



WATERSHED
PARTNERS

MEETING MINUTES

April 14, 2010

ATTENDEES:

Lyndon Torstenson, MNRRA
April Rust, Project WET
Teri Heyer, US Forest Service
Dan Miller, Scott SWCD
Melissa Bokman
Madeline Banschbach, Carver County
Corrie Zoll, Metro Blooms
Chandi McCracken, MCWD
Tracy Fredin, Hamline University
Denise Leezer, MPCA
Anne Weber, St. Paul
Jen Dullum, City of Farmington
Bill Allen
Trevor Russell, FMR

Carrie Mack, RWMWD
Louise Watson, RWMWD
Angie Hong, Washington Cons. Dist.
Cherie Wagner, Fresh Water Society
Eli Condon, MN Waters
Lark Weller, MNRRA
Jana Larson, Hamline University
Elizabeth Beckman, Cap Region WD
Jenny Winkleman, MWMO
Claire Blaiser, Nine-Mile Creek WD
Sage Passi, RWMWD
Deb Meister,
Christie Manning, Macalester University

WATERSHED PARTNERS NOTES 4-14-10

1. Louise Watson from RWMWD dealing with public reaction to treating trees and shoreline restoration around lakes.
2. Children's Water Fest is coming up May 22.
3. Carver Co. recently finished a Stormwater BMP self-guided tour targeted for cityplanners etc.
4. Cherie Wagner three forums on water May 8 Saturday in partnership with League of Women voters.
5. Posters for the year of water on water stewardship are now ready and available. They're free if you're interested.
6. Corrie Zoll Powderhorn Lake Project putting in up to 150 rain gardens and then measuring the quality of water coming from that pipe. Professor at U of M making a film about it. First segment is available

7. Spring workshop Friday May 7 river as a fishery, update on bacteria TMDL project, agriculture and water quality by a farmer, UWCA program, Benny McCullum is the keynote. Pre-registration
8. May 1 clean-up and learning celebration in the City of Farmington.
9. Project WET Summer workshops coming up: River Institute and Drinking Water institute... will send details to listserve.
10. Regional Rotary is making this the year of water as well.

STEERING COMMITTEE NOTES

1. Website is currently under construction so bear with us. New url is:
<http://www.hamline.edu/education/environment/cgec/watershed/index.html>
2. Didn't get selected for MEI award but we were in the top five - they were concerned with how we don't talk about changing behaviour and how we measure our impacts.
3. WaterShed Partners submitted LCCMR proposal submitted 125,000 to develop a unified water message for the state, to develop stake holders state wide and to think about msg and 100,000 to create a new exhibit for the state fair. Hamline University's Waters to the Sea implementation statewide is also included.
4. 2009 report of Watershed Partners and the CleanWater MN media campaign is available, was sent out to the listserve and is posted on cleanwatermn.org
5. Clean Water MN update:
Recently decided on campaign activities
cracked 12,000,000 media impressions
carryover of 11,000
raised almost 30,000 so far this year
73,000 budget
Four seasons for the first time.
Shooting for more than 15 million impressions.

Spring:

Clear Channel billboards
Channel 45 TV
Twins Radio

Summer:

Twins
St. Paul Saints TV
State Fair Bathroom Stall Posters
MPR gateway ads

Fall:

Channel 45
Comcast Cable TV ads

Winter:

MPR gateway ads

6. Angie Hong working on a summary of the argument for Environmental Education – wants to create a one-page talking points so that we are all consistent in our arguments as we talk to legislators and funders.

Outline is available on Microsoft online sharing – everyone can add thoughts, resources and success stories to the document. Looking for evidence of a range of successes and impacts that education has.

Environmental Literacy report card.

We passed the Clean Water Legacy Act.

Minneapolis Chain of Lakes clean-up

Attitude toward river has changed significantly.

Lynnhurst neighborhood couple celebrating their 50th anniversary putting in raingardens in neighborhood.

How many rain barrels are being sold.

Presentation

Dr. Christie Manning : The Psychology of Sustainable Behavior

Environmental problems are the product of millions of daily decisions, some large (e.g. should I insulate my home?) and some small (e.g. paper, plastic, or cloth bags?) Yet when people make these decisions, they are rarely driven by their concern about the environment or their desire to live sustainably. Instead, behavior is determined by the circumstances of the moment. What circumstances are most likely to support sustainable behavior? Many psychological studies have examined this question and these studies show that there are numerous ways that each of us, as individuals and community members, can create situations that encourage sustainable action. We will discuss several sustainability strategies suggested by psychology, and how they have been successfully implemented in a variety of contexts.

Dr. Christie Manning has a Bachelor's degree in Human Factors Engineering from Tufts University and a Ph.D. in Cognitive and Biological Psychology from the University of Minnesota. She is a Visiting Assistant Professor of Environmental Studies at Macalester College in St. Paul, Minnesota. Her research and teaching explore the cognitive, social and situational factors that influence people's lifestyle choices and how these lifestyle choices positively or negatively impact natural systems. Christie was awarded a Minnesota Pollution Control Agency environmental assistance grant in 2007 to support her research. She conducts her studies in collaboration with fellow Psychologists at the University of St. Thomas. In addition, Christie has consulted with government agencies and environmental non-profits on strategies to reduce the barriers to sustainable behavior. Outside of her work, Christie enjoys spending time with her family, reading, walking and biking, and planning, planting and tending her family's community garden plot.

For an in-depth discussion, see her report on Psychology of Sustainable Behavior on the PCA website

<http://www.pca.state.mn.us/index.php/topics/preventing-waste-and-pollution/sustainability/sustainable-communities/psychology-of-sustainable-behavior-report.html>

For more information on Watershed Partners, contact Jana Larson at 651-523-2812 or at jlarson25 at hamline.edu

Notes

1.

Associate with emotional response - personal stories

Don't talk about the "environment" - has to be personally relevant, effects drinking water

"Homer" thinks of the environment as distant

Framing, context, angle that is personally relevant to the audience you're addressing - find out issues they're aware of or active in already.

2. Social Norms - one of the most powerful influences on human behaviour

Show how normal it is

Celebrate others' attempts

(contest that celebrate attempts - submit your photo of rain barrel, rain gardens, lawn signs)

Give support to networks

Encourage demonstrations - people feel inadequate, worried they'll look incompetent

3. Make hidden information visible

information about what is in our water, what is flowing out our lawns, what is coming in our tap,

(photo of carbon monoxide coming from our car - relative information so see SUV and motorcycle)

Samples of water of natural bodies of water... horrible colors of water

Pictures of algae blooms.

Feedback loops about how much water you're using or fertilizer

Comparison to neighbors is effective...

Give help to people at natural change points - more likely to develop sustainable habits at those points

At natural decision points - make the sustainable option the default or first one that's offered, Homer is more likely to choose the default