



**Title:** Authorization to Renew Metro Watershed Partners Membership

**Resolution number:** 22-036

**Prepared by:** Name: Helen Schnoes, Outreach Manager  
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hschnoes @minnehahacreek.org

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

**Schedule:** Date: 1/1/2022  
Date: 12/31/2022

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

**Past Board action:** Res # 21-017 Title: Authorization to participate in 2021 Clean Water MN and Adopt-a-Drain Program

**Summary:**

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

The Metro Watershed Partners membership was one such existing contract identified as helping 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 evergreen topics such as residential best management practices.

MCWD has a long history of membership with Metro Watershed Partners. Outreach staff recommend authorizing \$6,000 to participate in Metro Watershed Partners and their Clean Water MN and Adopt-A-Drain programs in 2022. The \$6,000 covers Metro Watershed Partners' annual membership fee and provides the benefits outlined in detail below.

## 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. 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, asks 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](http://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 via Facebook and Twitter. This provides interested residents a tangible activity to protect clean water, and provides quantified metrics on the results. Consistent with the Outreach implementation plan's goals, the program allows MCWD to offer a compelling volunteer opportunity to its residents within 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 2021 included:

- 310 new participants (1,623 total participants)
- 596 drains adopted (3,290 total adoptions)
- Top three cities with residents participating (by total number of drains; data based upon self-reporting)
  - Minneapolis (2,506 drains adopted, 28,518 pounds debris collected)
  - St. Louis Park (360 drains adopted, 2,640 pounds debris collected)
  - Minnetonka (146 drains adopted, 617 pounds debris collected)

Additional details on each program are provided in the attached reports.

## 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 other outreach program staff with watershed districts, state and local water resource professionals, academia, and NGOs

Taken as a whole, these activities help achieve the following outcomes:

- Improved water quality by engaging residents to remove pollutants
- Reduced flood risk from clogged storm drains

## **Supporting documents:**

- Adopt-a-Drain in Minnehaha Creek Watershed District 2021 Annual Report
- Metro Watershed Partners 2021 Annual Program Report



**RESOLUTION**

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**Resolution number:** 22-036

**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 context-specific and relationship-based engagement of stakeholders and community members around key District initiatives; and

WHEREAS, To achieve that shift in focus, the implementation plan called for identifying automated tools and third-party resources that could continue to serve the needs of broader audiences outside of District initiatives without a significant draw on limited Outreach resources; and

WHEREAS, The Metro Watershed Partners membership was one such contract identified as helping the District maintain quality broad-based programming with minimal staff time; and

WHEREAS, Metro Watershed Partners, a coalition of more than 70 public, private, and non-profit organizations, formed in 1996 to inspire people to protect water quality in their watershed; and

WHEREAS, Members of Metro Watershed Partners are provided access to their programming, which includes Clean Water MN and Adopt-A-Drain; and

WHEREAS, the Clean Water MN program provides the District access to high quality digital communications materials on evergreen topics such as residential best management practices; and

WHEREAS, 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; and

WHEREAS, The Clean Water MN and Adopt-A-Drain programs promote water stewardship among residents who live within the District; and

WHEREAS, The outreach and education activities supported through these programs helps MCWD meet the Municipal Separate Storm Sewer System (MS4) permit requirements;

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 22-036 was moved by Manager \_\_\_\_\_, seconded by Manager \_\_\_\_\_. Motion to adopt the resolution \_\_\_ ayes, \_\_\_ nays, \_\_\_ abstentions. Date: 6/9/2022

\_\_\_\_\_  
Secretary Date: \_\_\_\_\_

# Adopt-a-Drain in Minnehaha Creek, 2021

## Annual Report

**310**  
new participants  
in 2021

**596**  
drains adopted  
in 2021



Adopt a Storm Drain  
adopt-a-drain.org

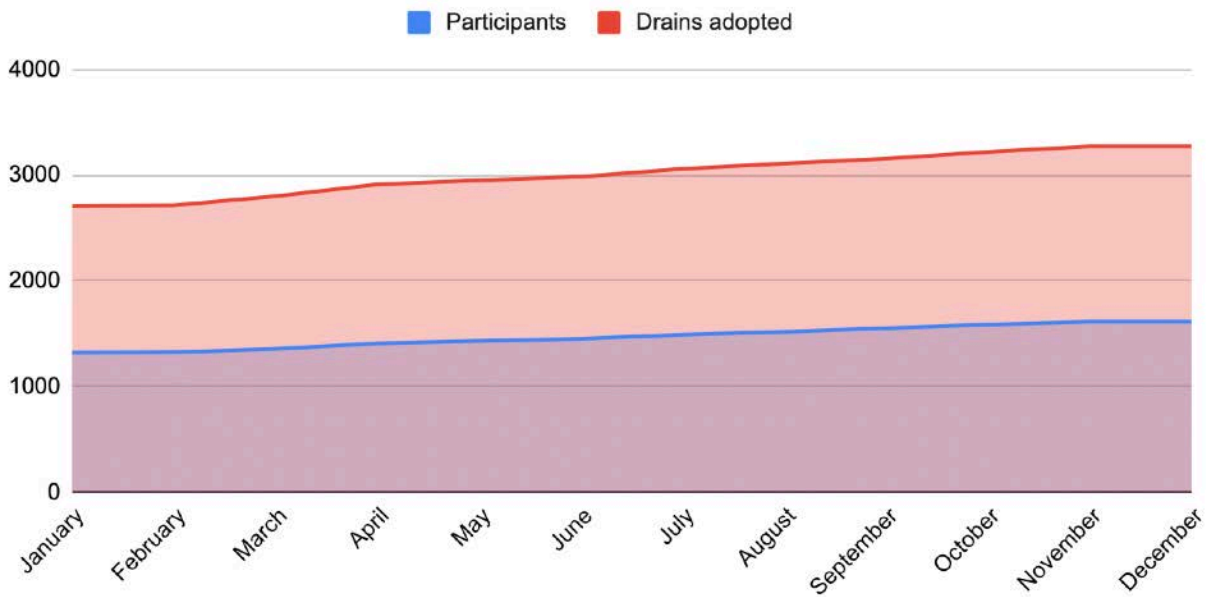


**1,623**  
total participants

**3,290**  
total adoptions



New participants and drains adopted in Minnehaha Creek WD, 2021



## 2021 Reporting Data

670 Minnehaha Creek participants reported cleanings, which represents 14.3% of all participants in the watershed.

Minnehaha Creek participants collected 33,387.9 lbs of debris from their adopted storm drains in 2021.

| Debris Type            | Amount (lbs) |
|------------------------|--------------|
| Brown leaves           | 21,629.4     |
| Grass and green leaves | 2,187.2      |
| Sediment and dirt      | 8,310.6      |
| Trash                  | 1,195.2      |
| Salt                   | 65.5         |



In 2020, the total amount reported was 33,378 lbs.

| Month         | New participants | Drains adopted | Debris collected (lbs) | Time spent (hours) |
|---------------|------------------|----------------|------------------------|--------------------|
| January*      | 8                | 17             | 5,899.4                | 189.5              |
| February      | 4                | 4              | 684.0                  | 50.8               |
| March         | 33               | 88             | 2,169.7                | 65.8               |
| April         | 51               | 110            | 3,442.2                | 65.0               |
| May           | 23               | 39             | 1,141.1                | 25.9               |
| June          | 21               | 35             | 929.3                  | 27.4               |
| July          | 38               | 75             | 1,092.7                | 41.3               |
| August        | 29               | 49             | 1,583.0                | 36.1               |
| September     | 34               | 47             | 1,369.3                | 47.9               |
| October       | 34               | 64             | 3,186.5                | 65.7               |
| November      | 26               | 52             | 6,174.6                | 114.9              |
| December      | 9                | 16             | 5716.1                 | 149.5              |
| <b>TOTALS</b> | <b>310</b>       | <b>596</b>     | <b>33,387.9</b>        | <b>879.8</b>       |

\*January total includes year-end reports from 2020.

## Geographic Breakdown: City and Subwatershed

Drains adopted: Cumulative total

Debris collected: 2021 data only.

| City                   | Drains adopted | Debris collected (lbs) | Time spent (hours) |
|------------------------|----------------|------------------------|--------------------|
| Minneapolis            | 2,506          | 28,518.91              | 695.1              |
| St. Louis Park         | 360            | 2,640.42               | 96.7               |
| Minnetonka             | 146            | 617.3                  | 22.5               |
| Edina                  | 53             | 235.94                 | 17.6               |
| Hopkins                | 45             | 91.4                   | 6.0                |
| Richfield              | 42             | 397.8                  | 14.3               |
| Shorewood              | 38             | 132.6                  | 8.9                |
| Mound                  | 21             | 198.6                  | 1.9                |
| Victoria               | 17             | 193.7                  | 5.4                |
| Plymouth               | 16             | 142                    | 4.2                |
| Chanhassen             | 9              | 38                     | 3.3                |
| Orono                  | 6              | 86.6                   | 0.8                |
| Tonka Bay              | 5              | 10                     | 0.1                |
| Golden Valley          | 4              |                        |                    |
| Long Lake              | 4              | 6                      | 0.3                |
| Wayzata                | 4              |                        |                    |
| Excelsior              | 3              | 20                     | 1.5                |
| Minnetrista            | 3              | 2.8                    | 0.2                |
| Fort Snelling (unorg.) | 2              |                        |                    |
| Deephaven              | 2              |                        |                    |
| Maple Plain            | 1              | 55                     | 0.8                |
| Greenwood              | 1              |                        |                    |
| Spring Park            | 1              | 0.8                    | 0.1                |

| <b>Subwatershed</b>       | <b>Drains adopted</b> | <b>Debris collected (lbs)</b> | <b>Time spent (hours)</b> |
|---------------------------|-----------------------|-------------------------------|---------------------------|
| Minnehaha Creek           | 1,211                 | 14,733.9                      | 317.0                     |
| Bde Maka Ska              | 326                   | 3,650.7                       | 130.3                     |
| Lake Hiawatha             | 304                   | 2,032.9                       | 68.7                      |
| Mississippi River         | 275                   | 3,228.3                       | 97.0                      |
| Lake Nokomis              | 186                   | 836.0                         | 18.4                      |
| Lake Harriet              | 181                   | 2,984.0                       | 66.2                      |
| Cedar Lake                | 160                   | 1,572.7                       | 28.6                      |
| Lake of the Isles         | 128                   | 861.1                         | 17.1                      |
| Diamond Lake              | 126                   | 1,055.1                       | 54.2                      |
| Grass Lake                | 74                    | 578.5                         | 11.2                      |
| Powderhorn Lake           | 69                    | 260.0                         | 18.3                      |
| East Upper Lake           | 31                    | 122.4                         | 7.9                       |
| Grays Bay                 | 29                    | 59.0                          | 4.7                       |
| Norbys Pond               | 23                    | 255.2                         | 9.3                       |
| Brownie Lake              | 23                    | 209.8                         | 5.5                       |
| Six Mile Creek            | 13                    | 193.7                         | 5.4                       |
| Gleason Lake              | 12                    | 141.6                         | 3.8                       |
| Long Lake (City of Orono) | 11                    | 6.4                           | 0.7                       |
| Legion Lake               | 10                    | 16.2                          | 3.9                       |
| Richfield Lake            | 9                     |                               |                           |
| Seton/Black Lakes         | 8                     | 1.6                           | 0.2                       |
| Lake Minnewashta          | 7                     | 19.0                          | 1.3                       |
| Purgatory Creek North     | 6                     |                               |                           |
| South Lower Lake          | 6                     | 10.0                          | 0.1                       |
| Milners Pond              | 6                     | 117.0                         | 0.8                       |
| West Upper Lake           | 5                     | 1.2                           | 0.4                       |
| Tonka Bay                 | 4                     | 20.0                          | 1.5                       |
| Robinsons Bay             | 4                     | 0.4                           | 0.0                       |
| Crystal Bay West          | 3                     | 6.5                           | 0.4                       |

| <b>Subwatershed</b>       | <b>Drains adopted</b> | <b>Debris collected (lbs)</b> | <b>Time spent (hours)</b> |
|---------------------------|-----------------------|-------------------------------|---------------------------|
| Harrisons Bay             | 3                     |                               |                           |
| Spring Park Bay           | 3                     | 80.0                          | 0.3                       |
| Lake Virginia             | 3                     | 19.0                          | 2.0                       |
| Carsons Bay               | 2                     | 9.0                           | 0.6                       |
| Crane Lake                | 2                     | 41.6                          | 0.8                       |
| Galpin Lake               | 2                     |                               |                           |
| West Arm                  | 2                     | 0.8                           | 0.1                       |
| Cooks Bay                 | 2                     |                               |                           |
| Mothers Lake              | 2                     | 9.4                           | 0.5                       |
| Lake Cornelia             | 2                     |                               |                           |
| Carmens Bay               | 1                     | 80.0                          | 0.3                       |
| Christian Park Pond       | 1                     |                               |                           |
| Forest Lake               | 1                     |                               |                           |
| Jennings Bay              | 1                     | 2.8                           | 0.2                       |
| Langdon Lake              | 1                     | 16.0                          | 0.7                       |
| New Fordtown              | 1                     |                               |                           |
| North Arm                 | 1                     | 0.1                           | 0.1                       |
| Painter Creek             | 1                     | 55.0                          | 0.8                       |
| Phelps Bay                | 1                     |                               |                           |
| Priests Bay               | 1                     | 80.0                          | 0.2                       |
| Sweeney Lake              | 1                     |                               |                           |
| Wilson Pond               | 1                     |                               |                           |
| Dutch Lake                | 1                     | 21.0                          | 0.6                       |
| Lost Lake (City of Mound) | 1                     |                               |                           |
| Christmas Lake            | 1                     |                               |                           |



# Metro Watershed Partners 2021 Annual Program Report



**Metro Watershed Partners** is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



MINNESOTA WATER  
LET'S KEEP IT CLEAN

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# Metro Watershed Partners 2021 Report

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## Introduction

**Metro Watershed Partners** is a coalition of more than seventy public, private and non-profit organizations in the Twin Cities metro area. Through collaborative education and outreach, the Metro Watershed Partners promote a public understanding that inspires people to act to protect water in their watershed. Since 1996, partners have cooperated through educational projects, networking, and resource sharing.



The mission of the Metro Watershed Partners is two-fold:

- to provide and promote collaborative watershed education programs with consistent messages to the general public, local government staff and elected officials, and
- to provide WSP members a place and means to share information, generate ideas, and coordinate and support collaborative watershed education programs.

In 2021, members contributed \$196,000 to support monthly meetings, exhibit checkout, administrative functions, state fair outreach, Adopt-a-Drain, and the Clean Water Minnesota outreach campaign.

## Leadership

The work of **Metro Watershed Partners** is guided by a steering committee that includes stormwater education professionals from watershed organizations, non-profits and government agencies. In 2021, our steering committee members were:

Abby Moore, Mississippi Watershed Management Organization

Angie Hong, Washington Conservation District

Emily Johnson, Anoka SWCD

Jen Dullum, Young Environmental Consulting Group, LLC

Kris Meyer, Freshwater

Kristin Seaman, City of Woodbury

Tracy Fredin, Center for Global Environmental Education, Hamline University

# Clean Water MN

## 2021 Outreach Projects Report



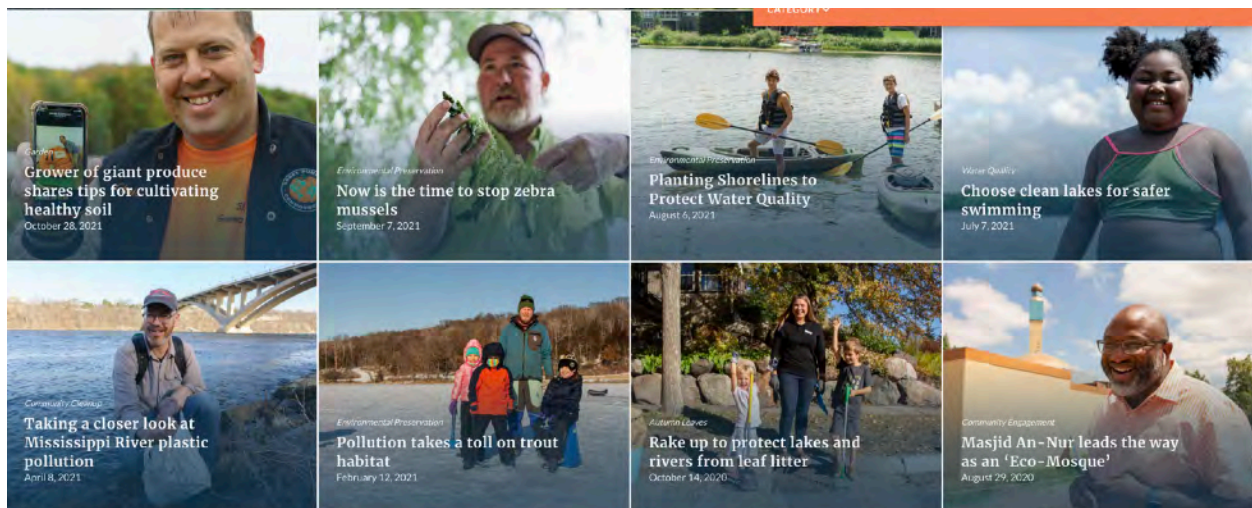
**Clean Water MN** is the collaborative outreach project of the Metro Watershed Partners. Working together, we provide resources, training, and support to partners as they work to inspire homeowners in the Twin Cities metro area to keep water clean and healthy.

The steering committee of the Metro Watershed Partners oversees the work of Clean Water MN. Jana Larson from Hamline University manages campaign fundraising and the creation and implementation of communication and outreach programs.

**Cleanwatermn.org** features seasonally appropriate stories about metro area residents taking action at home and in their lives to keep Minnesota water clean and healthy. The stories are designed for partners to use in their own communications—via websites, Facebook, Twitter, and newsletters. Additionally, these stories are posted to the Adopt-a-Drain Facebook, Instagram, and Twitter at the time of publication and are often seasonally pulled out of the archive and re-posted.

Along with each story we create a suite of professional photographs, accessible to partners online for use in their own stories and publications. Each story links to informational resources on our own site and other websites. In 2021 we published six new stories.

The [cleanwatermn.org](https://cleanwatermn.org) website also features informational pages, calls to action, information about the partnership, educational resources, and a list of our partners. We will continue to develop and add content to the site in 2022 and beyond.





## Campaign Analytics

In order to measure of the impact of our work, we have created a system of unique, trackable links for our partners to use when they publish a story from Clean Water MN. This allows us to measure click-through rates to CleanWaterMN.org for each partner individually. Below you will find a summary of these analytics, which paint a general picture of engagement with each story. These numbers do not reflect the total number of readers for any given story, since trackable links are not always used, and some readers may not click on the link to read the full story. Analytics reports with a breakdown for each partner can be found at: <http://bit.ly/2rxvGE6>

| Month                             | Blog Title                                                       | Total page views | Unique page views | Average duration |
|-----------------------------------|------------------------------------------------------------------|------------------|-------------------|------------------|
| January                           | [no new blog post]                                               | 657              | 545               | 01:15            |
| February                          | Pollution Takes a Toll on Trout Habitat                          | 1,657            | 1,105             | 00:50            |
| March                             | [no new blog post]                                               | 929              | 752               | 01:14            |
| April                             | Taking a Closer Look at Mississippi River Plastic Pollution      | 1,008            | 825               | 01:42            |
| May                               | [no new blog post]                                               | 764              | 586               | 01:28            |
| June                              | [no new blog post]                                               | 618              | 535               | 01:05            |
| July                              | Choose Clean Lakes for Safer Swimming                            | 1,601            | 1,099             | 00:41            |
| August                            | Planting Shorelines to Protect Water Quality                     | 762              | 665               | 01:23            |
| September                         | Now is the Time to Stop Zebra Mussels                            | 762              | 646               | 01:48            |
| October                           | Grower of Giant Produce Shares Tips for Cultivating Healthy Soil | 686              | 569               | 01:11            |
| November                          | [no new blog post]                                               | 740              | 617               | 01:33            |
| December                          | [no new blog post]                                               | 684              | 586               | 01:21            |
| Total click-throughs to CWMN site |                                                                  | 10,868           | 8,530             | 01:12            |

## Adopt a Storm Drain News and Accomplishments in 2021:

Adopt-a-Drain continues to use and improve the website at [adopt-a-drain.org](https://adopt-a-drain.org).

New Minnesota cities—Red Wing, Cambridge, La Crescent, and New London—joined the program this year!

Drain adoption increased by approximately 20% in 2021; we now have more than 9,100 participants who have adopted more than 14,000 storm drains.

The screenshot shows the top navigation bar with links: About Adopt-a-Drain, How To Clear a Drain, Why Adopt a Drain, Prevent Runoff Pollution, Sign up, and Log in. The main content area features the 'ADOPT A STORM DRAIN' logo with a drain icon. Below the logo is the text 'We protect our water' and 'Sweep up! Rake up! Pick up!' with an 'Adopt a Drain' button. An illustration of a city skyline with storm drains is shown. Below the illustration is the text 'We're making a difference! Join us!' and three circular statistics: 450,505 lbs\* debris collected, 16,945 drains adopted, and 9,133 adopters. A footer note says '\*Report your work so we can better track our impact!'.

About Adopt-a-Drain | How To Clear a Drain | Why Adopt a Drain | Prevent Runoff Pollution | Sign up | Log in

ADOPT A STORM DRAIN

We protect our water  
Sweep up! Rake up! Pick up!

Adopt a Drain

We're making a difference! Join us!

- 450,505 lbs\* debris collected
- 16,945 drains adopted
- 9,133 adopters

\*Report your work so we can better track our impact!

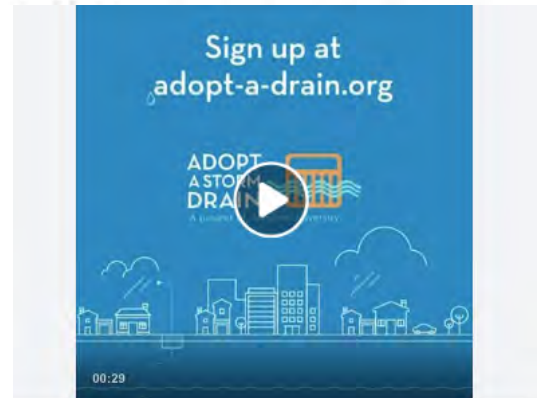
## Special promotional events

To drive participant reporting and engagement and recruit new members to the Adopt-a-Drain program, we held three special online promotional events in 2021.

1. During the month of April, leading up to **Earth Day**, we created and shared a short animated video to highlight the collective impact of Adopt-a-Drain participants and encourage more people to sign up. The post reached 7,489 people and had 115 engagements. In April there were 264 new signups, 562 drains adopted, and 8,199 pounds of debris reported.

So won't you please adopt a drain near you TODAY—just in time for Earth Day? 🌍

You can make a difference, really! Every little bit helps. Together we can make a difference.



2. In July, we promoted a **refer-a-friend campaign** on social media and via our regular e-newsletter. All participants who referred a friend, and the new adopter they referred, received an Adopt-a-Drain water bottle. During the month, 30 new participants signed up after being referred by a current participant.

3. From October 11 – October 17 we held a **fall leaf cleanup event** that rewarded participants for reporting the leaves they picked up that week by sending them an Adopt-a-Drain tote bag. 328 participants reported collecting 5,731 pounds of debris during the week.



## Communication with participants

Throughout the year, Adopt-a-Drain participants are encouraged to stay engaged and report their work via a bimonthly email newsletter that also features stories about participants in the metro area, drain cleaning tips and best practices, latest reporting statistics, and other Adopt-a-Drain news.

All participants commit to reporting their work when they sign up for the program, and opt in to receive automated email reminders to report however often they'd like. In November, we sent a postcard to all participants who had not yet reported their work, and received an additional 400 responses. As a result of this outreach, the reporting rate increased from 34% to 38%.

Adopt-a-Drain staff have the opportunity to communicate directly with participants of the program, communicating with an average of 10-20 participants per week, to answer questions about stormwater issues and connect them with resources in their community.



### Ordering & Visual Guide – Tote, Water Bottle, Patch Hat (Standard Only)

Standard examples smaller than actual size



**Tote**

#### Order Instructions

**ORDER STANDARD**  
Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready pieces and download file(s). Order online from the designated vendor for each piece.

| Tote                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Bottle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Patch Hat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Order online:</b> <a href="http://aimprint.com/product/141258-1313/Main-Squeeze-7-oz-Flat-Cotton-Tote">aimprint.com/product/141258-1313/Main-Squeeze-7-oz-Flat-Cotton-Tote</a></p> <p><b>Print vendor:</b> aimprint</p> <p><b>Product name:</b> Main Squeeze 7 oz. Flat Cotton Tote</p> <p><b>SPECS</b><br/>*Artwork formatted for a natural tote</p> <p><b>Tote size:</b> 13.5" x 13.5"<br/><b>Printed area:</b> 13" x 13" (Imprint on Front)<br/><b>Tote color:</b> Natural<br/><b>Imprint color:</b> Process Blue<br/><b>Export file:</b> EPS, CMYK, 300PPI</p> | <p><b>Order online:</b> <a href="http://aimprint.com/product/109484-26/Pacific-Aluminum-Sport-Bottle-26-oz">aimprint.com/product/109484-26/Pacific-Aluminum-Sport-Bottle-26-oz</a></p> <p><b>Print vendor:</b> aimprint</p> <p><b>Product name:</b> Pacific Aluminum Sport Bottle - 26 oz.</p> <p><b>SPECS</b><br/>*Artwork formatted for a white bottle</p> <p><b>Print area side:</b> 5" h x 2.75" w<br/><b>Imprint on:</b> Side One (Wrap N/A)<br/><b>Water bottle color:</b> White<br/><b>Imprint color:</b> Process Blue<br/><b>Export file:</b> EPS, CMYK, 300PPI</p> | <p><b>Order online:</b> <a href="http://custompatchhats.com/custom-patch-hat-ordering">custompatchhats.com/custom-patch-hat-ordering</a></p> <p><b>Print vendor:</b> Custom Patch Hats</p> <p><b>Product name:</b> Custom Richardson Itz Truckler Hat</p> <p><b>SPECS</b><br/>*Artwork formatted for a navy hat</p> <p><b>Hat color:</b> Trucker navy charcoal<br/><b>Fabric:</b> Cotton-poly/nylon mesh<br/><b>Size:</b> Adjustable snapback; one size fits most<br/><b>Export file:</b> EPS, CMYK, 300PPI</p> |



**Water Bottle**



**Patch Hat**

## Adopt-a-Drain Brand Standards and Marketing Materials User Guide

We're excited to share the new guide we've developed to help partners promote Adopt-a-Drain in their communities. Access the most up-to-date guide in Google Drive at: <https://bit.ly/aadmarketing>

In this guide, you will find concise guidelines for using the Adopt-a-Drain brand, as well as a visual resource that guides you through accessing and utilizing the most up-to-date print and digital resources to promote the Adopt-a-Drain program in your community. We continue to refine and update print and digital assets, so take a minute to peruse this guide to find out about promotional resources you might not know about. For example, you can now download design files that will allow you to order Adopt-a-Drain merchandise such as hats, water bottles and tote bags directly from the vendor.

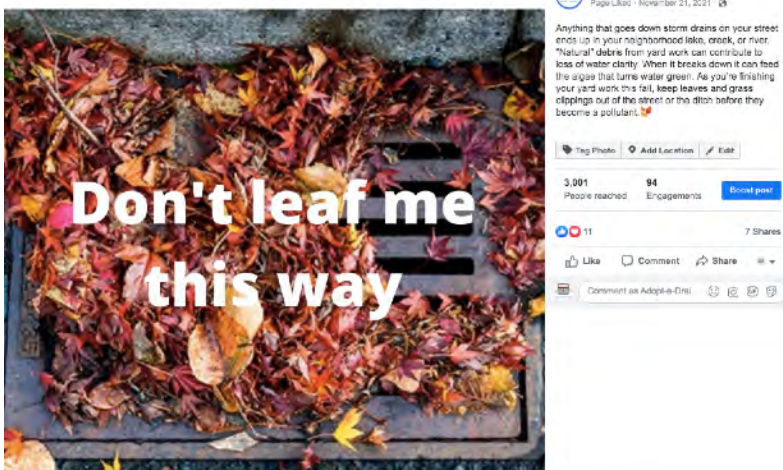


## Social Media Promotion in 2021

The Adopt-a-Drain Social Media team focused on posting high-quality and consistent content across all of our social media platforms. With the assistance of a social media consultant we implemented strategic tactics, including paying to boost posts on Facebook. As a result, our posts reached a large audience and we saw a significant increase in the number of people following our accounts and engaging with our posts. See summary table below.

|                                  | Facebook | Instagram | Twitter |
|----------------------------------|----------|-----------|---------|
| Total Number of Followers        | 1,224    | 1,898     | 363     |
| Percentage Increase in Followers | 56%      | 121%      | 55%     |
| Organic Reach                    | 122,413  | 134,044   | 135,042 |
| Paid Reach                       | 6,126    | 0         | 0       |
| Dollars Spent on Boosting Posts  | \$186.99 | 0         | 0       |


The posts that had the most impressions in 2021 on Facebook were the following:




## Social Media: Adopter Spotlight Series

In 2021 we introduced the Adopter Spotlight Series—a monthly series of feature stories about exemplary individuals, community groups, and businesses participating in the Adopt-a-Drain program. Like the blog posts, these stories are great content for partners to re-share via their own social media channels or to include in newsletters or blogs.

In 2021, we published 11 Spotlight stories that were read by 7,218 people and generated 512 likes, comments, and shares.



Debra Petersen and 11 others 1 Comment 1 Share

 **Adopt-a-Drain MN**  
September 27, 2021 · 🌐

With the 2021–22 school year now in full swing, it's the perfect time to spotlight one of our amazing educator partners. We are so appreciative of all of the teachers who bring the Adopt-a-Drain program into their classrooms to help kids learn about how storm drains affect our environment.

Ana Morice is a seasoned teacher who loves spending time with little ones and connecting with nature. For the last 3 years, she's been teaching preschoolers in Minnesota about nature with a hands-on approach. This year she's excited to bring her experience to a new school, Amigo del Bosque Nature Preschool in Eden Prairie where she's a teacher and the school's director. "Kids this age love to be outside and are very excited to help keep our adopted drains clean," Ana said. "We learn about where rain water goes from books and other in-classroom resources, and then go outside to see for ourselves. It's so fun for them!"

Originally from Costa Rica, she's led youth adventure camps and provided outdoor experiences to her elementary school aged students for over 15 years. Here in Minnesota she has found joy in sharing her love for nature with her students. She holds a degree in Education Management from Universidad de Costa Rica.

"My advice to other teachers is to just get out there and do it," Ana said. "Many kids really benefit from more interaction with nature! Most love to get out of the classroom setting and explore the outside world. It can be a nice break in their day."

Thanks for all you do, Ana! If you're interested in learning more about our teacher resources, please send us an email at [info@adopt-a-drain.org](mailto:info@adopt-a-drain.org).



## Education and Outreach at the Minnesota State Fair

We were back at the fair this year! We created new signage and put cleaning practices and sanitization stations at the booth to help protect visitors and staff. It was a quieter year than we saw pre-pandemic: total attendance was 1.3 million, compared to the record-breaking overall attendance of 2.1 million in 2019. The EcoExperience building, which required masks for all volunteers and visitors, had a lower overall attendance too, with an estimate of 86,000 visitors over the 12 days.



Although the Fair was significantly less busy, the Adopt-a-Drain exhibit saw lots of return visitors who were excited to take a photo—a State Fair tradition for many!—and adopt a storm drain. The slower pace of the fair this year allowed staff and volunteers to spend more time talking with visitors about water quality issues.

The exhibit featured: an Adopt-a-Drain photo booth, air hockey, foosball, an Adopt-a-Drain sign-up station, and two portable tabletop exhibits focused on the science of eutrophication and taking action to reduce runoff.

Over the twelve days of the fair, 344 Minnesotans in 75 different cities signed up to adopt storm drains. Those who signed up at the EcoExperience building received an informational packet and a small yard sign that reads “We protect Minnesota lakes, rivers, and wetlands.”

We took and printed 1,936 photos of visitors in the Adopt-a-Drain photo booth. Over 60% shared a digital copy of the photo via email or text. Fairgoers were encouraged to post the photo to social media with the hashtag #AADStateFair2021 to be entered in a drawing for a \$200 gift card. This year’s winners are pictured in the photo above!

## Watershed Partners on Mobilize

The Metro Watershed Partners listserv is a forum for watershed educators and other industry professionals throughout the state to share information and resources.

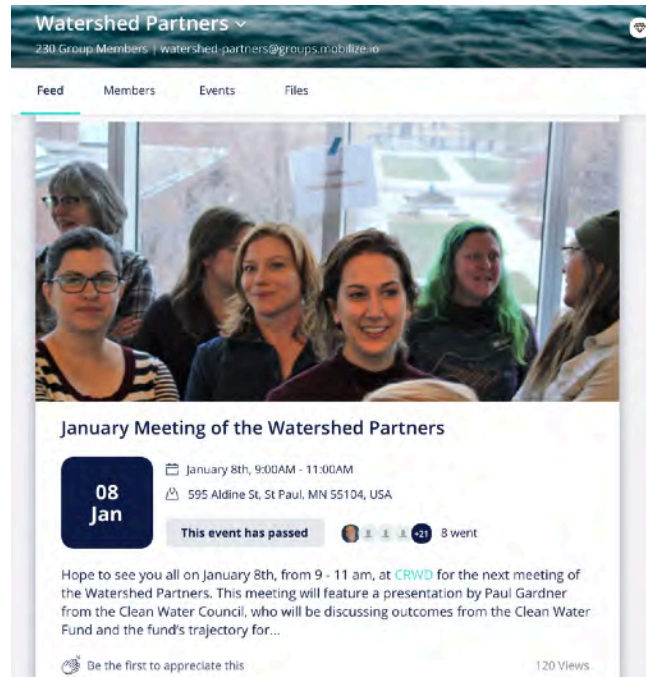
Our listserv is hosted by Mobilize, an online interactive communications platform for discussions, chat, events, files, and networking that is accessible online, via email, and mobile app.

The listserv can be found at:  
<https://watershedpartners.mobilize.io>

Messages can be posted online to a feed or sent via email:  
[watershed-partners@groups.mobilize.io](mailto:watershed-partners@groups.mobilize.io)

This is a private forum and anyone who would like to be added to the Mobilize group must send an email request to [jarson25@hamline.edu](mailto:jarson25@hamline.edu)

In 2021, the Metro Watershed Partners listserv provided 260 user-members with an effective tool to promote watershed education, share information about professional programs, and exchange information with other watershed educators, legislators, and government agencies.



## 2021 Accomplishments of the Metro Watershed Partners

### Networking and Sharing Resources

The Watershed Partners hold monthly meetings that provide members a way to gather, share information, generate ideas, and form partnerships that support watershed education in the state of Minnesota. These meetings keep our members up to date on new developments in the field of water resources and water education by featuring presentations by experts in fields such as watershed management, education, marketing, legislation and outreach.

In 2021, the Watershed Partners held 10 meetings on Zoom; an average of 40 partners attended each meeting. We're pleased to see that partners continue to value our meetings, and demonstrate energy for collaboration and information sharing; we plan to continue offering workshops and events in 2022 and beyond.

### 2021 PARTNER MEETINGS – TOPICS AND PRESENTERS

|           |                                                                                                                          |                                                                                                                   |
|-----------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| January   | Drinking Water Contaminants of Emerging Concern Initiative                                                               | Helen Goeden, Minnesota Department of Health                                                                      |
| February  | Social Media Training                                                                                                    | Rebecca Weldon, Full Digital Marketing                                                                            |
| March     | Legislative Update                                                                                                       | Trevor Russell, Friends of the Mississippi River                                                                  |
| April     | Community perspectives about the City of Minneapolis' Adopt-a-Drain program, results from a 3-year study                 | Amit Pradhananga, Center for Changing Landscapes, University of Minnesota                                         |
| June      | Green Career Pathways in Local Water-Serving Organizations                                                               | Haddy Bayo, National Park Service; Akia Vang, Mississippi River Green Team; and Ben Rolland, Minnesota GreenCorps |
| August    | Field Trip at Wakáŋ Tipi/Bruce Vento Nature Sanctuary                                                                    | Sam Wegner, Keeli Siyaka, and Mishaila Bowman, Lower Phalen Creek Project                                         |
| September | Effective Communication Strategies when Engaging with People who are Deaf, DeafBlind, Late-Deafened, and Hard of Hearing | Mary Bauer, Deaf and Hard of Hearing Services (DHHS)                                                              |
| October   | Community Engagement in Hennepin County's Climate Action Plan                                                            | Alisa Reckinger and Angie Timmons, Hennepin County                                                                |
| November  | Civic Organizing and Lake Stewardship                                                                                    | Jeff Forester, Minnesota Lakes and Rivers                                                                         |
| December  | Interactive Adopt-a-Drain planning, visioning, and discussion session                                                    | Vanessa Perry and Emma Ramsbottom, Lune, LLC                                                                      |

## 2021 Financial Report

In response to our fundraising requests, partners contributed \$196,000 to the Watershed Partners in support of meetings, state fair outreach, administration, exhibit development (including maintenance and checkout), Adopt-a-Drain, and the Clean Water MN website and public outreach campaign.

### Supporting Members of the Metro Watershed Partners, Adopt-a-Drain, and the Clean Water MN Media Campaign in 2021

|                                   |                                  |
|-----------------------------------|----------------------------------|
| Andover                           | Minnehaha Creek WD               |
| Anoka Conservation District       | Minnetonka                       |
| Bassett Creek WMC                 | Mississippi NRRRA                |
| Blaine                            | Mississippi WMO                  |
| Bloomington                       | Mound                            |
| Brown's Creek WD                  | New Brighton                     |
| Cannon River WP                   | Nine Mile Creek WD               |
| Capitol Region Watershed District | Pioneer-Sarah Creek WC           |
| Carver County                     | Prior Lake                       |
| Chanhassen                        | Ramsey-Washington Metro WD       |
| Circle Pines                      | Rice Creek WD                    |
| Columbia Heights                  | Richfield                        |
| Comfort Lake-Forest Lake WD       | Riley Purgatory Bluff Creek WD   |
| Coon Creek WD                     | Rochester                        |
| Crystal                           | Rosemount                        |
| East Metro Water Resources        | Roseville                        |
| Eden Prairie                      | Saint Louis Park                 |
| Edina                             | Saint Paul                       |
| Elm Creek WMC                     | Shingle Creek WMC                |
| Excelsior                         | Shoreview                        |
| Fridley                           | South Washington WD              |
| Hastings                          | Vadnais Lake Area WMO            |
| Hennepin County                   | Vermillion River Watershed JPO   |
| Hopkins                           | Washington Conservation District |
| Lakeville                         | Wayzata                          |
| Lauderdale                        | West Mississippi WMC             |
| Lower Mississippi River WMO       | White Bear Lake                  |
| Middle St. Croix WMO              | White Bear Township              |
| Minneapolis                       | Woodbury                         |



## Watershed Partners 2021 Accounting

|                                            | IN-KIND               | CASH                | TOTAL               |
|--------------------------------------------|-----------------------|---------------------|---------------------|
| <b>REVENUE</b>                             |                       |                     |                     |
| CWMN funds rollover                        |                       | \$17,857.37         |                     |
| Revenue Generation                         | \$67,800.00           | \$196,000.00        | \$263,800.00        |
| <b>Total Funds</b>                         | <b>\$67,800.00</b>    | <b>\$213,857.37</b> | <b>\$281,657.37</b> |
| <b>EXPENSE</b>                             |                       |                     |                     |
| <b>1. Watershed Partners Coordination</b>  |                       |                     |                     |
| Principle Investigator                     | \$2,500.00            | \$6,000.00          | \$8,500.00          |
| Program Coordinator                        | \$12,000.00           | \$13,000.00         | \$25,000.00         |
| Steering Committee                         | \$32,400.00           |                     | \$32,400.00         |
| Meeting room rental fees                   | \$4,500.00            |                     | \$4,500.00          |
| Technology maintenance                     | \$1,400.00            | \$1,000.00          | \$2,400.00          |
| Meeting expenses                           |                       | \$1,000.00          | \$1,000.00          |
| Postage and printing                       |                       | \$200.00            | \$200.00            |
| <b>Subtotal</b>                            | <b>\$52,800.00</b>    | <b>\$21,200.00</b>  | <b>\$74,000.00</b>  |
| <b>2. Watershed Exhibit Implementation</b> |                       |                     |                     |
| New exhibit creation                       |                       |                     | \$0.00              |
| Exhibit coordination                       | \$4,500.00            | \$5,000.00          | \$9,500.00          |
| State fair expenses                        |                       | \$14,247.00         | \$14,247.00         |
| Storage and check-out                      | \$5,000.00            |                     | \$5,000.00          |
| <b>Subtotal</b>                            | <b>\$9,500.00</b>     | <b>\$19,247.00</b>  | <b>\$28,747.00</b>  |
| <b>3. Clean Water MN</b>                   |                       |                     |                     |
| Campaign coordination                      | \$5,500.00            | \$24,000.00         | \$29,500.00         |
| Printing and postage                       |                       | \$37.43             | \$37.43             |
| Blog writing and photography               |                       | \$5,544.00          | \$5,544.00          |
| Emails and communications                  |                       | \$371.00            | \$371.00            |
| Web hosting and maintenance                |                       | \$2,000.00          | \$2,000.00          |
| Graphic design and website updates         |                       | \$1,865.88          | \$1,865.88          |
| Focus group research                       |                       | \$1,200.00          | \$1,200.00          |
| Meeting expenses                           |                       |                     | \$0.00              |
| Cleanup kit resources                      |                       |                     | \$0.00              |
| <b>Subtotal</b>                            | <b>\$5,500.00</b>     | <b>\$35,018.31</b>  | <b>\$40,518.31</b>  |
| <b>4. Adopt-a-Drain</b>                    |                       |                     |                     |
| Site license                               |                       | \$30,000.00         | \$30,000.00         |
| Program coordination                       |                       | \$25,000.00         | \$25,000.00         |
| Program Implementation                     |                       | \$14,931.00         | \$14,931.00         |
| Social media and communications            |                       | \$23,990.00         | \$23,990.00         |
| Promo merch                                |                       | \$2,399.00          | \$2,399.00          |
| End of year mailing                        |                       | \$2,410.00          | \$2,410.00          |
| <b>Subtotal</b>                            | <b>\$0.00</b>         | <b>\$98,730.00</b>  | <b>\$98,730.00</b>  |
| <b>TOTAL</b>                               | <b>\$67,800.00</b>    | <b>\$174,195.31</b> | <b>\$241,995.31</b> |
| <b>ADMINISTRATION FEE</b>                  |                       | <b>\$13,189.68</b>  | <b>\$13,189.68</b>  |
| <b>TOTAL (INCL. ADMIN)</b>                 | <b>\$67,800.00</b>    | <b>\$187,384.99</b> | <b>\$255,184.99</b> |
|                                            | We have a rollover of | \$26,472.38         |                     |

## Watershed Partners 2022 Projected Budget

|                                            | IN-KIND            | CASH                | TOTAL               |
|--------------------------------------------|--------------------|---------------------|---------------------|
| <b>REVENUE</b>                             |                    |                     |                     |
| CWMN funds rollover                        |                    | \$26,472.00         | \$26,472.00         |
| Watershed Partners coordination            | \$53,800.00        | \$23,700.00         | \$77,500.00         |
| Watershed Partners exhibit                 | \$22,000.00        | \$30,000.00         | \$52,000.00         |
| Media campaign                             | \$5,500.00         | \$39,720.00         | \$45,220.00         |
| Adopt-a-Drain                              |                    | \$118,500.00        | \$118,500.00        |
| <b>Total revenue</b>                       | <b>\$81,300.00</b> | <b>\$238,392.00</b> | <b>\$319,692.00</b> |
| <b>EXPENSE</b>                             |                    |                     |                     |
| <b>1. Watershed Partners Coordination</b>  |                    |                     |                     |
| Principle Investigator                     | \$2,500.00         | \$8,000.00          | \$10,500.00         |
| Program Coordinator                        | \$12,000.00        | \$15,000.00         | \$27,000.00         |
| Steering Committee                         | \$32,400.00        |                     | \$32,400.00         |
| Meeting room rental fees                   | \$4,500.00         | \$500.00            | \$5,000.00          |
| Technology maintenance                     | \$1,400.00         | \$1,000.00          | \$2,400.00          |
| Meeting expenses                           |                    | \$500.00            | \$500.00            |
| Postage and printing                       |                    | \$200.00            | \$200.00            |
| <b>Subtotal</b>                            | <b>\$52,800.00</b> | <b>\$25,200.00</b>  | <b>\$78,000.00</b>  |
| <b>2. Watershed Exhibit Implementation</b> |                    |                     |                     |
| New exhibit creation                       |                    | \$5,000.00          | \$5,000.00          |
| Exhibit coordination                       | \$4,500.00         | \$5,000.00          | \$9,500.00          |
| State fair expenses                        |                    | \$15,000.00         | \$15,000.00         |
| Storage and check-out                      | \$5,000.00         |                     | \$5,000.00          |
| <b>Subtotal</b>                            | <b>\$9,500.00</b>  | <b>\$25,000.00</b>  | <b>\$34,500.00</b>  |
| <b>3. Clean Water MN</b>                   |                    |                     |                     |
| Campaign coordination                      | \$5,500.00         | \$24,000.00         | \$29,500.00         |
| Printing and postage                       |                    | \$400.00            | \$400.00            |
| Blog writing and photography               |                    | \$6,000.00          | \$6,000.00          |
| Emails and communications                  |                    | \$0.00              | \$0.00              |
| Web hosting and maintenance                |                    | \$1,320.00          | \$1,320.00          |
| Focus group research                       |                    | \$1,200.00          | \$1,200.00          |
| Meeting expenses                           |                    | \$1,000.00          | \$1,000.00          |
| Cleanup kit resources                      |                    | \$3,000.00          | \$3,000.00          |
| Community event, 10,000th adopter          |                    | \$10,000.00         | \$10,000.00         |
| Media purchase                             |                    | \$10,000.00         | \$10,000.00         |
| <b>Subtotal</b>                            | <b>\$5,500.00</b>  | <b>\$56,920.00</b>  | <b>\$62,420.00</b>  |
| <b>4. Adopt-a-Drain</b>                    |                    |                     |                     |
| Site license                               |                    | \$30,000.00         | \$30,000.00         |
| Program coordination                       |                    | \$35,000.00         | \$35,000.00         |
| Program Implementation                     |                    | \$15,000.00         | \$15,000.00         |
| Social media and communications            |                    | \$20,000.00         | \$20,000.00         |
| Promo merch                                |                    | \$5,000.00          | \$5,000.00          |
| End of year mailing                        |                    | \$3,500.00          | \$3,500.00          |
| Reporting mechanism update                 |                    | \$5,000.00          | \$5,000.00          |
| <b>Subtotal</b>                            | <b>\$0.00</b>      | <b>\$113,500.00</b> | <b>\$113,500.00</b> |
| <b>TOTAL</b>                               | <b>\$67,800.00</b> | <b>\$220,620.00</b> | <b>\$288,420.00</b> |
| <b>ADMINISTRATION FEE</b>                  |                    | <b>\$17,649.60</b>  | <b>\$17,649.60</b>  |
| <b>TOTAL (INCL. ADMIN)</b>                 | <b>\$67,800.00</b> | <b>\$238,269.60</b> | <b>\$306,069.60</b> |