



Nine Mile Creek Discovery Point

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www.ninemilecreek.org

MEMO

TO: Nine Mile Creek Board of Managers
FROM: Gael Zembal
DATE: March 9, 2021
RE: Education & Outreach Coordinator's Report for March 2021 Board Meeting

Program Updates

District Programming



Story Map Analytics

The Education team has been looking into ways to re-use the story map that was created for the District's 60th anniversary. This prompted a look back at the analytics of when we were heavily promoting it in mid-2019. I have attached the analytics sheet to the end of this document for the time period beginning July 2019 to present. I will also summarize the data here.

Barr Engineering hosts the story map, so they track page clicks and location of viewers for this site. At the very beginning of launching, there was a mix up with links, and some visits were not recorded correctly. Using all our other sources of analytics information, I was able to determine that we had 378 distinct page visits since the time the story map launched.

More visits happened during the time of active promotion, and especially around the September 25th, 2019 anniversary event. However, there has been a steady, though small, number of clicks since then.

Viewers locations range all across the US, surprisingly, including as far away as Texas and Washington state. Closer to home, viewers came from all of our 6 cities (though again, this may not be reflected entirely in the data from Barr Engineering). Bloomington had the highest number of viewers that we could track.

Keep in mind also that at a few events in 2019 we had the story map constantly running on an iPad, where multiple viewers at once could look at it, making these numbers possibly a bit low.

We accrued many other benefits in creating this story map than just how many people we reached. Having Barr coach us through the process, we learned many skills that we can now take and use in house on projects moving forward. Currently, Lizzy is gathering info for a story map describing our Capital Improvement Projects. It also served a very valuable purpose of helping us gather historical project data and stories into one central location.

Seed Lab



Lizzy has been taking charge of the Discovery Point greenhouse and lab. She organized and cleaned the lab to prep for a seed germination experiment. She also acquired all the materials needed, including grow lights and a growing shelf. We collected seeds from around the property in fall, and after stratifying the seeds, we planted them at the end of February. Under the grow lights, they have begun to sprout! We will use these plants around the property, and

potentially also use them on the Cardinal Creek wetland trail or as volunteer prizes.

Outreach

Lizzy has built a relationship with a local garden center who is willing to provide space for us to promote our cost share grants.

Lizzy and I presented to the Kennedy High School environmental club about chloride.

Partnerships

The District's outreach team continues to partner on multiple outreach initiatives.

Groundwater Conservation

Lizzy and I met with MN Water Steward volunteers and CAC members to continue our groundwater conservation outreach initiative. These volunteers will help create videos on how to conduct a residential water audit, irrigation checkups, and other conservation practices. These will be posted on our website and social networks, as well as shared with partners.

Chloride Reduction

Lizzy has been working with Salt Watch volunteers on when to take readings and how to work the app. We filmed some clips, and she has turned them into a short instructional video.

We have also been working on a postcard, in partnership with Stop OverSalting, MPCA, and City of Edina. This postcard can be sent to commercial entities with a personalized message promoting smart salting and the MPCA Trainings.

Raingarden Maintenance

I continue to work with the cities of Minnetonka, Eden Prairie, and Bloomington on updating a raingarden maintenance video. This video will be shared to rebate recipients, curb cut raingarden grantees, and other folk who are interested in learning more. We plan to pair this video with either Zoom Q&A sessions, or hands on field sessions as the need arises, and per regulations on gatherings.

Meetings

All-staff meetings and EO meetings to check in, track progress, and plan (2-3 weekly)

- Feb 19 Livestream Book Reading (Friday Fireplace Reads)
- Feb 26 Met with Kim LaBo, Minnehaha Creek WD
- Mar 2 Interview with Eden Prairie Sun Current newspaper
- Mar 3 Met with B Lauer, RPBCWD
- Mar 4 Met with Centennial Lakes Grounds to discuss signage partnership
- Mar 5 Livestream Book Reading (Friday Fireplace Reads)
- Mar 9 Raingarden Maintenance Video partnership meeting (Bloomington, Eden Prairie, Minnetonka)
- Mar 10 Present on chloride for Kennedy High School environment club with Lizzy
- Mar 10 Participate in Watershed Partners monthly meeting
- Mar 11 Meet with Ecumenical Water Initiative on grant possibilities for local churches
- Mar 11 Meetings with Equity and Inclusion Water partnership
- Mar 12, 15 Met with groundwater conservation messaging volunteers

Volunteers

Citizen Advisory Committee

The CAC will meet on April 7, and a few members will also be helping review residential Stewardship grant applications at the beginning of April.

Volunteer Events

We will be scheduling a garlic mustard pull on the Cardinal Creek Wetland trail by Discovery Point in the early spring-stay tuned for a date. This event will be in person, but masked, and socially distanced, and perhaps be in shifts depending on interest.

Upcoming Events

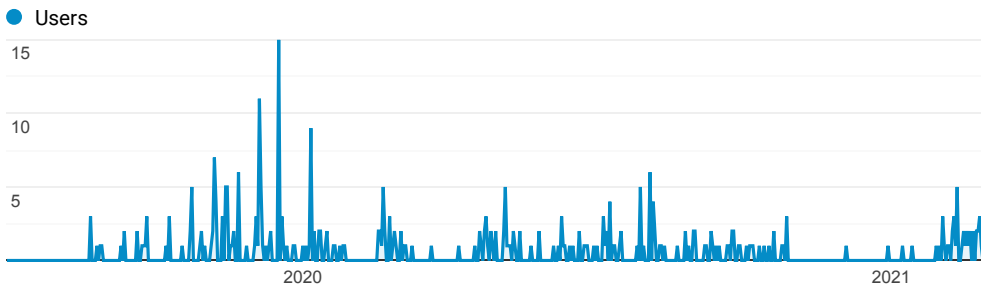
- Mar 19, 2021 Friday Fireplace Reads | FB & Youtube Livestream | 12-12:30 PM
- Apr 7, 2021 CAC meeting | Zoom | 7-8 PM
- Apr 20, 2021 MPCA Turfgrass Maintenance | WebEx | 8:30 AM - 3 PM
- Apr 27, 2021 MPCA Smart Salting Parking Lots/Sidewalks | WebEx | 9 AM-2:30 PM
- May 18, 2021 MPCA Roads Training | WebEx | 9 AM-2:30 PM

NMCWD

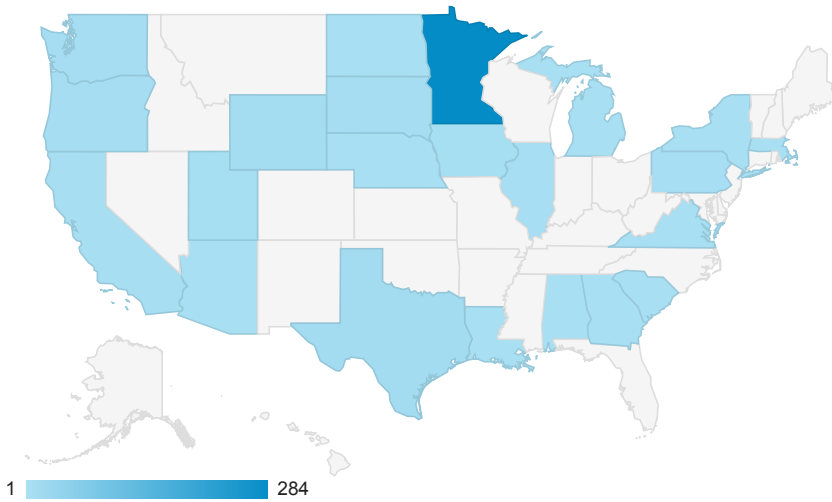
Jul 1, 2019 - Mar 1, 2021

All Users
100.00% Sessions

Users



Sessions

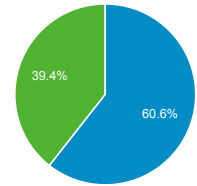


Sessions by Source / Medium

Source / Medium	Sessions
(direct) / (none)	336
barrgisonline.maps.arcgis.com / referral	13
barr.sharepoint.com / referral	6
mailchi.mp / referral	3
google / organic	2
m.facebook.com / referral	2
us6.admin.mailchimp.com / referral	2
keypointventures.net / referral	1
mail.google.com / referral	1
mail.nuveramail.net / referral	1

Sessions by User Type

New Visitor Returning Visitor



Sessions by Device Category

Device Category	Sessions
desktop	294
mobile	57
tablet	17

Sessions by City

City	Sessions
Bloomington	64
Minneapolis	44
Eden Prairie	31
Richfield	25
Minnetonka	17
Saint Paul	14
Edina	14
San Antonio	11
Roseville	10
Cheyenne	9

Avg. Session Duration

00:01:07

Avg for View: 00:01:07 (0.00%)

