



WATERSHED
PARTNERS

WaterShedPartners Meeting Minutes 1-12-11

Attendees:

Lyndon Torstenson, National Park Service
Chandi McCracken, MCWD
Jen Dullum, Farmington
Jana Larson, Hamline University
Tracy Fredin, Hamline University
Carrie Mack, RWMWD
Elizabeth Beckman, Cap Region WD
Randy Thoreson, NPS
Erica Sniegowski, MWMO
Anne Weber, St. Paul
Randee Edmundson, Eco-Education
Kathleen McCarthy, Cap. Region WD

Alex Gehrig, Minnesota Waters
Bill Allen, Nature Conservancy
Madeline Seveland, Carver County
Tom Vandervoot, marketing professional/visitor
Allison Plute, City of Rochester
Kevin Clemens, Hamline University
Dan Miller, Scott Soil and Water Conservation District
Marjorie Vigoren, City of Plymouth
Joan Nephew, Freshwater Society
Neely Crane-Smith, Center for Energy and the Environment

Member Updates:

Fresh Water Society has been hired by the Capitol Region Watershed District to do a study on people's knowledge, attitudes and behaviours around storm water pollution prevention in the Como Lake Area. This study will take a year and involve a face to face, door-to-door survey. They are excited to share the results with the partners when they are finished.

NPS Mississippi River has upcoming teacher workshops - Big River Journey, Advanced Service Learning, Journey to the Falls Workshop

First weekend Feb. there will be a Project Wet two-day workshop, focused on Special Ed. teachers. Look for information to be sent to the listserve.

City of Prior Lake is doing a reconstruction project that will include public engagement as part of it. They will ask residents to complete a self-evaluation on current lawn care practices. Wondering if anyone has done something similar and made it a web application?

City of Rochester will continue its A Litter Bit Better project this year. So far they have collected 54,000 lbs. of trash. Last year they focused on cigarette butts. Gave out Pocket Receptacles for cigarettes. This year they will focus on businesses and doing trash clean-ups.

Minnesota Waters conference will be held in April. A two-day conference focused on getting information out to citizens.

Feb. 3rd 10th annual road salt symposium at the Arboretum sponsored by the Freshwater Society.

June 27- 29 and July 25-27 Rivers Institutes will be held at Hamline.

Steering Committee Updates:

The steering committee is currently reviewing a proposal to begin a community based social marketing program with a working title “Minnesota Clean Water Challenge.” This challenge will be a way to build on our past successes in raising awareness about water issues in Minnesota and on the synergies of the collaborative projects of the WaterShed Partners by providing a unified focus to Watershed Partners programming and outreach, as well as a means to measure the cumulative impact of our education and outreach efforts. This program will be modeled in part on the successful Minnesota Energy Challenge. We have a four-page proposal for phased implementation of the project currently circulating. We are using this proposal as the basis on which to start the conversation on how exactly we would like to move forward. For more information about the project or to get a copy of the proposal, contact Jana Larson at jlarson25 at hamline.edu

Upcoming Presentations at WaterShed Partners meetings:

Feb: Gene Merriam, Fresh Water Society

March: Michael Keenan Metro Blooms Powderhorn Lake Project.

April: Dick Brooks, Messaging for Clean Water

September or after: Elizabeth Beckman, Stop the Rain Drain project

Today's presentation:

Neely Crane-Smith - Using Social Media and Social Marketing to Foster Behavior Change

Neely Crane-Smith is the Community Energy Coordinator at local nonprofit Center for Energy and Environment (CEE). A certified residential energy auditor, Neely makes energy efficiency fun and easy while teaching Minnesotans how to reduce energy waste in their home. Neely coordinates the Minnesota Energy Challenge (www.mnenergychallenge.org),

an award-winning website with over 26,300 members from across the state pledging to reduce their energy use. In 2009 the Energy Challenge underwent a total makeover using audience segmentation and research by local web developers b-swing designed to enhance the site's success and promote energy efficiency to more Minnesotans.

Notes from the Presentation and Follow-up Conversation:

In 2009 the Minnesota Energy Challenge worked on re-focus or re-design their campaign. They found that knowledge was rising but not translating into action. They needed to develop their message by getting to know their audience better. Who were the people they were trying to do outreach to and how could they better craft a message to reach them?

They found that they wanted to reach people that weren't already environmentalists but open to changing their behavior to reduce their energy consumption.

Spent 3 - 4 months working on understanding their audience. By doing surveys with existing members, intercept surveys at the Mall of America, and by collecting data on their target populations from the Nielsen Claritas PRIZM database.

Their target audience were people willing to take action to reduce their impact on the environment, who were likely to look at their energy bill and/or buy an Energy Star appliance, and knew who their energy service providers were.

Found three target audiences.

- 1) "Active Family:" kids, first time home-owners, primary activity is work and kids.
- 2) "The Good Life:" empty nesters, spare time and money, very interested in maintaining and upgrading their homes.
- 3) "Enjoying the Simple Years:" Seniors with time on their hands, involves in their community, want to improve their homes.

In designing website:

- 1) Colors were modern, not green
- 2) Developed a set of images, funky line drawings, that could be used in all marketing and print materials
- 3) Found that lists of actions and technical language turn people off
- 4) Modeled after shopping websites, which most people know how to use
- 5) Under each action is a difficulty and expense rating, as well as an explanation of why you should do it.
- 6) Included information on how your score compares to others. Peer pressure motivates people more than anyone would like to admit (Robert Chaldini)
- 7) Teams: people can join as many action teams as they'd like
- 8) Encourages people to come back to the website by allowing them to check off completed actions, add more actions to their challenge

Use of Social Media:

- 1) Blog on Wordpress - 3 - 5 blog posts per week
- 2) Twitter, 3 - 5 tweets a day (Use hootsuite to manage)
- 3) Facebook fan page, 3 - 5 posts a week
- 4) Monthly E newsletter (uses Mail chimp)

Outreach and Messaging Philosophy:

- 1) Don't talk about Global Warming
- 2) Give people credit for what they've done already
- 3) Make people happy, reduce people's anxiety about expectations. Focus on four to five actions. Tell them they don't have to do everything.
- 4) Be Flexible. Different groups have different ideas. Make a "kit" that is customizable and adaptable for different populations.
- 5) Keep a sense of humor. Laughter helps people relax and learn better.

Goals for the future:

- 1) Creating more of a story about the challenge. What does it accomplish? How does it end?
- 2) Including a way for members to have more of a voice and tell their stories. Including stories about change that have a strong emotional connection to people.

Thoughts and reflections by WSP after the presentation:

- 1) Challenge might not be the right word. Has connotation that there's a way to "win."
- 2) Campaign should be an opportunity to tell stories about water
- 3) Consider how comfortable we are with "self-reporting" as a measurement for impact
- 4) Think about more clearly defining a target audience
- 5) Not use trigger words like "global warming" "eco-friendly" or "green" in campaign
- 6) Think about broader perspective on water, beyond stormwater run-off. How do we talk about food choices, energy consumption etc. and impact on water.
- 7) Opportunity to explore physical relationship to water, something we can touch taste feel drink.

At the end of the Meeting we asked partners to write down three **actions we want private citizens to take to reduce their impact on water**. The following are the responses, the column on the left indicates the number of times the suggestion was made:

Pick up leaves + grass	iiiiii
reduce chemical/fertilizer use (on lawns, personal, salt, etc.)	iiiiii
Keep Water on Property	iiii
Conserve [water]	iiii
Plant Native	iii
Understand connection between streets and streams	iii
Lobby legislators to think about water when making decisions	ii
Keep all aspects of water in mind	i
Know where your water comes from	i
Act like water matters	i

Raingarden	i
Home monitoring for water use	i
Learn BMPs for protecting clean water	i
Participate in the MN Energy Challenge	i
direct downspout onto grass	i
Connect with each other	i
Rainbarrels	i
Compost	i
Reduce impervious surfaces	i
Eat a local, plant-based diet and support river-friendly ag	i

NOTES:

- **Next Steering Committee Meeting: Wednesday, January 19, 9 - 11 am**, at the Center for Global Environmental Education (CGEE), Hamline University. The Steering Committee meets each month to determine agendas and help steer programs. Meetings are open to all WaterShed Partners.
- **Next WaterShed Partners meeting: Wednesday, February 9, 9:00 am - 11:00 a.m.**, at Capitol Region Watershed District. Presentation by Gene Merriam, President of the Fresh Water Society. Look for a description of his presentation and an agenda to follow. Meetings of the WaterShed Partners are regularly the 2nd Wednesday of each month, 9-11 a.m.

For more information about the WaterShed Partners, contact Jana Larson at 651-523-2812 or jlarson25 at hamline.edu