

2023 E&O Work Plan

Objectives

Review status at end of year: Complete (✓), Incomplete (I), Ongoing (--), Cancelled (X), Other (Oth)

1. Use multiple electronic media for stakeholder outreach.

Action item	Timing	Status
Implement frequent website updates	Ongoing	--
Send quarterly e-newsletters	4x yearly	
Send e-blasts to distribute District news, announcements, etc.	Ongoing	--
Continue social media efforts: Facebook, Instagram, Twitter, YouTube	Ongoing	--

2. Organize and distribute yearly publications including the annual communication, annual report, and waterbody fact sheets.

Action item	Timing	Status
Design and distribute annual communication (letter – even years; calendar – odd years)	Spring 2023	✓
Coordinate content and design district annual report	Spring 2023	✓
Design and distribute lake & creek factsheets with water quality info	Spring 2023	✓

3. Use direct mailings to target specific audiences such as lake treatments and shoreline owners.

Action item	Timing	Status
Send postcard notifications to lakeshore owners impacted by chemical control of aquatic plants.	Spring 2023	✓
Send postcards to selected property owners about benefits, rules, and cost share funds available for shorelines.	July 2023 (repeat later)	
Project related direct mailings (project pages, open houses, etc.)	As needed	

4. Host multiple events to promote the district and its programs and projects.

Action item	Timing	Status
Plan and implement volunteer recognition event [<i>cancelled 2023 due to COVID concerns from managers</i>]	Jan 2023	X
Plan and implement lake association summit [held in April due to weather]	Feb 2023	✓
Plan and implement Cycle the Creek tour	Oct 2023	
Plan and implement tree sapling giveaway (part of Creek Week)	Oct 2023	
Plan and implement open house event (part of Creek Week) – NEW	Oct 2023	
Build a rain barrel event (part of Creek Week) – NEW	Fall 2023	
Watershed District Passport (part of Creek Week) – NEW	Fall 2023	
Plan and implement fall projects tour for BOM and CAC	Fall 2023	
Plan and implement annual meeting (Evening with the Watershed)	Sept 2023	
Host a volunteer clean-up event – NEW	Fall 2023	

5. Represent the district at community events.

Action item	Timing	Status
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Host booth and activity at Chanhassen Feb Fest at Lake Ann [event cancelled]	2/4/2023	X
Staff table at the Minnetonka Contractor Expo	2/2/2023	✓
Host booth at the Eden Prairie Everything Spring Expo	3/11/2023	✓
Host booth at the Eden Prairie Arbor Day Walk & Green Fair	Apr 2023	✓
Host booth at the Eden Prairie Animal Open House	May 2023	✓
Respond to new community event opportunities as they arise	Ongoing	--

6. Engage community members through the Citizen Advisory Committee, cost share program, volunteer activities and other efforts.

Action item	Timing	Status
Serve as staff liaison for the Citizen Advisory Committee (CAC)	Ongoing	--
Strengthen relationships with lake associations by sharing district updates and materials and attending meetings as appropriate.	Ongoing	--
Coordinate the Adopt a Dock volunteer program (zebra mussel monitoring)	Jun-Oct 2023	✓
Promote the Minnesota Water Steward program	Ongoing	✓
Manage the district volunteer program	Ongoing	✓
Promote Adopt a Drain and lend out clean-up kits	Ongoing	✓
Partner with City of Eden Prairie and NMCWD to pilot an Adopt-a-Drain K12 Program through Hamline University	Fall 2023	
Promote Action Grants for small community projects	Ongoing	--
Manage stewardship cost share program	Ongoing	--

7. Support K-12 education through curriculum development, classroom lessons, school events, and educator mini-grants.

Action item	Timing	Status
Continue St. Hubert Curriculum Development	Ongoing	--
Partner with Staring Lake Outdoor Center for water quality education	Ongoing	--
Continue in-classroom lessons	Ongoing	--
Host Project WET Workshop for Educators	Aug 2023	
Assist with Metro Children's Water Festival	Sep 2023	
Participate in the Cedar Ridge Elementary School Science Night	Apr 2023	✓
Participate in the Bluff Creek Elementary STEM Fest	Nov 2023	
Promote Education Mini-Grants for educators	Ongoing	--

8. Attend conferences such as MAWD and the Water Resources Conference for learning and networking opportunities.

Action item	Timing	Status
Attend the MN Water Resources Conference	Oct 2023	
Attend the MAWD Conference	Dec 2023	

9. Sponsor trainings and workshops with partner organizations.

Action item	Timing	Status
Host Smart Salting trainings: Sidewalks/parking lots; property management	Yearly	✓
Host Turfgrass Trainings	Yearly	✓
Co-host Resilient Shorelines Workshop with City of Eden Prairie and NMCWD	May 2023	✓

Co-host Soil Health Walkshop with the City of Minnetonka and NMCWD	Oct 2023	
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10. Develop project communication materials such as factsheets and signage.

Action item	Timing	Status
Create webpages for new projects; update content as needed	Ongoing	--
Develop project summaries (two-pagers)	Ongoing	
Plan and implement project open houses as needed	As needed	--
Develop content for onsite interpretive signage	As needed	

11. Participate in regional workgroups that align with District vision and values.

Action item	Timing	Status
HCCI <i>Low Salt, No Salt Minnesota</i> initiative	Ongoing	--
Watershed DEI Workgroup	Monthly	--

12. Facilitate efforts related to district plans and policies.

Action item	Timing	Status
10-year update meetings facilitation	Ongoing	
District DEI efforts: Add measurable items	Ongoing	
Establish/strengthen relationships with city communications staff to share relevant district news, plans, policies – NEW	Ongoing	
As appropriate, create communication plans for new district initiatives such as the "Ecosystem Health Action Plan." – NEW	Ongoing	

13. Compile annual summary of outreach efforts.

Action item	Timing	Status
Summarize social media efforts, material distribution, event attendance and other metrics for education and outreach efforts for the year.	Dec 2023	

Resources requested to implement 2023 work plan

- Training/workshop requests
 - None at this time
- Equipment/software requests
 - Portable A-frame sign with dry erase option
- Professional organization membership/conference requests
 - MAWD conference
 - MN Water Resource Conference
- Consultant requests
 - Website support from HDR
 - MS4Front support from HEI for cost share
 - DEI Consultant to develop a DEI Workplan for the District

2023 Event Calendar

Updated 6/14/2023

JANUARY

Jan 20 **Volunteer Recognition Event** (Bowlero) - **cancelled due to manager COVID concerns**

FEBRUARY

Feb 2 **City of Minnetonka Contractor Expo** (tabling)

Feb 4 **Chanhassen Feb Fest** (Lake Ann) – cancelled by event organizer

MARCH

Mar 11 **Eden Prairie Everything Spring Expo** (tabling, Grace Church)

Mar (mid) **Legislative Day (MAWD)**

APRIL

Apr 11 **RPBCWD – Lake Association Summit** (RPBCWD office) – postponed due to weather from Feb 21

Apr XX **Annual Meeting: Evening with the Watershed** (Legion in Chanhassen) – **didn't happen 2023 due to BOM covid concerns; reconsider for fall 2023**

April 20 **Cedar Ridge Elementary School Science Night**

Apr 22 **Eden Prairie Eco Expo**

Apr 29 **Eden Prairie Arbor Day Walk & Green Fair**

MAY

May 18 **EHAP Workshop TAP #1**

JUNE

June 20-22 **MAWD Summer Tour** (attendance only)

June 15 **EHAP Workshop TAP #2**

JULY

July 20 **EHAP Workshop TAP #3**

AUGUST

Aug 1 **Project WET – educator workshop, @NMCWD**

Late Aug **Volunteer event – creek trash pickup; may move to Creek Week**

SEPTEMBER

Sept 27 **Metro Children’s Water Festival**

Sept? (was April) **Evening with the Watershed – public, local elected officials; HOLD OUTSIDE?; event was cancelled in April due to manager COVID concerns**

Sept 28) **Soil Health Walkshop (Walking Workshop) – City of Minnetonka & NMCWD, 6-8 pm, Ridgedale Library**

Sept 28 **EHAP Workshop TAP #4 – TENTATIVE – format TBD**

OCTOBER

Sept or Oct? **CREEK WEEK**

- **Build your own rain barrel**
- **Tree pickup**
- **Open house at District Office**
- **Passport activity (visit 6 sites; submit passport for a prize)**

Sept or Oct ? **Cycle the Creek (kick off or ending of Creek Week)**

Early Oct **TENTATIVE – Buckthorn Workshop for residents with City of Eden Prairie**

Oct 7 **Soil Health Walkshop – 1-3 pm, Minnetonka**

Oct 11 **Smart Salting for Property Management (virtual)**

Mid Oct **RPBCWD – 2023 Project Tour – tentative locations: Pioneer Trail, N Lotus Lake Park (2024), Middle Bluff (B5 or B7), Lower Riley**



Mid Oct	TENTATIVE – Project tour: The Preserve Association – Consider for fall after project install
Mid Oct	Water Resources Conference, St Paul (Liz presenting with Jessica Wilson about Low Salt, No Salt MN)
NOVEMBER	
Nov 1 (Wed)	Smart Salting for Parking Lots & Sidewalks , District office
Mid Nov	Bluff Creek Elementary STEM Fest , Chanhassen (tentative)
DECEMBER	
Dec 6-8	MAWD Conference: booth, presentation? (highlight EHAP); Low Salt, No Salt with Laura Jester; presentation by Terry/Joe wetland program or Terry/Fred EHAP

2024 Event Planning

- Minnesota River Tour – in partnership with LMRWD, NMCWD, etc. (invite local elected officials including state reps)
- Summer watershed tour for the public