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For the Brown's Creek Watershed District

Watershed Management Plan 2026-2035 Update Public Consultation Plan



Cover Image

Brown's Creek Citizen Advisory Committee at the 110th Street Property

TABLE OF CONTENTS

1.	INTRODUCTION	1
2.	ENGAGEMENT OBJECTIVES & OUTCOMES	2
2.1.	Engagement Objectives	2
2.2.	Engagement Outcomes	2
2.3.	Opportunities to Influence the Plan	3
3.	AUDIENCE ANALYSIS	3
3.1.	Audiences and Targeted Contact list	3
3.2.	Preliminary Engagement Findings	5
3.3.	Barriers to Engagement	5
3.4.	Ongoing Relationship Development Strategy	7
4.	ENGAGEMENT TACTICS	7
4.1.	Engagement Tactics	7
4.2.	Communication Initiatives	9
5.	EVALUATING THE ENGAGEMENT PROCESS	10
5.1.	Overarching Metrics	10
5.2.	Engaging with Equity, Diversity, and Inclusivity	11
APPENDIX A.	ENHANCED WATERSHED PARTNERS ENGAGEMENT INVENTORY	12
APPENDIX B.	ENHANCED WATERSHED PARTNERS ENGAGEMENT	16
APPENDIX C.	INTERVIEW RESPONSE ANALYSIS	18
APPENDIX D.	RELATIONSHIP DEVELOPMENT STRATEGY	21
APPENDIX E.	EJS SCREENING REPORT FOR THE BCWD	23
APPENDIX F.	ENGAGEMENT PROCESS DEI CHECKLIST	24

LIST OF FIGURES

Figure 1.	IAP2 Spectrum of Public Participation	4
Figure 2.	Engagement Opportunities with Watershed Partners	18
Figure 3.	Responses to the willingness to continue conversations between watershed partners and the BCWD	19

LIST OF TABLES

Table 1. Alignment of Plan Outcomes with the Role of Engagement and Involvement Opportunities	2
Table 2. Opportunities for Public Influence in the WMP Update	3
Table 3. Summary of the Power-Interest Grid Watershed Partners Mapping Exercise.....	5
Table 5. Barriers to BCWD Event Engagement	6
Table 6. BCWD WMP Update Engagement Tactics.....	7
Table 7. BCWD WMP Update Communication Initiatives.....	9
Table 8. WMP Update Engagement and Outreach Metrics.....	10

PREFACE

This Public Consultation Plan (PCP) was developed with the intention to guide engagement and outreach activities during the Brown’s Creen Watershed District (BCWD) Watershed Management Plan (WMP) Update. It builds on information gathered through the Enhanced Watershed Partners Engagement (formerly referred to as “Enhanced Stakeholder Engagement”)¹ process to recommend initial approaches geared towards removing barriers to participation and expanding the reach of engagement on watershed planning. Woven throughout and detailed through appendices are deliverables from this enhanced engagement process.

¹ “Watershed partners” is intentionally used throughout this document to transition away from the use of the word “Stakeholders”. The origins of the term “Stakeholders” is rooted the possession of land, and in North America the colonial dispossession of land from Indigenous Peoples. Utilizing more inclusive language is intended to recognize the broad interests in the future of the watershed that extend beyond individuals and organizations that own land.

1. INTRODUCTION

On December 20, 2023, the Brown's Creen Watershed District (BCWD) initiated the Watershed Management Plan (WMP) update process by sending out the notification of plan initiation. Since then, the BCWD has received preliminary comments from the plan review agencies/entities and further direction from the Board on how it would like to engage watershed partners in kicking off the planning process.

While updating a comprehensive and well-developed watershed management plan may seem like a straightforward exercise, it takes time to revisit the content to make sure that it reflects our understanding of the system 10 years later and that it reflects the Board's goals for watershed management. The 2026-2035 BCWD Watershed Management Plan is the guiding document that the Board of Managers will use for future program and project implementation. It should reflect the vision and goals of the Board of Managers as well as the members of the community and local watershed partners. In addition to revising the existing plan content, the new components or more significant updates will include:

- Evaluating impacts related to climate change and identifying climate change adaptation strategies.
- Updating and addressing new impairments such as the Chloride Impairment
- Development of an Operations and Maintenance Program.
- Development of a Flood Management Program.
- Evaluating contaminants of emerging concern (i.e., PFAS)
- Addressing Diversity, Equity, and Inclusion (DEI) to promote equitable access to resources, ensure meaningful participation from all watershed partners, and foster sustainable outcomes that benefit more diverse communities.

This update will begin in 2024 with the goal of completing the draft plan in 2025 to facilitate 2026 budget discussions. The formal review process will take place over the latter half of 2025 with the goal of getting the plan formally approved and adopted at the beginning of 2026.

This Public Consultation Plan (PCP) outlines the overarching approach to engaging audiences with interests in the future of the BCWD. It outlines the goals and outcomes for engaging with these audiences to ensure the plan reflects their experiences and input. It also builds on Enhanced Watershed Partner Engagement research which identified who watershed partners are, what are their interests and influence in the watershed, and points of connection and collaboration. Critically the PCP outlines barriers to engagement and proposes engagement tactics and communication initiatives with the intent to remove or mitigate barriers to increase the quantity and quality of public input. Metrics for the engagement program are proposed to evaluate the process allowing for the adjustment of approaches as required within the timeframe of this project. Lessons learned from the engagement process will help the BCWD continue to improve its engagement practices.

The PCP is intended as a guide to engagement during the WMP Update and will be supported by detailed materials (e.g. agendas, worksheets, notices, etc...) prepared ahead of engagement events and communication initiatives.

2. ENGAGEMENT OBJECTIVES & OUTCOMES

2.1. Engagement Objectives

Engagement objectives set out a purpose for why we are soliciting input from watershed partners on the BCWD WMP Update. These objectives are to:

- Understand what audiences know about water resources and how to manage them
- Understand what audiences think the BCWD should be addressing, including issues and concerns that are important to them and that they value.
- Understand how audiences think the BCWD should manage its resources.
- Understand how people in the watershed are using its resources and how they would like to use them in the future.
- Determine how the BCWD should prioritize its activities.

2.2. Engagement Outcomes

Linking plan outcomes to the role of engagement is an important step in grounding the WMP Update in the interests of watershed partners, and informing future opportunities for community involvement.

Table 1. Alignment of Plan Outcomes with the Role of Engagement and Involvement Opportunities

Plan Outcome	Role of Engagement	Community Involvement Opportunities
Improve the condition of the BCWD resources in the next 10 years.	<ul style="list-style-type: none"> • Improve understanding of current conditions, risks, and areas for improvement to resources. 	<ul style="list-style-type: none"> • Citizen science initiatives • Community-organized information events • Volunteer native vegetation establishment
Floodplain management and risk reduction (caused by climate change).	<ul style="list-style-type: none"> • Highlight how risks and management techniques are changing. 	<ul style="list-style-type: none"> • Public awareness campaigns • Stream clean-ups and restoration support
Promote sustainable development	<ul style="list-style-type: none"> • Better understand barriers to sustainable development. • Showcase options and generate excitement/interest in these solutions. • Identify barriers and potential solutions. 	<ul style="list-style-type: none"> • Community gardens and green infrastructure
Increase public awareness and understanding of watershed issues.	<ul style="list-style-type: none"> • Initiate behavior change process to reduce their environmental impact. 	<ul style="list-style-type: none"> • Community-organized information events

<p>Foster collaboration and partnerships among government agencies, non-profit organizations, businesses, landowners, community members, and other watershed partners to address watershed challenges collectively.</p>	<ul style="list-style-type: none"> • Work together towards a common goal; leverage resources, expertise, etc. • Better understand the experiences of individual watershed partners 	<ul style="list-style-type: none"> • Co-hosted events between the BCWD and watershed partners • Attending watershed partner events • Partner in implementation in CIPs • Partner in land conservation opportunities • Board liaison to communities
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2.3. Opportunities to Influence the Plan

Establishing expectations for participants in this engagement process provides an important guide that creates clear boundaries of what can and cannot be achieved through feedback on the WMP. Table 2 outlines these opportunities for public influence in the WMP Update process.

Table 2. Opportunities for Public Influence in the WMP Update

Can be influenced by audiences in this process	Can NOT be influenced by audiences in this process
<ul style="list-style-type: none"> • Refinement and validation of the Issues, Policies, and Goals. • Selecting practices that make sense. • Identifying desires that don't directly connect to WMP (e.g. air quality, hot spots, etc...) • Programs (i.e., O&M, Education and Outreach) 	<ul style="list-style-type: none"> • Existence of watershed districts and the core statutory requirements for a watershed district.

3. AUDIENCE ANALYSIS

The audience analysis highlights information gathered from the Enhanced Watershed Partners Engagement process. It serves as a guide for understanding where opportunities for engagement may exist and barriers to engagement to inform decision-making regarding approaches to engagement and outreach with watershed partners and the general public. This analysis is used to inform the selection of engagement tactics and communication initiatives proposed in **Section 4** of this plan.

Watershed Partner Categories

- Tribal
- Environmental
- Healthcare / Wellness
- Economic / Business
- Social /Cultural
- Recreation
- Higher Education
- Public Education
- Research / Monitoring
- Regulatory Bodies
- Agriculture / Producers

3.1. Audiences and Targeted Contact list

EOR conducted Enhanced Watershed Partners Engagement for the BCWD in 2023-2024 with the help of the Board and Community Advisory Committee (CAC). This process identified over 200 groups operating within the watershed or immediate vicinity. These watershed partners

were sorted into 11 broad groups with varying degrees of interest and influence in the watershed’s health. A full list of these audiences is included in **Appendix A**.


3.1.1. Watershed Partner Mapping

This plan uses the [International Association of Public Participation’s \(IAP2\) Spectrum of Public Participation](#) (Figure 1) as a framework for the level of impact various watershed partners will have throughout the process. The WMP Update’s emphasis on validating watershed issues addressed through policies and goals lends itself to a highly involved and collaborative approach tapping into the experience of individuals living, working, and recreating in connection with watershed resources.

IAP2 Spectrum of Public Participation



IAP2’s Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public’s role in any public participation process. The Spectrum is used internationally, and it is found in public participation plans around the world.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1. IAP2 Spectrum of Public Participation

EOR conducted a watershed partners mapping exercise utilizing the *Power-Interest Grid* to place over 200 watershed partners into four quadrants based on their level of power and interest. The placement of these watershed partners is summarized in Table 3. This mapping exercise helps understand which watershed partners are anticipated to be easier to engage through the WMP Update due to their high power and high interest (Players). It also helps understand opportunities to bring other groups adjacent to the Players with

lower power (Subjects) or lower interest (Context Setters) into the conversation to broaden the interests present in the conversation. Engagement tactics and outreach initiatives should consider how to appeal to these audiences.

Table 3. Summary of the Power-Interest Grid Watershed Partners Mapping Exercise

Players <i>High Power, High Interest</i> <u>Collaborate</u> and manage closely	Subjects <i>High Interest, Low Power</i> <u>Involve</u> and keep satisfied	Context Setters <i>Low Interest, High Power</i> <u>Consult</u> and keep informed	Crowd <i>Low Interest, Low Power</i> Monitor and <u>inform</u>
<ul style="list-style-type: none"> Regulatory Bodies 	<ul style="list-style-type: none"> Recreation Social/Cultural Environmental Higher Education Public Education 	<ul style="list-style-type: none"> Research/Monitoring Tribal Economic/Business Agriculture/Producers 	<ul style="list-style-type: none"> Healthcare/Wellness

The Power-Interest Grid does not recognize the Empower space on the IAP2 spectrum. For the WMP Update, only the BCWD Board is empowered to make decisions based on input from watershed partners and staff.

3.1.2. Initial Outreach

With the help of the CAC and staff, twenty-one (21) BCWD watershed partners were interviewed. EOR created a series of interview questions, based on data gathering, starting new relationships, finding areas to work together, and building the watershed partner map. A copy of the interview framework and contact tool is included in **Appendix B**.

3.2. Preliminary Engagement Findings

Results from initial interviews undertaken during the Enhanced Watershed Partner Engagement provide a glimpse into the landscape of watershed partners. Results from twenty-one (21) interviews revealed that among the sample of groups contacted there was moderate awareness of the BCWD’s role. Interviewees were consistently able to identify points of connection between watershed resources and the experiences of their members. They were generally eager to collaborate with the BCWD to deliver events, implement projects, and solicit volunteers. Participants provided context that their organizations have seen success in removing barriers to participation by planning events on weekends and going to communities they want to serve/interact with instead of expecting people to come to them.

A summary of the feedback received from these interviews is included in **Appendix C**.

3.3. Barriers to Engagement

Initial input from the Enhanced Stakeholder Engagement and conversations with the BCWD Board and CAC identified barriers that have historically impacted the ability of the BCWD to engage with its target audiences. Understanding these barriers helps to plan mitigation efforts when organizing engagement

events and communication initiatives to improve accessibility and interest to increase engagement in the WMP Update process. These barriers help to inform tactics to apply throughout the WMP Update process and beyond, while the engagement considerations represent aspects of relationship building to apply on an ongoing basis through the BCWD’s work.

Table 4. Barriers to BCWD Event Engagement

Barrier	Engagement Considerations
<p>Awareness People are unaware of BCWD’s role, responsibilities, and events.</p>	<ul style="list-style-type: none"> • Strategically expand the methods of outreach utilized by the BCWD to outreach in places where people are already going (rather than having them search out the BCWD). Outreach methods may include: additional social media platforms [Instagram], community notice board flyers. • Participate in other community events through tabling to capitalize on the visibility of larger events and organizations with a broader reach. • Speaking at group events. • Providing articles to other newsletters/websites • Celebrating project and program successes: accomplishment dashboard on website, ribbon cutting/neighborhood celebrations for starting/completing projects.
<p>Interest People have competing interests / demands on their time which they prioritize (e.g. work, childcare, recreation) Connections between people’s interests and watershed resources are not understood</p>	<ul style="list-style-type: none"> • Identify interactions with watershed resources and co-benefits that can resonate with participants (e.g. access to parkland, appreciation of plants and animals, areas lacking green infrastructure). • Connect with tangible experiences people have experienced (e.g. heavy rainfall/storms, heatwaves).
<p>Scheduling People are unable to attend BCWD’s events due to scheduling conflicts or routine disruptions.</p>	<ul style="list-style-type: none"> • Organize events during times when people generally have more availability or are seeking events to participate in (e.g. weekends, holidays). • Ease routine disruptions by considering accommodations such as light refreshments, and child-minding or child/youth-friendly activities at meetings (these carry the added potential benefit of gathering input from these attendees).
<p>Transportation People are unable or it is inconvenient to travel to BCWD’s events.</p>	<ul style="list-style-type: none"> • Organize events throughout the watershed. • Identify and explore opportunities to meet people where they are (e.g. school visits, tabling at other community events) • Track the locations of events. Despite the small size of the watershed, consider dispersing events within the watershed based on accessibility, relevance to the topic of discussion, and frequency of events at this location.

<p>Points of Contact</p> <p>BCWD is aware of many organizations in the watershed but lacks a channel to connect with its leadership/members.</p>	<ul style="list-style-type: none"> • Leverage connections evolving through watershed partner interviews and relationship building efforts to tap into potential connections that can refer the BCWD to other groups. • Canvass or hold events in areas near these organizations. • Conduct direct in-person outreach if the location of the organization is known.
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3.4. Ongoing Relationship Development Strategy

The Enhanced Watershed Partners Engagement provided a valuable building block to furthering BCWD’s relationships with watershed partners. Continuing to nourish these relationships and expand the reach of who is connected to the BCWD plays a key role in furthering awareness and understanding of the BCWD’s role. An Ongoing Engagement Strategy is proposed in **Appendix D** to continue the work of the Enhanced Watershed Partners Engagement in connecting the BCWD with its watershed partners

4. ENGAGEMENT TACTICS

4.1. Engagement Tactics

Table 6 lists engagement events to gather input from WMP Update audiences.

Table 5. BCWD WMP Update Engagement Tactics

Tactic # of meetings allotted	Groups to Engage	Details
<p>Community Advisory Committee (CAC) 6 meetings</p>	<p>Environmental Social/Cultural</p>	<p>Bi-monthly meetings with BCWD’s CAC provides an opportunity to involve these watershed partners in reviewing and providing input into updates to issues, the implementation plan, and draft plan.</p>
<p>Technical Advisory Committee (TAC) 6 meetings</p>	<p>Regulatory Bodies</p>	<p>Bi-monthly meetings with BCWD’s TAC provides an opportunity to involve these watershed partners in reviewing and providing input into updates to issues, the implementation plan, and draft plan.</p>
<p>Board Workshops 3 meetings</p>	<p>Environmental Social/Cultural</p>	<p>Quarterly meetings with BCWD’s Board provides an opportunity to involve these watershed partners in reviewing and providing input into updates to issues, the implementation plan, and draft plan.</p>
<p>Project Initiation Meeting (Public Open House) 1 meeting</p>	<p>All</p>	<p>A drop-in open house will introduce the WMP Update to the public and gather feedback on the Issues, Policies, and Goals of the plan to review and validate their evolving status and reflect the</p>

		experiences of watershed audiences with its resources.
Regulatory Program Discussions Ongoing	Development Community / Cities / Townships / Washington County / CAC	Conduct a series of meetings to evaluate the District’s regulatory program including: <ul style="list-style-type: none"> • How is the regulatory program working? • Is there a need to make changes/improvements to the regulatory program? • Do any of the member communities want to assume regulatory authority?
Member Community Meetings As required	Research / Monitoring Agriculture / Producers Tribal Economic / Business	As the WMP update proceeds, member community meetings will be engaged to review and gather insights on potential impacts to changes proposed in the plan.
Community Pop-Up Events Monthly, Predominantly May-Oct	Environmental Social/Cultural	Monthly events provide the opportunity to broaden awareness of the BCWD’s role in watershed management and highlight accomplishments implemented through prior iterations of the WMP. <ul style="list-style-type: none"> • Start pursuing more opportunities to participate in larger events in the community throughout the summer to share general information. • Continue hosting CAC directed monthly events on special topics.
NEW Youth Engagement Ongoing (Synergy Project)	Public Education Social/Cultural	New to this iteration of the WMP, engaging intentionally with youth through classroom activities and collaboration with other watershed partners conducting youth-related work connecting with nature presents an opportunity to broaden who is participating in the WMP. <p><i>Connecting with the ESE</i></p> Explore the opportunity to work with Synergy Project (Julie Balfanz Technology & Innovation Coach at Stillwater Area Public Schools) to connect with youth through their existing digital twin of the BCWD in Minecraft.
Focus Groups As required	TBD	Targeted outreach to watershed partners who are less/not present at other events will be utilized to address potential gaps in understanding and input on the plan.

4.2. Communication Initiatives

Table 7 lists communications initiatives to share information about the WMP Update progress and community engagement events.

Table 6. BCWD WMP Update Communication Initiatives

Tactic	Details
BCWD Website & Newsletter / Newsletters of Affiliated Groups	<ul style="list-style-type: none"> • Include BCWD WMP Updates regularly in the BCWD newsletter and website (e.g. annual report). • Disseminate pre-made messaging to organizations with newsletters.
Targeted Information Material	<ul style="list-style-type: none"> • Letter/Legal-size posters on community noticeboards, available as digital or print files for circulation by CAC, Board, and partner organizations.
Local Press	<ul style="list-style-type: none"> • Stillwater News Press article(s).
Social Media	<ul style="list-style-type: none"> • Consider establishing a BCWD Instagram page (complimenting the existing Nextdoor and Facebook channels the BCWD utilizes) to share updates about the WMP Update. Additionally provides a forum for ongoing sharing of the district’s work (e.g. monthly events, ongoing or completed projects, engagement with organizations within the watershed or past/present/future partners [e.g. @troutunlimited, @sustainablestillwatermn, @theraptorcenter, @discoverstillwater]). • Cross promotion via EOR’s Instagram. <p>This can be as modest or as complex a commitment as resources permit, however some form of promotion ahead of events will help amplify the message.</p>
Brochure	<ul style="list-style-type: none"> • Highly visual two-page document can help highlight achievements of the previous Plan and establish connections between the BCWD’s work and interactions people have with the watershed.
Trail Signage	<ul style="list-style-type: none"> • Display project information along the Brown’s Creek trail, including QR codes to key resources and opportunities to provide input. • Work with MNDNR to install a permanent mailbox and ask ArtReach Alliance to paint the mailbox with a QR code and put flyers in the mailbox.

Recommendation

- Develop/utilize a unifying project brand to create a consistent visual identity for the BCWD WMP Update centered around the tagline “Are you Water Wise?”

5. EVALUATING THE ENGAGEMENT PROCESS

5.1. Overarching Metrics

The following metrics are proposed to help evaluate the effectiveness of engagement efforts.

Table 7. WMP Update Engagement and Outreach Metrics

Metric	Metric Type	Measurement	Measurement Tool
Meeting Attendance	Quantitative	<ul style="list-style-type: none"> # of attendees 	<ul style="list-style-type: none"> Attendance sheet or attendee counts
Participation	Quantitative	<ul style="list-style-type: none"> Location of the participant within the watershed 	<ul style="list-style-type: none"> Map dot activity
Engagement Events and Locations	Quantitative	<ul style="list-style-type: none"> # of engagement events (separated by BCWD-initiated (e.g. CAC monthly event) and BCWD-collaborated (e.g. BCWD attending a community event) and their locations 	<ul style="list-style-type: none"> Process documentation (engagement reports/minutes)
Demographics/ Background Info	Quantitative	<p>Current</p> <ul style="list-style-type: none"> Age Education Property Size Tenure Type Length of residency in the watershed <p>New</p> <ul style="list-style-type: none"> Race Income Ranges Disability 	<ul style="list-style-type: none"> Online Surveys
Engagement Effectiveness	Qualitative	<ul style="list-style-type: none"> Personal reflections on events Depth of conversations with participants 	<ul style="list-style-type: none"> Post-event debriefs
New audiences/ programming developed	Qualitative	<ul style="list-style-type: none"> New relationships established Evolution of existing relationships Board liaison to communities 	<ul style="list-style-type: none"> Updating CRM (can be as complex as specialized software or a spreadsheet)
Engagement Satisfaction	Quantitative and Qualitative	<ul style="list-style-type: none"> Asking attendees about the event Satisfaction survey 	<ul style="list-style-type: none"> Documented feedback Brief exit activity at events

Recommendation

- Gather contact information during public WMP Update events (Open House, Monthly Community Events) to create a pathway to share survey information throughout the WMP Process. These surveys can include demographic information of interest.

5.2. Engaging with Equity, Diversity, and Inclusivity

The Enhanced Watershed Partners Engagement process utilized the EPA's Environmental Justice Screening (EJS) and Mapping Tool to understand socio-economic and environmental characteristics of an area to derive environmental justice and supplemental indexes. **Appendix E** provides an overview of the EJS Screen Community Report for the Brown's Creek watershed. This tool is a useful desktop scan of population characteristics within the target audience of the WMP Update enabling cross-referencing of participants demographics with those of the watershed. Additionally, the BCWD recognizes diversity of personalities, learning and communication styles, and abilities not reflected in the EJS tool.

To evaluate DEI throughout the engagement and plan update process, a DEI checklist outlined in **Appendix F** provides considerations for the project team to be mindful of as the WMP Update progresses.

Recommendation:

- Throughout the WMP Update process, utilize the DEI checklist to help plan engagement events and outreach initiatives. Review participant demographics against the EJS tool to identify alignment/misalignment with watershed demographics to adjust engagement and outreach approaches as required.
- Board and BCWD attend DEI training.

APPENDIX A. ENHANCED WATERSHED PARTNERS ENGAGEMENT INVENTORY

Watershed Partners Mapping Categories and descriptions

Watershed Partner Groups	Description
Tribal	Represents Indigenous communities
Environmental	Represents environmentally focused organizations
Healthcare / Wellness	Represents organizations/groups that focus on healthcare (hospitals, clinics, mental health supports) and wellness (retreat centers, food banks, etc)
Economic / Business	Represents organizations/groups that support economic development or are private businesses themselves
Social /Cultural	Represents organizations/groups that support social and cultural activities including environmental justice, religious groups and youth groups. Also includes the arts.
Recreation	Represents organizations/groups that promote, support, or conduct recreational activities like hiking, camping, boating
Higher Education	Represents universities / collages / technical schools
Public Education	Represents public /charter schools and youth
Research / Monitoring	Represents organizations/groups that focus on research and monitoring specifically focused on environmental issues
Regulatory Bodies	Represents organizations/groups that play a role in planning, decision making - land management , zoning requirements, environmental regulations,
Agriculture / Producers	Represents organizations/groups that represents agricultural activities small and large - farmers markets, farms, CSAs, industry groups, tree farms, etc.

Organization Type	Description
Business	Represents a business located within the BCWD
county	Represents County agencies
Federal	Represents Federal agencies
Municipal	Represents municipalities located within the BCWD
Native American Tribe	Represents Native American Tribe
Non-profit	Represents of recognized non-profit groups operating within the BCWD
Regional Group	Represents groups operating non-exclusively within the BCWD
State	Represents State agencies

Organizations Reach	Description
Local / Municipal	Scope is limited to a single municipality
Regional	Scope exceeds a single municipality but does not cover the entire State
Statewide	Scope covers all of Minnesota
National	Scope covers all of the United States
Multi-national	Scope covers one or more countries beyond the United States

Environmental Interactions	Description
High Impact Use	Interactions that have potentially damaging, large negative impacts on environment - mining, forestry, etc
Medium Impact Use	Interactions that have potential for damages but can be mitigated - horse farms, agricultural activities, etc.
Low Impact Use	Interactions that involve little to no negative environmental impacts - camping, hiking, boating, trails, recreational activities, etc.
Protect It	Interactions that protect the environment - Conservation easements, land trusts, fundraising, education around protection
Improve It	Interactions that work to improve the environment - Enhancement or rehabilitation projects
Study It	Interactions that involve research and monitoring, economic evaluation, for the environment.
Indirect	When the primary purpose of the organization does not include direct environmental interactions as outlined above, though there may be elements within their work that connect to the environment.

Environmental Interaction	Broad Watershed User Examples (Non-Exhaustive)
Use It - Low Impact	<ul style="list-style-type: none"> • Environmental Advocates • Recreational Users • State Trail Users • Picnics / Walking within parks • Day camps / summer camps • Boaters / Marina Owners • Event Centers - weddings • Cabin owners / Cabin rental operations

Use It - Medium	<ul style="list-style-type: none"> • Horse Stables / Farms • Vegetable Farms, Orchards, and Vineyards • Solar Farms • Golf Courses • Landscape Services
Use It - High Impact	<ul style="list-style-type: none"> • Dairy/Cattle Farms • Mining Operations • Developers • Winter Maintenance Services
Study It	<ul style="list-style-type: none"> • Universities • State Agencies • Environmental Groups - Citizen Science
Protect/Improve It	<ul style="list-style-type: none"> • Municipalities • Counties • State Agencies • Tribal
Indirect	<ul style="list-style-type: none"> • Commercial businesses • HOAs • Senior Centers

Level of Interest in Watershed Protection	Description
High	Decisions about the watershed have direct impacts on the organization and result in changes to its activities
Medium	Decisions about the watershed have direct impacts on the organization and may result in changes to its activities
Low	Decisions about the watershed have indirect impacts on the organization and does not disrupt its activities / Has not been involved in watershed initiative
Unsure	Insufficient information

Level of Influence over Watershed Protection	Description
High	The organization has strong connections to exert its interests over the future of the watershed
Medium	The organization has some connections to exert its interests over the future of the watershed

Low	The organization has limited connections to exert its interests over the future of the watershed
Unsure	Insufficient information

APPENDIX B. ENHANCED WATERSHED PARTNERS ENGAGEMENT

Interview Framework

1. To ensure an even distribution of Stakeholder representation, a selection of 2-3 organizations / groups / businesses were selected from each Stakeholder Grouping for an interview. The selections were prioritized by:
 - a. Who had or knew initial points of contact within that organization
 - b. Ensuring that 'like' organizations / groups / businesses were only represented once within each category (ex. no need to interview 4 churches in Social /Cultural Stakeholder Group)
2. BCWD members were then assigned to conduct 3-5 interviews with the selected organizations / groups / businesses with a pre-determined set of questions
3. All board members were provided with an Interview Support Package which included:
 - a. Stakeholder Survey – print version and online version to fill in the information
 - b. Stakeholder Survey Interview Support Package which included
 - i. Interview tips
 - ii. Engagement Handout with information about the BCWD
4. Interview responses were written down during the interview (as in-person was encouraged) and then entered into a google form for documentation and analysis.

Interview Questions

Question	Question Type
Organization Name:	Open-ended
Respondents Name and Role:	Open-ended
What is your Organizations Mission and how do you go about accomplishing it?	Open-ended
How large is the membership and who belongs to it? (demographic information)	Open-ended
How does the organization or its constituents interact with the environment? (walking, accessing trails/open spaces, impacts from the environment..)	Open-ended
Have you heard of BCWD before?	Open-ended
Have you or your organization had interactions with the BCWD (watershed conservation, clean up efforts, etc.) or used any of the BCWD's resources? (trails, Brown's Creek, Wetlands, Lakes, etc.)	Open-ended
Do you see places where your work overlaps with our work?	Open-ended
Are there opportunities to: <ul style="list-style-type: none"> • Partner on projects • Host education events together • Solicit volunteers • Participate in co-design of projects 	Multiple choice

<ul style="list-style-type: none"> • Sit on the Community Advisory Committee (CAC) • Participate in the watershed management plan update • Other 	
Please elaborate on any of the potential opportunities identified above.	Open-ended
What would make it easier for your organization or the people you serve to participate in an event? (day care, accessibility, etc)	Open-ended
Do you have any suggestions for involving more residents in watershed-related activities?	Open-ended
Who else do you think BCWD would have synergies with? Who else should the BCWD be connecting with?	Open-ended
Are you interested in continuing this conversation? <ul style="list-style-type: none"> • Yes • No • Maybe • Other 	Multiple choice
Why would you be interested or not interested in continuing the conversation?	Open-ended
What else should the BCWD know? (if they have anything extra they've shared)	Open-ended
Interviewee Internal Question: On a scale of 1-10 (with 10 being highest), how enthusiastic was the respondent?	Open-ended
Your Name (the interviewer)	Open-ended
Date of Interview:	Open-ended

APPENDIX C. INTERVIEW RESPONSE ANALYSIS

The following subsections document key themes from interview feedback gathered from twenty-one (21) interviews with organizations operating in the BCWD.

Awareness

Approximately half of organizations interviewed through this process were aware of or had interactions with the BCWD before. Individuals mentioned they heard about the BCWD through Brown's Creek Trail information, the 110th Street property, BCWD projects (such as rain garden projects), and general community involvement in Stillwater.

13 of 21 organizations were **aware of the BCWD**.
11 of 21 organizations have **had interactions with the BCWD before**.

Interactions with the Watershed

Interviewees generally identified interactions with the watershed as it relates to recreational opportunities such as nature walks, fishing, trail maintenance, and gardening. Some interviewees established clearer connections between interactions such as habitat restoration through trail work, and surface water management through the creation of rain gardens.

Engagement and Points of Collaboration

Interviewees were most interested in future collaborative opportunities associated with hosting events together, partnering on projects, and soliciting volunteers (Figure 2). Interviewees identified opportunities to promote the BCWD's work and initiatives as an opportunity to explore through the sharing of materials and ongoing relationship maintenance. Some expressed interest in sharing spaces for events and promoting the BCWD through their membership. Participants were generally interested or potentially interested in further collaboration (Figure 3).

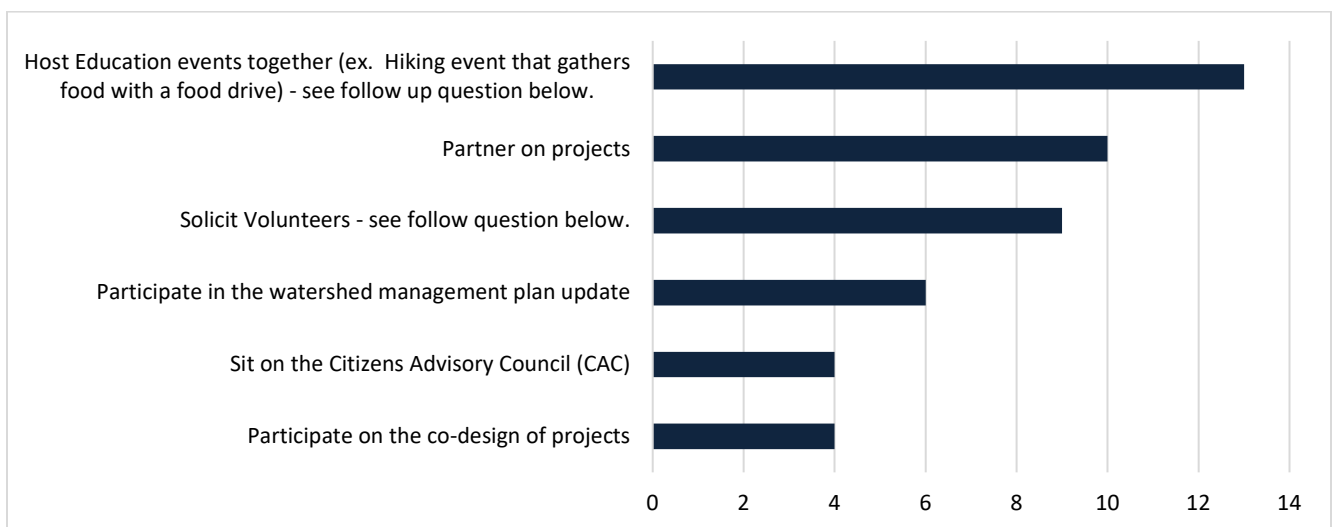


Figure 2. Engagement Opportunities with Watershed Partners

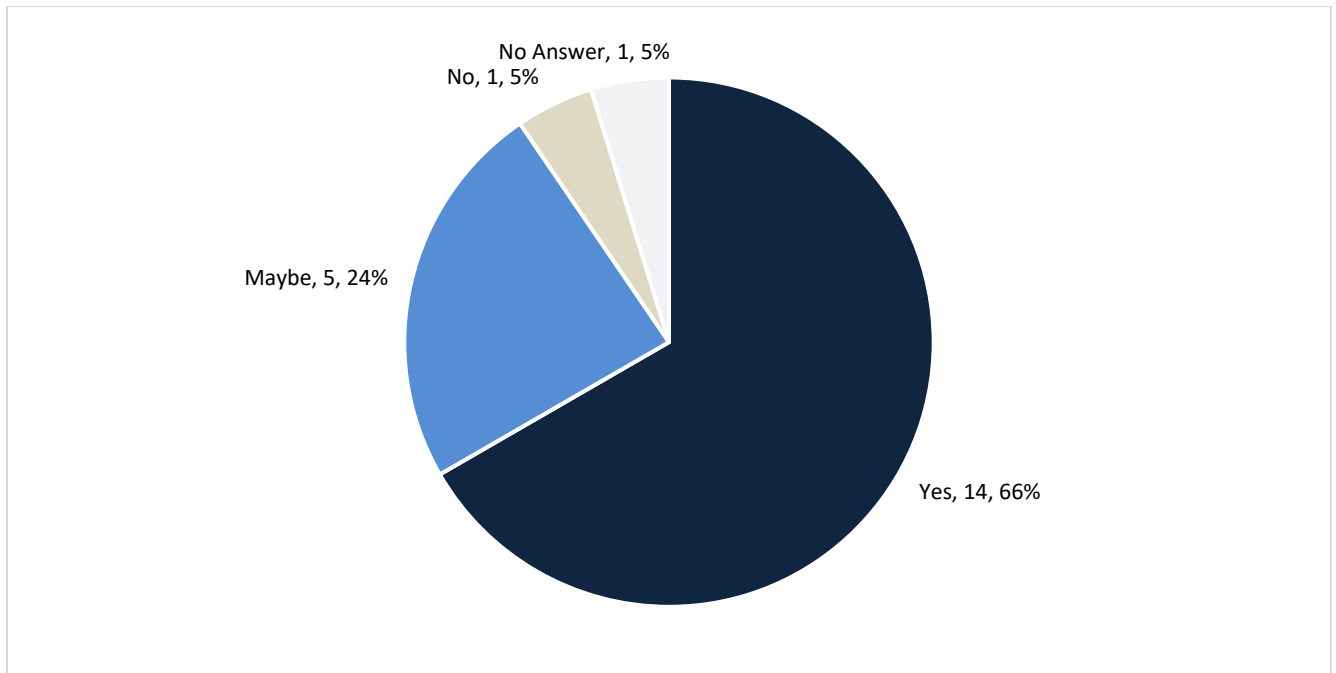


Figure 3. Responses to the willingness to continue conversations between watershed partners and the BCWD. Barriers

Interviewees identified several barriers to participation in events to consider

- Consider small initiatives to build up relationships with watershed partners.
- Where possible go to audiences rather than expecting them to come to you.
- Weekends generally align well with participant schedules.
- Organizations that expressed they are not interested in continuing this initial conversation generally justified it due to limited resource capacity within their organization.

Organization Characteristics

Additional contextual questions about each organization (Question 1-4) were asked as part of the interview but were not documented as part of the interview response analysis. Responses to these questions should be used as contextual information for the BCWD when considering specific initiatives within the watershed to align with the mission and membership composition of these groups.

Additional Connections

Interview participants identified additional connections that may be considered for inclusion in the watershed partner list. As more interviews take place, these organizations may also be contacted.

- MN Trout Unlimited
- Fly Fishing Women of MN
- STREAM Girls Program
- Native American Parent Advisory Council in Stillwater

- Stillwater Schools
- Biomimicry Institute
- This IS Stillwater
- Meadowlark Community Garden
- The Good Acre
- Land Stewardship Project
- Big River Farms
- Sustainable Stillwater

APPENDIX D. RELATIONSHIP DEVELOPMENT STRATEGY

The Relationship Development Strategy provides a framework for the BCWD to continue to connect with watershed partners to strengthen existing relationships and expand into new relationships with organizations.

Uncontacted Watershed Partners

Active and passive engagement with uncontacted watershed partners will play an important role in continuing to develop relationships between the BCWD and watershed partners.

Active engagement may include:

- Continuing to conduct watershed partner interviews by selecting an additional 20 watershed partners from the list of organization to speak with.
- Identifying events hosted by watershed partners and attending these events to introduce/make connections between the BCWD and these organizations.

Passive engagement may include:

- Issuing information updates to the watershed partner contact list about upcoming events organized by the district and other information of potential interest.
- Engaging with watershed partners online through the website and social media.

Contacted Watershed Partners

Building on the momentum of conversations with the initial list of contacted watershed partners, the BCWD should:

- Plan two (2) new watershed partner events planned and promoted in conjunction with contacted watershed partners that expressed interest in continuing the conversation with the BCWD.
- Maintain connections to contacted watershed partners with an interest in collaboration through inclusion in communication initiatives (newsletters, event invitations, etc.)

General Engagement and Outreach Opportunities

Consider engagement and outreach opportunities such as:

- Citizen Science initiatives to gather data (screen flow monitoring, water quality testing, riverfly monitoring, etc.).
- Workshops and Tours, including a combination of events where people come to the BCWD (e.g. nature walks, site visits, etc.) and events where the BCWD goes to where people are (e.g. school classroom, Scout night, community events).
- Giveaways (trees, native plants).
- Social media presence.

Timeline

2024 Initiatives	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Continue New Watershed Partner Interviews							
New Watershed Partner r – Joint Event #1							
New Watershed Partner – Joint Event #2							
Watershed Tour (with or without new Watershed Partner connection) - Event #3							
Education Outreach – Scouts or Schools							
Baseline Survey Open for input							
Reflection and Planning for 2025 (into Jan 2025)							

2025 Initiatives <i>(to be developed in response to reflections from 2024)</i>	JAN	FEB	MAR	APR	MAY	JUN	JUL

APPENDIX E. EJS SCREENING REPORT FOR THE BCWD

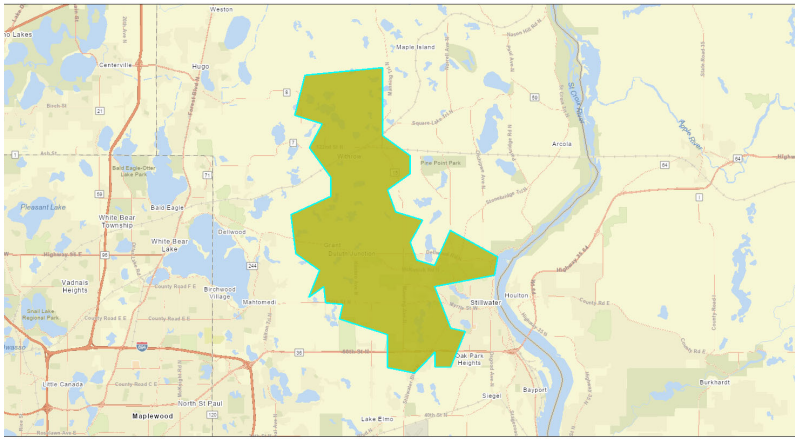
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EJScreen Community Report

This report provides environmental and socioeconomic information for user-defined areas, and combines that data into environmental justice and supplemental indexes.

Grant, MN

the User Specified Area
Population: 11,254
Area in square miles: 28.28



September 25, 2023
BCWID
bcwid_political_jurisdiction

1:144,448
0 1.25 2.5 5 7.5 10
0 2 4 6 8
Mile
Kilometer
Metropolitan Council, MetGIS, Esri, HERE, Garmin, Swisstopo, DeLorme, GeoTechnologies, Inc., MEGNAS, USA, EPA, NPS, USDA

COMMUNITY INFORMATION

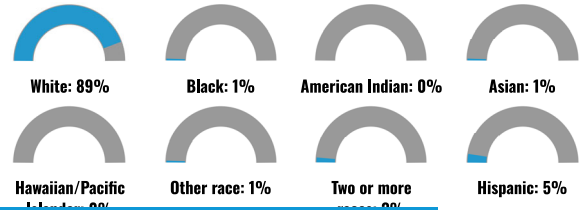


LANGUAGES SPOKEN AT HOME

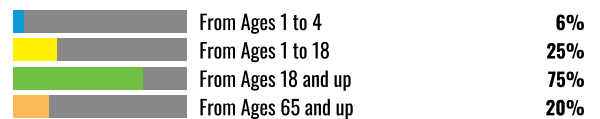
LANGUAGE	PERCENT
English	93%
Total Non-English	7%

www.epa.gov/ejscreen

BREAKDOWN BY RACE



BREAKDOWN BY AGE



LIMITED ENGLISH SPEAKING BREAKDOWN



Notes: Numbers may not sum to totals due to rounding. Hispanic population can be of any race. Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021. Life expectancy data comes from the Centers for Disease Control.

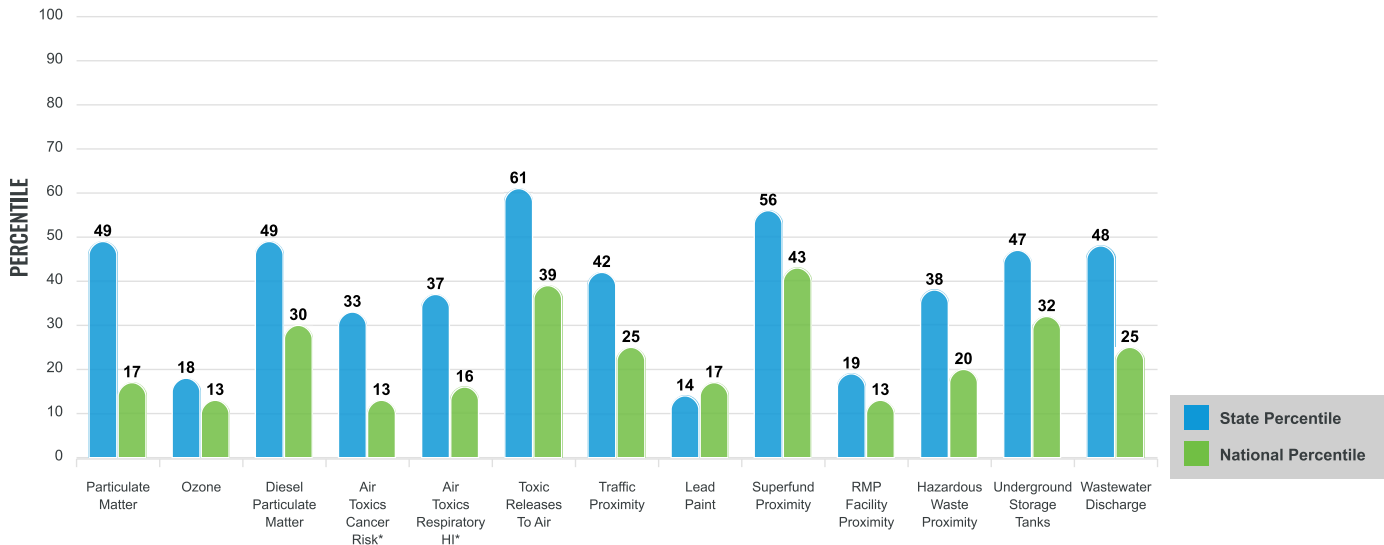
Environmental Justice & Supplemental Indexes

The environmental justice and supplemental indexes are a combination of environmental and socioeconomic information. There are thirteen EJ indexes and supplemental indexes in EJScreen reflecting the 13 environmental indicators. The indexes for a selected area are compared to those for all other locations in the state or nation. For more information and calculation details on the EJ and supplemental indexes, please visit the [EJScreen website](#).

EJ INDEXES

The EJ indexes help users screen for potential EJ concerns. To do this, the EJ index combines data on low income and people of color populations with a single environmental indicator.

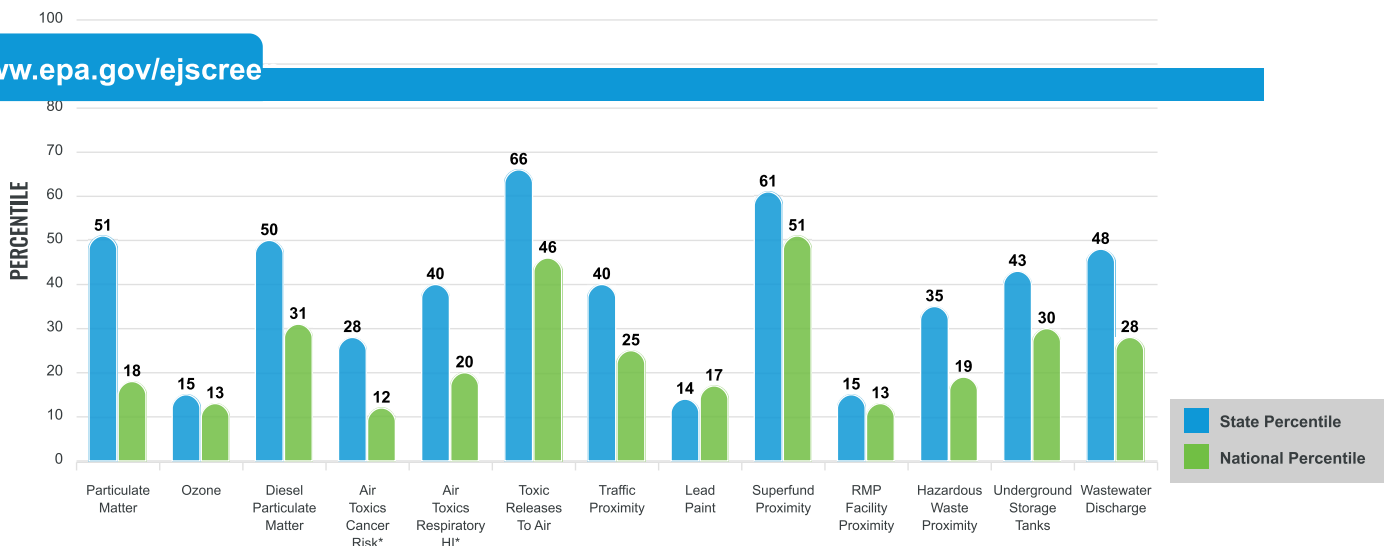
EJ INDEXES FOR THE SELECTED LOCATION



SUPPLEMENTAL INDEXES

The supplemental indexes offer a different perspective on community-level vulnerability. They combine data on percent low-income, percent linguistically isolated, percent less than high school education, percent unemployed, and low life expectancy with a single environmental indicator.

SUPPLEMENTAL INDEXES FOR THE SELECTED LOCATION



These percentiles provide perspective on how the selected block group or buffer area compares to the entire state or nation.

Report for the User Specified Area

EJScreen Environmental and Socioeconomic Indicators Data

SELECTED VARIABLES	VALUE	STATE AVERAGE	PERCENTILE IN STATE	USA AVERAGE	PERCENTILE IN USA
POLLUTION AND SOURCES					
Particulate Matter ($\mu\text{g}/\text{m}^3$)	7.24	6.78	55	8.08	26
Ozone (ppb)	57.5	58.2	17	61.6	20
Diesel Particulate Matter ($\mu\text{g}/\text{m}^3$)	0.192	0.21	52	0.261	43
Air Toxics Cancer Risk* (lifetime risk per million)	20	22	12	25	5
Air Toxics Respiratory HI*	0.22	0.26	7	0.31	4
Toxic Releases to Air	2,100	1,500	83	4,600	73
Traffic Proximity (daily traffic count/distance to road)	38	140	43	210	35
Lead Paint (% Pre-1960 Housing)	0.065	0.33	23	0.3	29
Superfund Proximity (site count/km distance)	0.15	0.19	68	0.13	78
RMP Facility Proximity (facility count/km distance)	0.077	0.48	17	0.43	20
Hazardous Waste Proximity (facility count/km distance)	0.14	1.3	36	1.9	26
Underground Storage Tanks (count/km ²)	1	1.8	58	3.9	48
Wastewater Discharge (toxicity-weighted concentration/m distance)	0.0006	0.19	59	22	44
SOCIOECONOMIC INDICATORS					
Demographic Index	11%	22%	28	35%	13
Supplemental Demographic Index	7%	11%	26	14%	14
People of Color	11%	20%	44	39%	24
Low Income	12%	23%	30	31%	22
Unemployment Rate	2%	4%	44	6%	37
Limited English Speaking Households	0%	2%	0	5%	0
Less Than High School Education	3%	7%	38	12%	25
Under Age 5	6%	6%	56	6%	59
Over Age 64	20%	17%	66	17%	66
Low Life Expectancy	16%	17%	31	20%	16

*Diesel particulate matter, air toxics cancer risk, and air toxics respiratory hazard index are from the EPA's Air Toxics Data Update, which is the Agency's ongoing, comprehensive evaluation of air toxics in the United States. This effort aims to prioritize air toxics, emission sources, and locations of interest for further study. It is important to remember that the air toxics data presented here provide broad estimates of health risks over geographic areas of the country, not definitive risks to specific individuals or locations. Cancer risks and hazard indices from the Air Toxics Data Update are reported to one significant figure and any additional significant figures here are due to rounding. More information on the Air Toxics Data Update can be found at: <https://www.epa.gov/haps/air-toxics-data-update>.

www.epa.gov/ejscreen

Superfund	0
Hazardous Waste, Treatment, Storage, and Disposal Facilities	0
Water Dischargers	0
Air Pollution	3
Brownfields	0
Toxic Release Inventory	0

Schools	1
Hospitals	0
Places of Worship	4

Other environmental data:

Air Non-attainment	No
Impaired Waters	Yes

Selected location contains American Indian Reservation Lands*	No
Selected location contains a "Justice40 (CEJST)" disadvantaged community	No
Selected location contains an EPA IRA disadvantaged community	No

Report for the User Specified Area

EJScreen Environmental and Socioeconomic Indicators Data

HEALTH INDICATORS

INDICATOR	HEALTH VALUE	STATE AVERAGE	STATE PERCENTILE	US AVERAGE	US PERCENTILE
Low Life Expectancy	16%	17%	31	20%	16
Heart Disease	5	5.6	40	6.1	28
Asthma	8.4	9	16	10	11
Cancer	6.9	6.4	58	6.1	64
Persons with Disabilities	9.6%	11.4%	37	13.4%	29

CLIMATE INDICATORS

INDICATOR	HEALTH VALUE	STATE AVERAGE	STATE PERCENTILE	US AVERAGE	US PERCENTILE
Flood Risk	5%	8%	33	12%	39
Wildfire Risk	0%	4%	0	14%	0

CRITICAL SERVICE GAPS

INDICATOR	HEALTH VALUE	STATE AVERAGE	STATE PERCENTILE	US AVERAGE	US PERCENTILE
Broadband Internet	7%	11%	38	14%	36
Lack of Health Insurance	2%	5%	26	9%	15
Housing Burden	No	N/A	N/A	N/A	N/A
Transportation Access	Yes	N/A	N/A	N/A	N/A
Food Desert	No	N/A	N/A	N/A	N/A

Footnotes

Report for the User Specified Area

APPENDIX F. ENGAGEMENT PROCESS DEI CHECKLIST

The following checklist provides a series of questions for the team to consider as the engagement process and plan update proceed. Consideration of these questions in future BCWD work will support further efforts towards DEI-informed work in the watershed.

These questions are informed by DEI resources including:

- [The City of Minneapolis' Blueprint for Equitable Engagement](#)
- [The City of Philadelphia Equitable Engagement Toolkit](#)
- [Civic Well Guiding Principles for Equitable Engagement in Coordinate Planning](#)

Communication

- Is our messaging available to the public in their preferred language/multiple languages?
- Is our messaging understandable to the general public? Does it meet a Grade 9 or lower reading level when reviewed by *Hemmingway App*?
- Is our messaging relevant to issues people have a tangible connection to (e.g. heatwaves, severe weather, flooding, spread of invasive species)?

Engagement

- Who has historically participated in the District's incentive / cost-share programs?
- Where are we hosting events?
 - Is the event space accessible (to get to the venue and ADA compliance).
 - How many events have been hosted at this location in the past?
 - Has this location historically been convenient for people to attend?
 - Are there other factors that would incentivize or disincentivize participants to attend this event?
- When are we hosting events? What day of the week? What time of the day?
- How can we better meet people where they are at?

Input

- Who is offering their input into this process? Do participant demographics align with watershed demographics? If not, who is missing?

Benefits

- Which issues are being prioritized? How have these issues been addressed through previous implementation strategies?
- Where has the District historically done work (implemented projects)?
- What environmental, social, and/or economic co-benefits can be achieved through policies and their associated goals and implementation items?
- Who (or what) benefits the most from a policy, its goals and implementation process?