAs and LIDs	Provide resources and presentations ...		Outreach	Lakeshore Landscaping presentation at Coon L...	Plan to host Lakeshore Restoration video s...
19	4-1c	19 Complete, Repeat in 20	Attend Tabling Events with Groundwater Res...	Attend community events with groun...		Outreach	Attended 2 events in 2019 with interactions tot...	Plan to attend 3+ events in 2020
20	4-2	19 Complete, Repeat in 20	UMN Septic System Maintenance Training	Host UMN Septic System Maintenanc...		Outreach	Hosted training on 5/9/19 for 58 attendees in ...	Second training scheduled for 3/12/20 in R...
21	4-3	19 Complete, Repeat in 20	Farmer's Market Attendance and Private Wel...	Attend Farmer's Markets in Blaine, An...		Outreach	GreenCorps attended 5 different markets on L...	Plan to continue distributing wild water te...
22	5-2b	19 Complete, Repeat in 20	AIS Toolkit Presentations in Schools	Collaborate with AIS Coordinator to ...		Outreach	Completed 22 in-class presentations at 7 differ...	Coordinate with Anoka County Parks to pr...

2019 WROC Activities by Municipality

There were no WROC events hosted in the cities of Bethel, Centerville, Circle Pines, Hilltop, Lexington, and Oak Grove.

County Wide

These workshops, trainings, and presentations were advertised county wide. Participants represented residents beyond the city in which the event was physically hosted.

Statistics:

1437	Total Interactions
825	Total Adult Interactions
612	Total Youth Interactions
33.67	Interactions per Hour at booths
0.40%	Percent of Population Engaged
74.5	Hours spent on outreach activities
7	Articles submitted to newspapers

Specific Activities:

Date	Activity	Adult Interactions	Youth Interactions	Total Interactions
1/19/19	Buckthorn Removal Workshop - Fridley	20	0	20
3/13/19	Conservation Planning Workshop #1 - Andover	9	0	9
3/20/19	Conservation Planning Workshop #2 - East Bethel	19	7	26
3/27/19	Conservation Planning Workshop #3 - Lino Lakes	8	0	8
5/2/19	4H Natural Resources Field Trip - Andover	45	550	595
5/9/19	Well and Septic Maintenance Training - East Bethel	58	0	58
5/28/19	Climate Communication Training - Blaine	29	0	29
6/12/19	Blue Thumb Resilient Yards Workshop - Andover	15	0	15
6/28/19	Fortin Turf Maintenance Training - Andover	19	0	19
7/23/19	Rain Garden Maintenance Workshops #1 - Lino Lakes	7	0	7
8/5/19	Rain Garden Maintenance Workshops #2 - Fridley	19	0	19
8/12/19	Fortin Smart Salting for Roads - Linwood	24	0	24
8/30/19	MN State Fair Water Day	171	55	226
9/11/19	Fortin Smart Salting for Parking Lots - Blaine	20	0	20
9/19/19	Fortin Smart Salting for Parking Lots - Fridley	24	0	24
9/27/19	Fortin Smart Salting for Property Managers - Blaine	9	0	9
10/9/19	Fortin Smart Salting for Roads - Blaine	54	0	54
11/12/19	MN Groundwater Association Fall Conference	275	0	275
		825	612	1437

Columbus

Statistics:

218	Total Interactions
151	Total Adult Interactions
67	Total Youth Interactions
41.67	Interactions per Hour at booths
5.52%	Percent of Population Engaged
8	Hours spent on outreach activities

Specific Activities:

Date	Activity	Adult Interactions	Youth Interactions	Total Interactions
4/29/19	Youth Convening Minnesota ISD 831	5	11	16
9/14/19	Columbus Fall Fest	146	56	202
		151	67	218