

MEMORANDUM

To: MCWD Board of Managers
From: Becky Christopher (Houdek), MCWD Planner
CC: James Wisker, Director of Planning and Projects; Telly Mamayek, Communications Director
Date: November 6, 2014
Re: Comprehensive Plan Outreach Update

At the November 6, 2014 joint committee meeting, staff will provide an update on the outreach process for the 2017 Comprehensive Plan (Plan).

At the July 31, 2014 Board meeting, the Board adopted a framework for the 2017 Plan update which included outreach objectives, key messages, target audiences, outreach strategies, process and schedule. Staff, in coordination with Himle Rapp, has continued to refine this outreach plan and develop materials for public distribution.

The following items are included in your packet:

1. Positioning Outline from Himle Rapp summarizing key messages for the public
2. Outreach Plan, revised from the July 31, 2014 Framework document to provide additional detail on advisory committee process
3. Pending agenda list for future Plan-related Board/Committee discussions

In addition, staff is developing a brochure for public distribution, and a draft will be provided at the meeting for Board review.

Materials from previous Board/Committee meetings, including the July 31, 2014 Plan Framework, have been added to the Board's Dropbox folder for reference.

If there are any questions in advance of the meeting, please contact Becky Houdek at 952-641-4512 or [bhoudk@minnehahacreek.org](mailto:bhoudek@minnehahacreek.org).

Positioning Outline for MCWD Comp. Plan Process

HRC Draft 1 – 10/21/14

NEW PLAN IS AN UPDATE

The new plan is an update to the 2007 Plan; not a major overhaul.

MCWD WILL PURSUE A TWO-TRACK PLAN TO ALLOCATE RESOURCES

The new plan is proposing a “Two-Track” focus that will allocate MCWD resources to their highest and best use in protecting the water quality throughout the Watershed District:

- ✓ TRACK 1 – this track will prioritize projects, staff and financial resources to “high need” areas within the District in order to make measureable improvements to the most sensitive water challenges in the watershed.
- ✓ TRACK 2 – this track will leverage other resources and expertise more broadly throughout the Watershed District by creating even more effective partnerships and tools to engage residents, cities and other stakeholders in how they can take actions to help protect the watershed on an individual and community level.

WE WELCOME PUBLIC INPUT

Public input from residents, cities and other stakeholders will make this comp. plan update an even stronger roadmap to help guide and direct the resources of the District in future years. There will be multiple opportunities for the public to weigh-in with their comments, perspectives and insights.

MCWD WILL DELIVER ADDITIONAL IMPROVEMENTS IN WATER QUALITY

The development and effective implementation of this new Comprehensive Plan will deliver measureable improvements in water quality and other important benefits to communities and residents through the Watershed District.

5. Outreach Plan

Below is an outreach plan that includes: outreach objectives, key messages, target audiences, outreach strategies, advisory committee process, and formal review process.

Outreach Objectives

- Obtain broad support for proposed implementation framework, including:
 - Integration of land-use and water resource planning
 - Geographic focus
 - Model for District responsiveness
- Focus stakeholder input on:
 - Maximizing the effectiveness of the proposed implementation framework
 - Identifying local problems, priorities, plans and partnership opportunities
- Fulfill statutory requirements

Key Messages

Below is an outline of preliminary messages, consistent with discussion to date and established principles:

- The Plan is an update to the 2007 Plan, not a major overhaul.
 - 2007 Plan was developed with significant input from communities and provides strong foundation of data, issues, and long-term goals that will carry over into 2017 Plan
 - Not founded on need for major revision to existing rules
 - 2017 Plan update will focus on improving effectiveness and service delivery
- Optimized implementation model that creates environmental, social and economic value.
 - Reinforced by Policies:
 - In Pursuit of a Balanced Urban Ecology
 - TMDL Policy
 - Regulatory Offset Policy
 - Emphasis on Partnership:
 - Opportunities are best identified through the development of strong relationships, sharing of technical expertise, and integrated planning
 - We aim to develop a deeper understanding of the needs and desires of communities in order to design projects that enhance social and economic viability as well as environmental benefit
 - Geographic Focus and Responsiveness:
 - Addressing all impairments District-wide is the long-term goal
 - We are more effective when we focus (example of Urban Corridor)
 - We will remain responsive to all communities as opportunities arise
 - Innovation and Flexibility
 - Results-oriented approach to improve effectiveness through innovation in partnerships, financing, and management strategies
 - Plan is a living document and can be amended to adapt to new information and emerging issues (5-year vs. 10-year CIP)

- No new major requirements for communities. Focus on added value and collaboration.
 - No new load reduction requirements, just aligning with TMDLs for consistency
 - More emphasis on collaboration and adding value to communities:
 - Sharing of resources/services for more effective use of public funds
 - Helping LGUs meet MS4 requirements (education, regulation)
 - Collaboration on planning and projects to meet multiple goals
 - We will be focused but remain responsive to needs and opportunities District-wide
- Balanced schedule and process to allow involvement without burden.
 - District will engage local technical staff, policymakers and general public throughout the process to obtain input on local priorities and better understand how the District can add value to its communities

Target Audiences

- Cities - councils, administrators, and primary staff contacts
- Counties – boards, administrators, and primary staff contacts
- Metro plan review agencies
- Three Rivers, MPRB, LMCD, Carver SWCD
- Lake and Creek Associations
- Interested public - website, Splash, Facebook

Outreach Strategies

Advisory committees – The District will utilize four advisory committees. Advisory groups will serve to (1) provide feedback on policy direction and structure of the Plan; (2) provide input and guidance focused on improving the District’s implementation model; (3) provide iterative review and comment on Plan drafts.

- Technical Advisory Committee (TAC) –
 - Technical staff from municipalities and state and local agencies.
 - Meet bi-monthly throughout 2015.
 - Develop work-product and technical recommendations and review Plan drafts.
- Policy Advisory Committee (PAC) –
 - Mayors, Council Members, and Administrators.
 - Meet quarterly throughout 2015.
 - Provide feedback on the policy direction and structure of the Plan. Provide direction to the TAC to gather information and develop work-product and recommendations on specific areas of policy interest.
- Citizen Advisory Committee (CAC) –
 - Will utilize the District’s standing CAC, as appointed annually.
 - Meet quarterly throughout 2015 (use regular monthly meetings).
 - Assist in policy identification and development, provide feedback on proposed implementation framework, and provide external communications support.
- Six Mile Steering Committee (SMSC) –
 - Technical staff, policymakers, and interested public (e.g. Lake Associations, large landowners, developers, agriculture groups) with a stake in the Six Mile subwatershed.
 - Meet bi-monthly throughout 2015.
 - Develop implementation plan for the Six Mile Creek priority subwatershed which will be integrated into the Comprehensive Plan.

Local Subwatershed Meetings – Once the committees have agreed on an overarching implementation framework, the District will hold individual subwatershed meetings to identify local issues and priorities for incorporation into the subwatershed plans. These meetings will be open to members of the TAC, PAC, CAC, and other interested members of the public/citizen groups (e.g. Lake Associations).

Public opinion survey – Beginning in early 2015, the District will use phone surveys to gain a better understanding of the water resource knowledge, concerns, and priorities of the general public.

Website – A webpage will be created for the Comprehensive Plan update that includes:

- Overview
- Schedule
- Reports/minutes from committee meetings
- Place for public comments/questions
- Place to sign up to be on mailing list

Social Media – The District will also utilize Facebook, Twitter, and Splash to inform and obtain input from the public.

Advisory Committee Process

Committee selection for TAC and PAC – Open request to all the cities, counties, and state and local agencies. Each city/agency will be allowed to appoint one representative to each committee. Other interested parties are welcome to attend as audience members.

Committee Process:

- Staff will send a letter (with brochure attached) to all stakeholders to introduce the Plan update and invite them to attend the kickoff meetings.
- Two kick-off meetings will be held (different dates/times to accommodate different audiences) to:
 - Provide overview of scope and process for Plan update and obtain feedback
 - Have a sign-up for those interested in serving on committees or being on mailing list
 - Request information as required per revised 8410 Rule
- Based on feedback received during the kickoff meetings, staff will establish committee membership and distribute preliminary schedules/agendas for each.
- Following each meeting, minutes will be distributed to the full mailing list and posted on webpage.
- Written feedback (comments/letters of support) will be requested at certain milestones in the process – initial scope and process, implementation framework/2-track approach, etc.
- Meetings will be facilitated by MCWD staff and consultants. Board members will be invited to attend all committee meetings.

Meeting Topics (preliminary list):

- Kickoff Meeting – obtain feedback on scope and public process
- Input into self-assessment - What's working and what can be improved?
- Partnership philosophy - How to improve coordination, integrate efforts, and reduce duplication
- Proposed two-track implementation approach and process for remaining responsive
- Emerging concerns and District's role in addressing (e.g. climate change adaptation, chloride management, etc.)
- Role of local government units (LGU) - Load reduction goals, model ordinances, and recommended best practices
- Subwatershed meetings - Local goals, priorities, and plans and how they intersect with the District's

Draft Pending Agenda List for Comprehensive Plan Discussions

*Items listed are proposed to go to the Policy and Planning Committee unless otherwise noted

December

- Approve contract for Self-Assessment – **Board workshop**

January-February

- Approve contract for database development – **Board workshop**
- Self-assessment - Board input on current programs:
 - What's working and what can be improved?
 - New initiatives/emerging concerns and District's role in addressing (e.g. climate change adaptation, chloride management, long-term maintenance of BMPs)
 - Discuss feedback from advisory committees
- Update/refine list of goals - Follow up from Craig Dawson's March 2014 draft

March-April

- Implementation framework/two-track approach:
 - How can the District optimize its cost share program to remain responsive to opportunities and project requests? What criteria should be used for evaluating project opportunities?
 - What criteria should be used to identify priority focal geographies? What is the order and schedule for rotating through the watershed?
 - Discuss feedback from advisory committees

May-June

- Partnership philosophy:
 - How do we improve integration of land use and water resource planning?
 - How can we improve coordination of project and program implementation to leverage resources, minimize duplication of efforts, and reduce costs?
 - What recommendations or requirements should be established for load reduction targets, ordinances, and best practices?

July

- Funding:
 - Where should the District be focusing its resources?
 - What other financing strategies should be considered in addition to the levy?
 - What is the role of grant funding?
 - How do we align resources with our partners?

August-December

- Subwatershed overviews:
 - Overview of resources, issues, past projects, new data
 - Discuss feedback from advisory committees and local subwatershed meetings
 - Discuss implementation approach for each subwatershed