9MILECREEK
Communication
& Engagement Plan
November 2023

Prepared by:

Contents

Overview

Nine Mile Creek Watershed District (NMCWD) is a special purpose local unit of government established in accordance with state law to manage water resources – protect and improve water quality and mitigate risks of flooding – on a watershed basis. NMCWD has jurisdiction over the land tributary to Nine Mile Creek which is about 50 square miles. NMCWD, located in Hennepin County, includes portions of the cities of Bloomington, Eden Prairie, Edina, Hopkins, Minnetonka, and Richfield. NMCWD's activities are directed and overseen by a five-member board of managers, and its six employees operate out of headquarters in Eden Prairie.

Central to NMCWD's work is its watershed-management plan, a 10-year plan that that guides NMCWD's work and its role in leading water-resource management in the watershed. NMCWD's current watershed management plan does not address environmental justice and equity within the watershed. The NMCWD Board of Managers has identified Diversity, equity, inclusion, accessibility (DEIA) work as important to address and as a result brought forth this initiative.

Project Goals

Develop a NMCWD DEIA plan that will have concrete objectives and actions to fully integrate environmental justice and equity into their work. The final plan should:

1. Act as a roadmap to integrate equity into the current organizational framework, with detailed steps, costs, and anticipated staff time including:
   a. Resources required
   b. Staff time estimates
   c. Timelines for implementation
   d. Criteria for measuring outcomes
   e. Cost estimates future implementation of DEIA activities
2. Identify effective strategies to implement change given NMCWD's unique status as a special purpose unit of local government.
3. Outline how recommended actions connect to NMCWD's mission and purpose with input from the NMCWD board and staff.
4. Contain prioritized, actionable steps that NMCWD can take to improve DEIA through projects, programs, policies, partnerships and other areas.

Engagement Objectives

Community engagement will be at the forefront and embedded in the plan.
1. Identify community partners and liaisons from underrepresented communities.
2. Seek input from underrepresented communities on the intersection of DEIA and watershed management, action strategies, and prioritization of action strategies for NMCWD to undertake.
3. Develop a list of community groups and liaisons who serve underrepresented groups for future watershed engagement efforts.

Project Schedule

The table outlines the projected schedule for each deliverable in the project.

Table 1: Deliverable schedule

Task	2023			2024							
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Organizational Scan Doc	■	■									
Equity Mapping	■	■									
Engagement Plan	■	■									
Engagement Work			■	■	■	■	■				
Summaries			■	■	■	■	■	■			
Plan Draft								■	■		
Workshops									■	■	
Final Plan											■
Presentation											■

Equity Goals

Due to the inherent nature of this project, equity goals are critical to the success of the plan. As part of our approach, we will complete an equity analysis to apply an equity lens throughout the project and deeply embedded into the final DEIA plan. This means implementing a continuous process integrated with the NMCWD staff, the board, the public and stakeholder groups input. A key focus will be on gathering the voices of "vulnerable" groups living in the watershed district.

These goals will be revisited mid-way through the project so that the approach can be adapted as needed, and again at the end for final reflection.

1. Create a plan that includes input from underrepresented groups to create equitable initiatives that addresses the needs of people that live, work, and play within NMCWD.
2. Utilize mapping initiatives, checklists, and/or other metrics to assist staff in prioritizing NMCWD actions.
3. Have an actionable list for each NMCWD program area that NMCWD can use to improve DEIA.
4. Include justification for NMCWD to prioritize DEIA initiatives throughout its program areas.

Project Approach

The project will be completed in four overlapping phases, with communications and engagement integrated in each part of the process (see Figure 1).

Figure 1: Project process
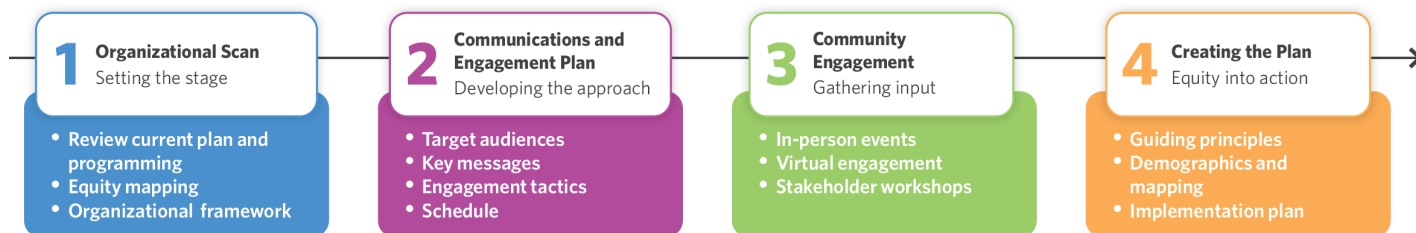
Organizational Scan and Equity Mapping

The first step in the process will be to complete a desktop review and synthesis of the existing NMCWD Watershed Management Plan, existing programming, and service area characteristics. This will include a review and update of the existing DEIA mapping initiatives based on available data sets such as the technical data from Hennepin County and MPCA. In addition, each program lead will be interviewed for deeper insight into the workings of watershed management. The purpose of the organizational scan will be to explore questions such as the following:

1. What and where are the potential community relationships to watershed programming by residency, employment, BIPOC, income, age, disability, car ownership?
2. Where are the areas of concentrated *vulnerabilities** in the watershed service area? What metrics could we use to understand if, and how, levels of service vary by geography and identity?
3. What and where are any environmental stressors related to watershed programming? What are the associated burdens? What are the cumulative impacts and on whom do they fall?

The results of this exercise will be used to develop an organizational framework/ DEIA matrix to clearly illustrate the relationship between NMCWD service areas and key equity considerations. This matrix will guide our engagement activities and help to define key messages and questions for community members. This effort will be documented in an organizational scan technical memorandum.

Target Audiences

The plan will have two primary audiences:

1. Community members in the NMCWD service area, with a specific focus on underrepresented communities
2. Stakeholders include the NMCWD Board of Managers, Citizen Advisor Committee, and Technical Advisory Committee, school districts, and other partner agencies.

Experience has shown that the best way to engage diverse communities is to work through established community organizations or community leaders to listen and learn about the ways their constituents engage, and then to meet people in the places where they already go and feel comfortable. To that end, we will draw on the organizational scan memo (equity mapping) and complete research to identify the underrepresented communities, relevant community organizations, and leaders in the project area. In addition, the initial meetings with the project team and stakeholder advisory groups will be used to gather contacts in the area and to discuss the best strategies to gather input.

Community and Stakeholder Engagement

Community engagement will be conducted over two phases. We know that people share, connect, and engage in multiple ways, so we will gather input in kind. As we collaborate with the project team and stakeholders, we will determine which strategies are best to collect input.

Phase 1:

In the first phase we will share information, collect input on community experiences related to watershed programming, and brainstorm strategies for DEIA initiatives.

Strategies for engagement:

1. In-person Engagement
   - **Tabling events** to gather priority and valued benefits of watershed programs. This will include 4-5 benefits of the watershed and its programs displayed pictorially and in multiple languages for stakeholders to prioritize (i.e.: healthy drinkable water, cleaner air, less pollution, etc.), a tabletop map showing the watershed service area, sign-up information for focus groups and other communication, and incentives or "prizes" for responding.
   - **Focus groups** will be used to gather more in-depth information in a small group. Discussion will include an overview of the proposed DEIA plan and barriers, and burdens to their community in regard to the watershed. These groups will be 5-7 people who volunteer or who have been specifically invited for their interest or role in the community. The participants will be compensated (varied based on commitment) for their time.
   - **Educational outreach to schools** to gather interest and input into watershed initiatives. These events may be a lesson or a play where students learn about the watershed, create something related, and invite their caregivers and family to attend. At the family event we will ask further questions and provide paper or digital survey options to gather additional information.

2. Virtual Engagement
   - **Targeted social media to underrepresented areas/groups:** share events, invite volunteers for focus groups, and survey access.
   - **Survey:** short paper pencil and digital surveys to gather information.
   - **Attend neighborhood or advisory group meetings:** reach out to associations in targeted areas.
   - **Focus groups/listening sessions** to gather more in-depth information about outreach, the proposed DEIA plan, barriers, and burdens.

3. Stakeholder Workshops
   - **In-person workshops** to examine community input and identify/discuss additional plan strategies or inclusions.

Phase 2:

In the second phase, we will reconnect with participants to close the loop and provide information on plan findings and recommendations and next steps. This will help to build trust, establish relationships, and foster support and excitement for plan implementation. There will be a mixture of in-person, virtual and workshop engagement based on the results from phase 1.

Creating the plan

Throughout the engagement process, we continually gather and tabulate responses to determine trends and themes. These themes will drive our recommendations as we consciously run suggestions through an equity lens determining the pros/cons, benefits and unintended consequences, and power dynamics of each proposed action.

With the background analysis and community engagement complete we will synthesize the results and develop a set of draft findings, recommendations, and strategies. These results will be vetted through a charette style workshop with the Citizen Advisory Committee, the Technical Advisory Committee, and other stakeholders where we work through a facilitated discussion sharing and prioritizing themes and recommendations. The results of this effort will be shared in a final report which will include the following:

- Guiding principles and goals to connect to the stage for the findings and recommendations.

- Relevant demographic tabulations and mapping.
- An organizational framework intersectionality matrix to connect to the NMCWD mission and purpose.
- An implementation plan which includes:
  - Specific actions and their implementation timeframes
  - Resources, staff time, and cost
  - Measures of effectiveness

Key Messages and Engagement Questions

Communication and engagement activities for this project will encourage two-way dialogue between the community, stakeholders and project staff. Public input, questions, and concerns will be collected during all project phases to help guide the recommendations for the DEIA plan.

Table 3 shows preliminary key messages and engagement questions that will be incorporated into communication and engagement materials throughout the design of the DEIA Plan. These messages and questions have been written in accessible (plain) language and will be translated as determined by the audience. See appendix Table 1.

Target Audiences and Stakeholder Groups

Working with NMCWD staff and Hennepin County, specific data was gathered to determine which identity groups might be prioritized for this project. This information is included in the Equity Mapping Overview.* This document outlines specific areas of the watershed that include higher proportions of historically underrepresented identity groups to target for engagement. Key demographics were selected for focus and the following strategies are proposed to connect with each of the following audiences (see Table 3).

*add link in sharepoint

Table 2: Key demographic audiences and engagement strategies

Identified underrepresented group	Strategies
People of Color 25%+	Identify locations, schools, events, organizations, leaders and places of worship and go to where they are. Table at these events to identify values, specific benefits and burdens related to the watershed. Solicit volunteers for focus groups. Provide fun educational activities to inform about the watershed. Provide translated materials and interpreters as needed.
Renters	Visit large apartment complexes and offer tabling and "lobby" events to attract participants to do priority activities and respond to questions/surveys. Provide food and family activities. Solicit focus groups participants.
Below 185% poverty level	Provide flyers and/or visit food shelves, schools and other organizations to solicit priorities around water quality and the environment. Flyering may be the best option with a short survey, invitations for paid focus groups, and access to further information about the watershed.
No internet access	Flyering, in-person tabling, 1-1 interviews and focus groups will be important strategies for this group. Paper-pencil surveys can also be made available in multiple languages as appropriate.
Speaks English less than very well	All activities and strategies in these areas will require interpreters and translated materials.
People with disabilities	Ensure all materials (in-person and virtual) are ADA accessible, accessible by appropriate transportation and special supports as necessary (Braille, ASL,

	Metro Mobility access, etc.). Promotions should target support organizations in the area.

Stakeholder Groups

In addition to the target audiences described above, there are several stakeholder groups that should be involved in the process. Table 4 shows these stakeholder groups and the proposed strategies to reach them.

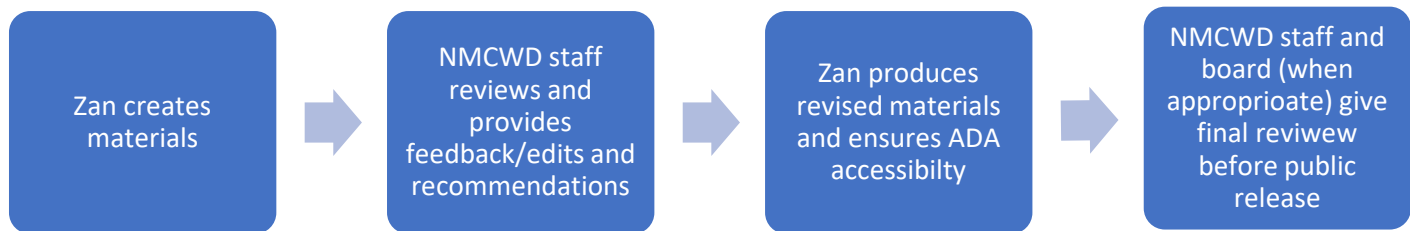*Table 3: Addition target audiences and engagement strategies*

Audience	Reasoning	Strategies
NMCWD Staff	Client, project team, program and process experts, plan executors, deep watershed knowledge	Team meetings, equity workshop, one-one interviews, board and committee workshops, email exchanges
NMCWD Board	Decision makers, understand programs and processes, plan executors, watershed knowledge	Workshops, surveys, potentially 1:1 interviews for specific members, material review?
Citizen Advisory Committee	Decision makers, connected to community, ability to diversify membership	Workshops, surveys, ask for contacts/connections
Other key stakeholders including: • Public and charter schools in the watershed • BIPOC businesses • Places of worship • Neighborhood organizations • Community organizations • Community centers attendees • Large apartment complexes • Food banks/charitable nonprofits • City representatives *See appendix*	Invested in the health of the watershed, can provide unique insight and perspectives into the needs and desires for the community	In-person and community events, surveys, potentially focus groups, student lessons and caregiver events

Roles and Responsibilities

Zan Associates, in collaboration with Nine Mile Creek Watershed District Staff, is responsible for drafting and preparing communication and engagement materials for the project using the county branding and style guide and plain language. NMCWD project staff and Zan staff will review and provide comments/recommendations within seven days. Zan will coordinate with project staff before posting public materials on the project on social media platforms and at events. The following flow chart details how to review project materials. NMCWD staff will approve date, locations, event and review materials. They can also aid in coordination, promotion and staffing as they see fit.

Table 4: Roles and Responsibilities

Name	Role and responsibilities
Brigitte Bjorklund	Project Manager: Director of Education & Equity, Zan
Dan Edgerton	Vice President, Zan
Majida Redzic	Deputy Project Manager, Zan
Kara Van Lerberghe	Associate and watershed specialist, Zan
Randy Anhorn	District Administrator, NMCWD
Lizzy Boor	Project Lead, Watershed Specialist, NMCWD
Erica Sniegowski	Deputy Administrator, NMCWD
Brett Eidmen	Natural Resources Project & Planning Manager, NMCWD
Zach Stafslien	Regulatory Program Manager, NMCWD
Gael Zembal	Education & Outreach Coordinator, NMCWD

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┌──────────────┐    ┌──────────────┐    ┌──────────────┐    ┌──────────────┐
│ Zan creates  │ →  │ NMCWD staff  │ →  │ Zan produces │ →  │ NMCWD staff  │
│ materials    │    │ reviews and  │    │ revised      │    │ and board    │
│              │    │ provides     │    │ materials    │    │ (when        │
│              │    │ feedback/    │    │ and ensures  │    │ approprioate)│
│              │    │ edits and    │    │ ADA          │    │ give final   │
│              │    │ recommend-   │    │ accessibilty │    │ reviwew      │
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│              │    │              │    │              │    │ release      │
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The following table lists the logistics and schedule for delivery of activities.

Table 5: Engagement activity logistics and schedule

Activity	Material/Tools	Promotions	Proposed Schedule/Dates
In-person tabling	• Table plot of watershed • Priority images/activity • Key message handout w/Q-R code for survey • Volunteer/info sign-up • Name tags • Signage	• Social Media Flyers, posters, neighborhood signs • CAC staff • Board staff • NMCWD staff	• December 2023-May 2024

Education activity	• Lesson plan +materials • Gael's team	• School newsletters and email blasts • Social Media • Flyers, posters, neighborhood signs	• January-May 2024
Focus group/Listening sessions	• Registration • Release • Questions • Stipends	• Social Media • Flyers, posters, neighborhood signs • Org/school outreach • CAC staff • Board staff	• March-May 2024
Attend neighborhood group/org meetings	• List of orgs • Blurb/ask	• Org outreach • Social media • CAC staff • Board staff • NMCWD staff	• February-March 2024
Advisor workshops	• Meeting kit • Handouts • Questions • Meeting materials	• NMCWD staff • CAC staff • Board staff	• March-May 2024 (open for discussion)
Survey	• Questions • Survey Monkey	• School newsletters and email blasts • Social Media • Flyers, posters, neighborhood signs • Org outreach • NMCWD staff	• December 2023-May 2024
Newsletter Social media (FB, Insta) Handouts Place- based signs	• Text • Design	• School newsletters and email blasts • Org outreach • CAC staff • Board staff • NMCWD staff	• December 2023- May 2024
Summaries		N/A	

Appendix

Key Messages

Table 1: Key messages and engagement Questions

Program	Key Message	Potential Engagement Questions
Overview	1. Nine Mile Creek runs 15.5 miles through the suburbs of the Twin Cities, covering a 50-square mile urban area including parts of Bloomington, Edina, Minnetonka, Eden prairie, Hopkins, and Richfield. The main goal of Nine Mile Creek Watershed District (NMCWD) is to protect the water quality and prevent flooding in the area. Their work involves: 2. Completing projects to improve the water quality and prevent flooding, benefiting both people and the environment. They are currently conducting a study to reduce flooding in the region, considering the vulnerable communities and structures during storms. 3. Educating construction crews and communities about environmental conservation, such as reducing salt pollution and promoting responsible environmental practices. 4. Managing a grant program that provides funding for water quality improvement projects for residents, schools, businesses, and cities in the watershed. 5. Working with engineers during construction to ensure that the creek's flow is not negatively impacted. For example, they oversee projects like the construction of the light rail to protect water resources.	1. Did you know that your city is included in the watershed district? Do you know all the cities included in the district? What do you know about the Nine Mile Creek Watershed District and its work? 2. Do you know how flooding can be harmful to the area where you live? Have you experienced flooding on or near your property? Are you concerned about the quality of your water? 3. Do you know how construction affects water quality? Are you aware of NMCWD's goals to teach construction crews and residents about the problems that come from flooding? Have you been given information about the NMCWD's work and its benefits to your community? What is the best way to get this kind of information to you? Is this something that would be helpful to you? 4. Did you know there were grants (money you can apply for) available for improvement projects to the land/water near your home? Would you be interested in learning more about the grants available and how to apply? What barriers might keep you from applying for grants? Would you be interested in being part of a committee or board that helps decide who gets the grants and how projects are chosen? Or could you recommend someone who might be interested? 5. Have you noticed any nearby projects that might be hurting your water

		quality? Would you like to know more about your rights related to keeping your water and air safe (water/environmental protection) as a resident who lives in the watershed district?
Regulatory	1. Watershed District Responsibilities • The watershed district has the legal authority to set and enforce rules for water use and management within the area. • Rules are in place to prevent pollution and control the use of streams, watercourses, and land, especially under specific conditions. 2. Construction Permits • The district issues permits for both private and public/community development projects. • Permits are required for various activities, including altering floodplains, and drainage, managing wetlands, controlling stormwater, preventing erosion and sediment, crossing watercourses and basins, improving shorelines and streambanks, removing sediment, using surface waters.	1. Did you know that there are a set of rules created and monitored to prevent pollution and make sure the water in your area is safe? Would you be interested in learning more about these rules or where to find them? Would you be interested in knowing how these rules affect you directly? Did you know that if you have a concern about your water quality, you could reach out to the watershed staff? Do you know how or where to do this? 2. Did you know that public and private construction in your area requires permits to make sure your water and environment is protected? Did you know that if you are concerned about your water quality or other problems with the environment - because of construction nearby- you have a right to reach out with those concerns? Do you know how or where to do this? There is a list of permits needed to complete a variety of projects. Would you be interested in knowing what these are? Is there a project you are interested in doing at or near your home? Do you know how to access this information? Are there barriers keeping you from accessing this information? Would a class or other opportunity to learn about the permit requirements be something that interests you? What is the best way to get this information to you?
Cost Share Program	1. Grant Opportunities for Environmental Projects: • NMCWD offers money for projects that help protect and improve water and nature in the area. • Cost share grants are available for projects that	1. Did you know that there was money available to you or your community for water and nature improvement projects in your area? Do you know how to access these grants? Would you be interested in learning what is available to you as a resident or larger community? Do you know how these

	stop water pollution and bring back plants and animals that belong there. • Residents, associations, nonprofits, schools, businesses and cities within the district can apply for these grants. 2. Types of grants available: • Some grants help stop water pollution in lakes and Nine Mile Creek. • Others bring back plants and animals that should be there and make the area healthier (restore habitat).	grants could benefit your or your community's water quality and natural habitat? Would you be interested in learning more? 2. Did you know watershed staff are available to help you determine what kind of project could be helpful to you on your property or nearby community and help you with the grant (applying for money) process? Is that something you would be interested in? What would be the best way to get information about the grants to you? Is this a value to you? What barriers would keep you from applying for these grants?
Water Monitoring Program	1. Checking the water's health • NMCWD carefully watches the health of the lakes and streams in the area. • They use this information to see how the water is doing now and how it has been in the past. • This helps them know if their projects have worked and if they need to do more to help the water stay healthy. • They also tell other government groups and the public what they find so everyone can see how the water quality has changed over the years.	1. Did you know that watershed staff are responsible for closely watching the quality and health of the district's water? Did you know this information is gathered and reported to the public? Would you be interested in knowing how to find and understand that information? Did you know that you could help monitor the water in your area? Would you be interested in knowing more about how to do this? What would be the best way to get that information to you? Did you know that as the watershed staff monitors the water quality, it helps them decide which improvement projects to choose? Would you be interested in knowing more about how this works? Do you see any problems with this process?
Education and Outreach	1. NMCWD reaches out to people in the area a lot to help them understand how to care of the water. They hold fun events where you can learn, use social media to share information and offer chances to help in your area. 2. The district also has a group of people from the area who give advice to leaders and staff and speak up for what the public wants called the citizen advisory committee.	1. Did you know there are chances for you to help keep the water safe and healthy in your area? Do you know about the opportunities to learn more about the benefits of the watershed and how to keep your water clean in your area? Would you be interested in coming to this kind of event? What would be the way to get you this information? When and how would we structure it be most helpful to you? For example: an evening class, online option, family fun event?

		2. Did you know there is a citizen/public group that helps give advice to the watershed about which water projects to choose? Would you like to know more about this? Would you like to know the benefits of joining such a committee? Would this be a group you would be interested in joining? Do you know someone else who might be interested? What barriers would keep you from wanting to join this group?
Projects and Capital Improvements	1. The district works on its own with others to make the water better and stop floods. They do things like make the lakes and creeks healthier lake and creek restoration), putting in gardens that catch rain (rain gardens), building places that hold extra water (water detention), and taking out fish that don't belong (carp removal). 2. The people who plan things, the engineers, staff and leaders choose what to work on for the next 10 years. If they finish a project early, they can add a new one to the plan (amendments).	1. Did you know the watershed staff are working on various projects to keep our water clean, stop flooding problems, and bring back healthy plants and animals (habitat)? Would you be interested in learning more about these projects? What would be the best way to get you this information? Is this something that is important to you and your community 2. Are you aware that there is a 10-year plan to keep the water healthy in the watershed district? Would you like to have input into the plan? Do you know where to find this information? Are you interested in how projects are chosen?

Potential people, events and engagement locations

- Faith-based leaders active in the community:
    - Gethsemane Lutheran Church, https://www.facebook.com/GLCHopkins/, gethsemane@glconline.org
    - Masjid Al-Rahman, Muslim Community Center, Bloomington, MN 55425, USA
    - Al-Amaan Center: Hopkins, https://www.alamaan.org
    - Hopkins Hispanic Seventh-Day Adventist Church in Zion Lutheran Church
    - Christian Family Church- Edina (Spanish service)
    - Resurrection Power Church International, Richfield, MN
    - World Harvest Pentecostal Church, Richfield, MN
    - Jesus Celebration Center, Edina, MN
    - Immanuel Lutheran Church, Eden Prairie, MN
    - Eden Prairie Islamic Center, Minnetonka, MN
- Community Spaces
    - Edina Community Center, Edina, MN
    - Richfield Community Center
    - Creekside Community Center, Bloomington, MN 55431
    - Hopkins Community Center

- o Muslim Community Center, Bloomington, MN
  - o Somali Community Center, Bloomington, MN
  - o Chinese Community Center, Bloomington, MN
  - o Islamic Cultural Community Center, Eden Prairie, MN
  - o Eden Prairie Community Center
  - o Augsburg Park, Richfield, MN
  - o Augsburg Park Library, Richfield, MN
  - o Edina Library, Edina, MN
  - o Hopkins Library, Hopkins, MN
  - o Bloomington City Park, Bloomington
  - o Bloomington Public Library, Bloomington, MN
- Schools (in NMCWD)
  - o Richfield Public Schools
  - o Hopkins Public Schools
  - o Bloomington Public Schools
  - o Eden Prairie Public Schools
  - o Edina Public Schools
  - o Eden Prairie Public Schools
  - o Blessed Trinity Catholic School – Nicollet Campus
  - o Academy of Holy Angels
  - o Rayito de Sol Spanish Immersion Early Learning Center
  - o St. Peters School
  - o ISLA (International Spanish Language Academy), Bloomington, MN
- Community liaisons
  - o Julia Ross - Community Outreach Liaison (Hopkins)
  - o Nancy Brewster Outreach & Engagement Coordinator (Bloomington) (nbrewster@bloomingtonmn.gov)
  - o Amanda Crombie Outreach & Engagement Coordinator (Bloomington) acrombie@bloomingtonmn.gov
  - o Kate Aitchison (Richfield) kaitchison@richfield.gov
  - o Moranda Dammann (assistant city Manager) (Minnetonka) mdammann@minnetonka.gov
  - o PeggySue Imihy Bean (pimihy@hopkins.com)
  - o MJ Lamon - Community Engagement Manager (mlamon@edina.gov) (Edina)
  - o Faith Jackson (Bloomington) equity@bloomington.gov
  - o Patricio Pena (Richfield) patricio@assumptionrichfield.org
  - o Karen Galles (Hennepin County)
  - o Three Rivers Park District (Richardson Nature Center)
  - o Hopkins Race and Equity Initiative
- Events*
  - o Empty Bowls: March 2024, Hopkins Art Center
  - o State of the City: January 26, 2024 Hopkins Center for the Arts
  - o Hopkins Academy: April 2024
  - o Food Truck Fridays at Augsburg Park*

- o Penn Fest*
- o Walk / Bike Events (Hennepin County ATC, Richfield TC, and Bike-Walk Richfield joint event)
- o [Fare for All at Creekside](#) (one day a month) Bloomington, Richfield
  TBD: Many events are not yet posted after January 1, 2024