



Title: Authorization to Renew Metro Watershed Partners Membership

Resolution number: 23-008

Prepared by: Samantha Maul
952-641-4518
smaul@minnehahacreek.org

Recommended action: Authorize Metro Watershed Partners membership renewal and participation in their Clean Water MN and Adopt-a-Drain programs

Schedule: Date: 1/1/2023
Date: 12/31/2023

Budget considerations: Fund name and code: Outreach - 4002
Fund budget: \$15,000
Expenditures to date: \$0
Requested amount of funding: \$6,000

Past Board action: Res # 22-036 Authorization to Renew Metro Watershed Partners Membership

Summary:

Outreach staff recommend authorizing \$6,000 to participate in Metro Watershed Partners and their Clean Water MN and Adopt-A-Drain programs in 2023. The \$6,000 annual membership fee provides the benefits outlined in detail below.

Background:

In 2020, the Board of Managers set a new direction for the Outreach program that shifted focus away from broad-based outreach aimed at brand awareness and individual action, toward relationship-based engagement of stakeholders and community members around MCWD's major initiatives. To achieve that shift in focus, the implementation plan suggested identifying automated tools and third-party resources—such as the website and select contracted programs—that could continue to serve the needs of broader audiences without a significant draw on limited Outreach resources.

The Metro Watershed Partners membership is an existing contract identified to help the District maintain quality broad-based programming with minimal staff time. The membership provides access to two valuable broad-based outreach tools: Adopt-a-Drain and Clean Water MN. The Adopt-A-Drain program allows MCWD to connect residents interested in volunteering to tangible clean water action that is centrally coordinated and quantitatively tracked. The Clean Water MN program provides the District access to high quality digital communications materials on topics such as residential best management practices.

Clean Water MN and Adopt-a-Drain Program Background

Clean Water MN is an outreach program of Metro Watershed Partners that educates metro area residents on water-friendly practices with curated written materials. Clean Water MN is sponsored by the Metro Watershed Partners, a coalition of more than 70 public, private, and non-profit organizations in the Twin Cities metro area who work together to inspire people to protect water quality in their watershed. Founded in 1996, the Metro Watershed Partners is a project of Hamline University in Saint Paul, Minnesota. Fourteen watershed districts and watershed management organizations are members of the group. MCWD joined Metro Watershed Partners in 2012.

Adopt-a-Drain, a metro-wide program created by Metro Watershed Partners, encourages residents to adopt storm drains in their neighborhood to protect their local lake or river from pollution. By adopting a storm drain, they commit to keeping it clear of debris throughout the year. Participants sign up for the program online at www.Adopt-a-Drain.org and create an account that allows them to adopt and un-adopt drains, report the amount of debris they collect, and share stories and photos on social media. This provides interested residents with a tangible activity to protect clean water and results in quantifiable metrics. Consistent with the Outreach implementation plan's goals, the program allows MCWD to offer a compelling volunteer opportunity to its residents with minimal administrative overhead.

Annual Reports

Each year Metro Watershed Partners issues metro-wide and watershed-specific reports which track the impact of the Clean Water MN and the Adopt-a-Drain programs. Within MCWD, key program data points from 2022 included:

- 241 new participants (1,815 total participants)
- 427 drains adopted (3,576 total adoptions)
- Top three cities with residents participating (by total number of drains reported)
 - Minneapolis (2,653 drains adopted, 19,358 pounds debris collected in 2022)
 - St. Louis Park (444 drains adopted, 3,380 pounds debris collected in 2022)
 - Minnetonka (152 drains adopted, 264 pounds debris collected in 2022)

Additional details on the Adopt-A-Drain program are provided in the attached report.

Program Membership Costs and Benefits

Members of Metro Watershed Partners—cities, counties, watershed districts, and non-profits—pay an annual membership fee. Cities pay seven cents per person (based on total population) per year, and watershed districts pay a recommended fee based on their annual operating budget. For an annual budget of \$5,000,000+, memberships range from a high of \$20,000 to a low of \$6,000. MCWD's membership level, \$6,000, is at the low end of this range. Membership is required to participate in the Clean Water MN and Adopt-a-Drain programs.

The two programs provide a range of benefits for supporting watershed districts and cities:

- Help in meeting Municipal Separate Storm Sewer System (MS4) permit requirements for public participation, outreach, and education, including key data about related activities to include in reports
- Customizable communications and outreach tools for program promotion and outreach concerning residential best management practices
- A list of area residents who are interested in water issues
- Professional networking and peer learning among program staff with watershed districts, state and local water resource professionals, academia, and non-government organizations
- Improved water quality and reduced flood risk by engaging residents to remove and prevent pollutants from entering waterways and clogging storm drains

Supporting documents:

- Adopt-a-Drain in Minnehaha Creek Watershed District 2022 Annual Report



RESOLUTION

Resolution number: 23-008

Title: Authorization to renew Metro Watershed Partners Membership

- WHEREAS, In 2020, the MCWD Board of Managers set a new direction for the Outreach program that shifted focus from broad-based outreach, toward targeted, strategic engagement of stakeholders and community members around key District initiatives;
- WHEREAS, To achieve that shift in focus, the implementation plan suggested identifying automated tools and third-party resources that could continue to serve the needs of broader audiences outside of District initiatives;
- WHEREAS, The Metro Watershed Partners membership was one such contract identified as helping the District maintain quality broad-based programming with minimal staff time;
- WHEREAS, Members of Metro Watershed Partners are provided access to their programming, which includes Clean Water MN and Adopt-A-Drain programs that inspire residents to protect water quality and promote stewardship in their watershed;
- WHEREAS, The outreach and education activities provided through these programs help MCWD meet the Municipal Separate Storm Sewer System (MS4) permit requirements and promote its mission;

NOW, THEREFORE, BE IT RESOLVED that the Minnehaha Creek Watershed District Board of Managers authorize the District Administrator to spend \$6,000 to renew MCWD’s Metro Watershed Partners annual membership.

Resolution Number 23-008 was moved by Manager _____, seconded by Manager _____. Motion to adopt the resolution ___ ayes, ___ nays, ___ abstentions. Date: 1/26/2023

Secretary Date: _____

ADOPT
A STORM
DRAIN



2022
ANNUAL REPORT
Minnehaha Creek



We're Making a Difference!

241

participants
2022

427

drains adopted
2022

1,815

participants
TOTAL

3,576

drains adopted
TOTAL

Drain Cleaning & Collection Data

553 Minnehaha Creek participants reported cleanings, which represents 30.5% of all participants in the watershed.

Minnehaha Creek participants collected 24,366.2 lbs of debris from their adopted storm drains in 2022.



Debris Type	Amount (lbs)
Brown leaves	13,295.0
Grass and green leaves	1,144.8
Sediment and dirt	8,869.1
Trash	1,037.4
Salt	20.0

Month	New participants	Drains adopted	Debris collected (lbs)	Time spent (hrs)
January*	7	7	2,347.2	86.9
February	4	9	923.6	41.0
March	18	58	578.9	33.2
April	20	44	2,688.5	54.0
May	14	27	1,929.7	31.4
June	11	22	2,324.8	58.1
July	18	32	1,171.2	38.9
August	61	82	1,284.7	29.7
September	52	82	1,189.6	27.4
October	23	35	2,498.4	49.6
November	13	29	7,429.8	180.4
December				
TOTALS	241	427	24,366.2	630.6

*January debris total includes some year-end reports from 2021.



GEOGRAPHIC BREAKDOWN

2022 Annual Report
Minnehaha Creek

City

Drains adopted: Cumulative total

Debris collected: 2022 data only

City	Drains adopted	Debris collected (lbs)	Time spent (hours)
Minneapolis	2,653	19,358.21	483.0
St. Louis Park	444	3,380.2	94.1
Minnetonka	152	264.06	8.3
Edina	62	296.58	9.2
Richfield	60	428.5	14.2
Hopkins	46	62.7	4.1
Shorewood	38	198.4	5.7
Mound	23	97.6	1.5
Plymouth	21	57.9	3.6
Victoria	18	58.8	1.3
Chanhassen	16	1.55	0.2
Minnetrista	6	1.1	0.3
Golden Valley	5		
Tonka Bay	5		
Wayzata	5	7	0.5
Deephaven	4		
Excelsior	4	42.8	1.9
Long Lake	4		
Orono	4	10.84	0.7
Fort Snelling (unorg.)	2		
Greenwood	1		
Maple Plain	1	100	2.0
Spring Park	1		
St. Bonifacius	1		

Subwatershed

Drains adopted: Cumulative total

Debris collected: 2022 data only

Subwatershed	Drains adopted	Debris collected (lbs)	Time spent (hours)
Minnehaha Creek	1,306	9,392.6	265.9
Bde Maka Ska	367	4,130.2	91.7
Lake Hiawatha	349	1,582.3	35.3
Mississippi River	278	2,244.0	51.7
Cedar Lake	194	1,811.4	38.0
Lake Harriet	193	1,942.0	43.6
Lake Nokomis	188	569.7	8.9
Lake of the Isles	134	227.9	8.9
Diamond Lake	121	931.5	17.1
Grass Lake (Minneapolis)	81	181.0	8.8
Powderhorn Lake	78	156.1	4.8
Norbys Pond	32	83.3	4.5
East Upper Lake	31	188.4	5.4
Grays Bay	29	82.0	1.3
Brownie Lake	25	99.0	22.3
Six Mile Creek	19	59.9	1.6
Legion Lake	16	59.0	2.6
Gleason Lake	13	54.0	3.0
Long Lake (Orono)	13	2.3	0.1
Lake Minnewashta	9	3.6	0.3
Seton/Black Lakes	8	3.2	0.2
Milners Pond	7	281.2	5.6
South Lower Lake	6	2.4	0.3
Robinsons Bay	5		
West Upper Lake	5		
Galpin Lake	4		
Harrisons Bay	4	7.2	0.7
Lake Virginia	4		
Tonka Bay	4	30.0	1.5

continued on next page



GEOGRAPHIC BREAKDOWN

2022 Annual Report
Minnehaha Creek

Subwatershed

Drains adopted: Cumulative total

Debris collected: 2022 data only

Subwatershed	Drains adopted	Debris collected (lbs)	Time spent (hours)
Plymouth Creek	2	1.6	0.5
West Arm	2	0.0	0.0
Carmens Bay	1		
Christmas Lake	1		
Crystal Bay West	1	9.0	0.2
Dutch Lake	1	43.2	0.4
Forest Lake (Orono)	1		
Lost Lake (Mound)	1		
North Lower Lake	1		
Painter Creek	1	100.0	2.0
Peavey Pond	1	7.0	0.5
Phelps Bay	1		
Priests Bay	1	44.0	0.3
St. Albans Bay	1	10.4	0.1
Stubbs Bay	1	1.8	0.4
North Arm	0	0.1	0.1

Minnesota Data



3,192 Minnesota participants reported cleanings this year, which represents 30.8% of all participants in the state.

Minnesota participants collected 118,186.1 lbs of debris from their adopted storm drains in 2022.

Debris Type	Amount (lbs)
Brown leaves	73,596.6
Grass/green leaves	4,846.4
Sediment/dirt	36,862.7
Trash	3,470.1
Salt	390.9

Month	New participants	Drains adopted	Debris collected (lbs)	Time spent (hrs)
January	24	32	7,524.1	246.4
February	35	274	6,602.8	267.8
March	146	308	5,264.0	202.9
April	159	347	12,437.4	244.0
May	123	307	10,452.6	214.1
June	96	203	7,927.4	210.1
July	97	190	5,362.5	145.8
August	319	474	4,981.4	132.7
September	333	510	5,012.7	131.7
October	142	241	15,112.1	345.8
November	65	149	37,509.2	890.1
December				
TOTALS	1,539	3,035	118,186.1	3,031.4