


Public Participation & Engagement Program Framework

Public Engagement	Involvement & Connection	Awareness & Education	Behavior Change Programs & Project Development
<p>Goal: Involve the public in shaping decisions and priorities.</p>	<p>Goal: Build and nurture positive relationships and trust with stakeholders in the watershed</p>	<p>Goal: Increase knowledge and understanding of key topics and issues in the plan</p>	<p>Goal: Increase environmental stewardship actions through projects and programs</p>
<p>Examples activities to meet this goal:</p> <ul style="list-style-type: none"> • advisory committees • feedback workshops • focus groups • surveys to support decision making 	<p>Example activities to meet this goal:</p> <ul style="list-style-type: none"> • collaborative meetings and events • attend community events • community engagement programs with artists and other professionals • field site visits, walk-throughs, office walk-ins • host exhibits, such as We are Water MN • Promote outdoor recreation in the watershed 	<p>Example activities to meet this goal:</p> <ul style="list-style-type: none"> • education events like water festivals • newsletters • communications and marketing • Central Minnesota Water Education Alliance (CMWEA) stormwater and drinking water education • community education programs through school districts 	<p>Example activities to meet this goal:</p> <ul style="list-style-type: none"> • host workshops on cover crops, shoreline restoration, and pollinator plantings • host clinics on private well screening and testing, and irrigation management • develop a smart salting program in urban areas • adopt-a-drain program • community education workshops through school districts • one-on-one project development with landowners

Public Participation & Engagement Program Framework

Public participation and engagement are essential to the success of implementing this Plan. A committee made up of members from partnering agencies and organizations will be established to develop activities, communications, and programs that will be implemented to meet the objectives under four categories:

1. Public Engagement
2. Involvement & Connection
3. Awareness & Education
4. Behavior Change Programs & Project Development

To meet the Public Participation and Engagement goals, the collaborative may explore and utilize the following techniques and strategies:

- Researching and establishing the Attitudes, Beliefs, and Norms Framework
- Existing partner outreach programs
- Community Co-Design Model
- International Association Public Participation Spectrum
- Community-Based Social Marketing
- Other innovative or novel approaches to the partnership



Public Participation & Engagement Program Framework

Driving progress towards achieving measurable goals:

The primary objective of Public Participation and Engagement during CWMP implementation is to drive progress towards achieving the measurable goals as outlined in the CWMP. The measurable goals address the local priority issues and opportunities.

The PPE Framework can be adapted to the measurable goals that will be developed during the plan renewal process.

For example:

- Proposed measurable goal:
 - Minimize groundwater source contamination by sealing 75 unused wells across the watershed by 2038.

To accomplish this goal by applying the PPE Framework, the collaborative would:

1. Using a Public Engagement Approach
 - a. conduct a survey of private well users and their needs around protecting groundwater
2. Using an Involvement & Connection Approach
 - a. When conservation staff connect with landowners, have them inquire about the wells they have on their land and if they have any concerns
 - b. Hire a local artist to offer community engagement sessions with art and groundwater
3. Using an Awareness & Education Approach
 - a. Send out email newsletters across the watershed with information about private wells and sealing unused wells
 - b. Partner with CMWEA to develop and distribute a messaging campaign about protecting groundwater by sealing unused wells
4. Using a behavior change and project development Approach
 - a. Host a private well screening clinic with local residents and provide information about protecting groundwater and sealing private wells
 - b. Contact landowners with private wells and provide assistance with well sealing projects

Public Participation & Engagement Program Framework

Measurable Outputs and Outcomes

In addition to contributing to measurable goal progress, the PPE program would also have its own measurable outputs and outcomes. The final amounts will need to be determined after the plan's measurable goals are known.

Awareness and Education actions, measured in number of promotions.

- promotions - a specific education or outreach effort designed to raise awareness and educate a specific group of community members or stakeholders, include but not limited to: newsletters, marketing campaigns, and social media blasts.

Environmental Behavior Adoption Programs, measured in number of events.

- encourage implementation of best management practices through workshops, behavior-change programs, and one-on-one project development with landowners, etc.

Involvement & Connection is optional to include in the implementation schedule because the focus of those efforts is relationship building, which does not provide the clear measurable outcomes that are needed for implementation table items.

Public Engagement actions, measured in number of attendance and/or responses.

- Involve members of the public with advisory committees, feedback open house, focus groups, and surveys to shape decisions and priorities.

Public Participation & Engagement Program Framework

Example of an implementation schedule table.

Action	Surface Water			Groundwater		Habitat & Natural Resources	Landscape Resiliency	Lead LGU(s) Supporting Entities	Timeline					Estimated Total 10-Year Cost	
	Pollutant Runoff	Altered Hydrology	Internal Load Processes	Groundwater Quantity	Groundwater Quality				2025-2026	2027-2028	2029-2030	2031-2032	2033-2034		
Education and Outreach															
SFR-21	Act.	Awareness and Education: promote knowledge and understanding of best management practices through education events, newsletters, marketing campaigns, etc.						✓	✓	✓	✓	✓	✓	✓	\$30,000
	Loc.	Entire Management Zone													
	Out.	300 Promotions													
Education and Outreach															
SFR-22	Act.	Environmental Behavior Adoption Programs: encourage implementation of best management practices through workshops, behavior-change programs, and one-on-one project development with landowners, etc.						✓	✓	✓	✓	✓	✓	✓	\$160,000
	Loc.	Entire Management Zone													
	Out.	40 Events													

These items can be developed for the NFCRWC Implementation Table during the plan renewal process.

