

## **Clean Water Council Meeting Agenda**

**Monday, September 19<sup>th</sup>, 2022**

**9:00 a.m. to 2 p.m.**

**IN PERSON with Webex Available (Hybrid Meeting)**

### **9:00 Regular Clean Water Council Business**

- **(INFORMATION ITEM)** Introductions
- **(ACTION ITEM)** Agenda - comments/additions and approve agenda
- **(ACTION ITEM)** Meeting Minutes - comments/additions and approve meeting minutes
- **(INFORMATION ITEM)** Chair and Council Staff update
  - **Policy & Budget and Outcomes Committee Updates**
  - **Staff update**
    - **Conflict of interest reminder**
    - **Additional public input received since last meeting**
    - **New communications staffer**

### **9:30 (ACTION ITEM) Tentative Approval of CWF FY24-25 Recs Pending November Forecast**

### **10:15 BREAK**

### **10:30 (INFORMATION ITEM) Draft Clean Water Fund Communications Plan (feedback requested)**

- **Paul Gardner**

### **11:45 LUNCH**

### **12:15 Discuss Scenarios/Process for Modifying CWF Recommendations Due to November Forecast**

- **Dan Stoddard, MDA**

### **1:00 Adjourn**

**October Meeting: 50<sup>th</sup> Anniversary of the Clean Water Act celebration**

**Clean Water Council**  
**July 18, 2022, Meeting Summary**

**Members present:** John Barten (Chair), Steven Besser, Richard Biske, Richard Brainerd, Gary Burdorf, Tannie Eshenaur, Warren Formo, Justin Hanson, Kelly Gribauval-Hite, Frank Jewell, Jen Kader (Vice Chair), Dan Stoddard and Margaret Wanger for Peder Kjeseth, Holly Kovarik, Sen. Jennifer McEwen, Jason Moeckel, Raj Rajan, Victoria Reinhardt, Todd Renville, Glenn Skuta, Jordan Vandal, Marcie Weinandt.

**Members absent:** Rep. Josh Heintzeman, Jeff Peterson, Sen. Carrie Ruud, Peter Schwagerl, Patrick Shea, and Phillip Sterner.

To watch the WebEx video recording of this meeting, please go to <https://www.pca.state.mn.us/clean-water-council/meetings>, or contact [Brianna Frisch](#).

**Regular Clean Water Council Business**

- Introductions
- July 18 meeting agenda motion to approve Dick Brainerd, seconded by Gary Burdorf. Motion carries.
- Chair and Council Staff update
  - From 11 to 1 today, the University of Minnesota (UMN) has the [Irrigation Efficiency Education Trailer](#) in the parking lot. It is supported by the Clean Water Fund (CWF).
  - Paul Gardner, Clean Water Council Administrator, will present on the past, current, and future of CWFs at the Water Resources Conference to be held on October 19.
  - Staff update
    - Council members should submit any conflict of interest forms, if needed.

**Review “What’s New” for FY24-25 CWF Recommendations & Proposed Outcomes (WebEx 00:18:00)**

- The meeting packet document showing changes from past recommendations. Another is a spreadsheet of the proposals from the state agencies. The Budget and Outcomes Committee (BOC) did not have numbers from the state agencies, only predictions of whether the programs would be increased or decreased (at small, medium, large, extra-large estimates). There are several timelines, one is the Council’s deadline for submitting the recommendations to the Legislature (now January 15), while there is also a timeline for the state agencies to submit their proposals to the Governor’s Office. Both groups want to be aligned on the recommendations.
- Highlights include funding more “shovel-ready” water quality projects; increased investment in perennial crops; increased grants for reducing chloride; more support for low-income households to replace non-compliant septic systems; increased water storage; and increased farm acreage with soil health practices. In addition, the Council would recommend increased capacity to assess threats to groundwater, drinking water, and aquatic life. This includes beginning a ten-year private well testing effort, fulfilling monitoring and assessment plans from the state’s [Per and Polyfluoroalkyl Substances \(PFAS\)](#) Blueprint, accelerating groundwater analysis, supporting new approaches that will accelerate progress in water quality (Culvert Replacement Incentive Program, Mussel Restoration Pilot Program, Pesticide Application of Manure, Leveraging the Great Lakes Restoration Initiative, and Recreational Water Quality Online Portal).

**Questions:**

- Rich Biske: Regarding PFAS, what is the relationship with the settlement? What is covered by it? *Answer:* The Department of Natural Resources (DNR) and Minnesota Pollution Control Agency (MPCA) are the custodians of the natural resources damage assessment. They are focusing more on the east metro, providing a way to ensure safe drinking water and ecological aquatic life pieces into the future. The Minnesota Department of Health (MDH) CWF request is separate. It supports lab capacity and health risk assessments. Health guidance assesses whether action is needed. For the DNR, the CWFs are for monitoring PFAS in fish tissue.
- John Barten: The \$4 million proposed for equipment for conservation equipment at MDA. How that will work if all farmers use the equipment at the same time for planting and harvesting? *Answer:* Soil and Water Conservation Districts (SWCDs, private businesses, and co-ops would likely purchase the equipment, rent it out, and do custom applications. It fills an identified need.
- Rich Biske: It would be good to have a scope of the inventory of the lead service line issue. This is an issue in greater Minnesota, so there are smaller communities that may not have the resources to fix them. *Answer:*

The lead report requested by the Council in 2016 after the Flint situation serves as the basis for legislative funding requests on lead. MDH had a proposal for lead service line inventory funding this year at the Legislature, but there was no omnibus bill. Federal money would be for lead pipe removal.

#### **Walk-Through of CWF Requests (WebEx 01:03:00)**

- Note increases/decreases and percent changes. A few are the state agencies asking for a restoration from the previous biennium where funding had been cut.

#### *Questions:*

- Jen Kader: Please explain the big jump that is higher than proposed trajectory in BWSR's Watershed-based Implementation Funding (WBIF) between FY22-23 and FY24-25. *Answer from Justin Hanson, Board of Water and Soil Resources (BWSR):* It appears to be aligned with BWSR's trajectory as more plans are completed.
- Rich Biske: As more watersheds complete watershed plans, they get WBIF. What will that affect competitive grant programs? *Answer:* There will always be the competitive projects and practices, but more growth will be proposed over time for WBIF.
- John Barten: Who administers the Agricultural Best Management Practices (AgBMP) Loan Program? *Answer:* The MDA runs the program, and it is administered at the local level by SWCDs and counties. It is a revolving loan fund, but funding requests far exceed repayment schedules, so an increase to this fund would help.
- John Barten: Does the Irrigation Water Quality Protection program include the irrigation specialist? Does it tie into the weather station request? *Answer:* Yes, this specialist is supported by the IWQP, and weather data is integrated into the program.

#### **Individual responses from Council members (WebEx 02:43:30)**

Checking in with Council members on their thoughts on the current direction. Any items need more attention?

- Holly Kovarik: The Council is at a good place compared to the last budget cycle, where cuts were needed. It allows the Council to move forward with new and innovative items that were previously cut. SWCD capacity funding is not included. It could make a dramatic change to the bottom line. We will be talking about the recommendations for several months, so no specific comments at this time.
- Kelly Gribauval-Hite: The funding for the SWCDs is still on my mind as well and remains a concern. There is a need to continue various grant programs. Finally, septic systems and well water touch people individually, and are important. They can hear and see and learn about the CWFs in this way.
- Todd Renville: Holly captured it well. Capacity funding is important, and we have had to adjust the budget to accommodate it in the past. There is no path forward yet on what to do about it this budget cycle. Funding new projects may be eliminated to fund SWCDs. There are many new programs to be excited about. We will continue to talk about these issues as we move forward with the recommendations.
- Warren Formo: I appreciate the conversation and the comments. I look forward to fine tuning them over the next few meetings.
- Steve Besser: When we went through this list at the last BOC meeting, I was supportive of everything. I am excited about the Forever Green Initiative. I was shocked to learn the Legislature gives the SWCDs only \$3.16 million, which is nothing. I am interested in water storage. One concern would be to start new programs, but then not be able to continue to fund them. Outside of that, I am positive about all of these items.
- Marcie Weinandt: This is my first budget cycle. I am impressed with getting through all of this information. The spreadsheet is helpful to know what can be funded. To fund everything at the highest request would be great. I agree with Kelly that funding should ideally go to programs that reach directly to the public so they can see the results. It also is important to point out that the Council needs to do a better job of letting people know where about the funds from the CWFs. It may be from a state agency, but it is coming from the CWFs.
- Dick Brainerd: First, I want to compliment the BOC, Paul, and the state agencies. It really helps to organize all of this work. I like the new projects, and it seems to be great projects that provide a lot of results. I am concerned about the SWCDs moving forward. Hopefully, we will have these additional funds.
- Rich Biske: I think it is a great list of programs. I appreciate the good monitoring and assessment that is going on in the state. I agree with Marcy on increasing implementation to get things done. It important to think about the outcomes, so I appreciate the new programs included, and the expansion of others. I have a concern that the new programs will be vulnerable, and hopefully we can talk more about that as this process

moves along. I also like the one-time opportunities as well. It is a good time to test out some of these programs. Overall, it is looking good.

- Gary Burdorf: These are all good programs. A few jump out to me. Increasing water storage is really important, especially in areas that do not have large lakes nearby. They tend to make large ditches and water runs away. I would hope there could be more in the water storage area. In addition, I am excited about the private well testing. All private well owners should be able to test if they want to test. It will help people.
- Jordan Vandal: This is my second time around the budget cycle. It is still so much information. There is a hesitancy for funding new projects, as they could be cut at the Legislature. The mussel program from the DNR seems like a pretty good one to pick. My heart is in the private well sector and wastewater management, but all of these projects are worthy. If the funding is there, we should try to fund them.
- John Barten: These are all worthy programs. Looking at prioritizing the different requests for the different needs, I have an interest in the Stormwater Best Management Practices (BMP) program for urban areas. As in past budget cycles, SWCDs capacity funding has come up many times. The last few years, the Legislature has had conversations about this item. Additionally, the new programs are great and are high priority.
- Jason Moeckel, DNR: As the Interagency Coordination Team (ICT) deliberated, there are a lot of numbers and pie charts. The proposed budget is \$76 million more than the last budget cycle! About \$54 million is going to implementation projects. That was consistent from the Council, to have more implementation. The new programs reflect areas where implementation opportunities exist. It is an important point. Any monitoring and assessment addresses Contaminants of Emerging Concern (CECs) and private wells, which are areas the Council has spent time inquiring about. Overall, the work done by the Council is reflected in these decisions.
- Moving forward, the recommendations are due January 15. Once the Council receives the final budget forecast, there can be final discussions for the report.

#### **Timeline for Governor's Budget Process, Clean Water Council Recommendations (WebEx 03:12:00)**

- The CWFs are estimated at about \$337 million, with \$5 million left for the Council to allocate to the University of MN and the Voyageurs project.
- John Barten: The Stormwater Research program deserves the \$2 million. I have no strong feelings about the Geological Survey for atlases, so I do not have ideas for splitting it up.
- Rich Biske: How does the Voyageurs fit within the MPCA? How does it compare to other programs? *Answer:* The Voyageurs funding is spent on subsurface sewage treatment systems (SSTS) replacement upgrades and sewerage to nearby treatment facilities. A Joint Powers board crafts specific plans. It is something the Council would like to see happen. It is not an MPCA initiative but the agency passes through the funds. Engineers review the plans and make sure the funding is spent appropriately.
- Marcie Weinandt: Could Voyageurs receive funding from other programs funded by CWFs? Are these for implementation? Could it be eligible for the Public Facilities Authority funding or U.S. Department of Agriculture (USDA) Rural Development? *Answer:* The money received from CWFs goes directly to implementation in the projects. They use them to leverage other funding (federal and state). Public Facilities Authority (PFA) has been used in the past, but these CWFs would be for leveraging future funding as well, and at a federal level (and USDA).
  - Rich Biske: Perhaps we can dig out a portion to dedicate towards this area. Has BWSR taken up a position on it? *Answer from Justin Hanson, BWSR:* They will have to review and follow up on it.
  - Dick Brainerd: Thinking about \$9.2 million, it is small in the overall total. I think the BOC could come up with a decision.
  - Paul Gardner: If the Council decides on this use of \$337 million, then it could work on the "what ifs" depending on the November forecast before completing recommendations by January 15.
  - The ICT struggled with this decision. The forecast in November can reveal a lot. The Governor's expectation is to submit a proposal they can submit together. They have numbers due starting in August. In order to come up with items together, thinking about this process, deal with the first piece, and then coming up with the other scenarios would be a good way for everyone to work together. It is helpful to have everyone in agreement on the basics.
  - Paul Gardner: If these basics are agreed upon, the state agencies can really focus moving forward.



- John Barten: Is anyone in favor of shifting funds from the ICT requests to Voyageurs? Since no one responded, it will be accepted as preliminary, and so the Voyageurs ends up with approximately \$2 million. That is more than they have received from the Council in the past.
- Paul Gardner: The Council will want to allocate every penny (with the 5 percent reserve), otherwise the Legislature will use it. There will be feedback from stakeholders as well.
- Holly Kovarik: There is a lot to still do. Gather feedback from stakeholders, make final decisions, deliberate and discuss between the agencies and Council members. We can't respond quickly to legislative changes.
- Paul Gardner: The Council has preliminarily decided to allocate the remaining \$5 as follows: \$2 million to the Stormwater Research program, \$1 million to the Geologic Atlas, and \$2 million to Voyageurs.
- Timeline: The BOC will review this at the August meeting. The full Council meeting in August could include stakeholder input. The state agencies can fill in their numbers in September (after Minnesota Management and Budget provides them info). The state agencies have a lot of back-and-forth with MMB for the budget process.
  - *Comment from Dana Vanderbosch, MPCA:* It is hard to change the funding after it is sent to MMB. So finalizing the numbers by the end of August would be incredibly helpful for the state agencies.
  - *Jason Moeckel, DNR:* In the past, the Council decided on the budget numbers in September, then had until December 1 to adjust. That gave agencies the time to refine their process to MMB.
  - The Council will continue to review and make small changes from the current recommendations. October and November meetings will complete the Council's policy recommendations. Regarding public input, the SWCDs and other stakeholders would be invited to have a conversation, rather than providing only feedback.

**Adjournment (WebEx 03:59:35)**

## Clean Water Council August 15, 2022 Meeting Summary

**Members present:** John Barten (Chair), Steven Besser, Richard Biske, Richard Brainerd, Tannie Eshenaur, Warren Formo, Justin Hanson, Rep. Josh Heintzeman, Frank Jewell, Jen Kader (Vice Chair), Peder Kjeseth, Holly Kovarik, Sen. Jennifer McEwen, Jeff Peterson, Victoria Reinhardt, Sen. Carrie Ruud, Peter Schwagerl, Patrick Shea, Glenn Skuta, Phillip Sterner, Marcie Weinandt.

**Members absent:** Gary Burdorf, Kelly Gribauval-Hite, Jason Moeckel, Raj Rajan, Todd Renville, and Jordan Vandal.

To watch the WebEx video recording of this meeting, please go to <https://www.pca.state.mn.us/clean-water-council/meetings>, or contact [Brianna Frisch](#).

### Regular Clean Water Council Business

- Introductions
- August 15 meeting agenda, motion for approval by Frank Jewell, seconded by Dick Brainerd. Motion carries.
- Chair and Council Staff update
  - Policy & Budget and Outcomes Committee Updates
  - Staff update

### Local Government Input on Clean Water Fund Implementation (WebEx 00:11:15)

- LeAnn Buck, Minnesota Association of Soil and Water Conservation Districts
- Emily Javens, Minnesota Association of Watershed Districts
- Brian Martinson, Association of Minnesota Counties
- Elizabeth Wefel, Coalition of Greater Minnesota Cities

This is a more in-depth conversation with the Council regarding watershed-based implementation funding (WBIF). Local government water roundtable folks are key partners with this work.

- The evolution of One Watershed One Plan (1W1P). This started with a summit in 2010, involving 380 local water management officials, leading to the concept of a comprehensive watershed plans instead of county plans. A 2013 white paper detailed the new approach. The goal was a collaborative approach for long-term, predictable state funding that created incentives and removed barriers for local government.
- The plans focus on implementation that is prioritized, targeted, and measurable. Funds are stretched across all approved plans, which leverages other dollars. With each budget cycle more plans are approved.
- Agencies developed the Minnesota Water Management Framework to enhance collaboration and clarify roles. It makes it easier and more efficient for state and local partners to work together. Soon all the Watershed Restoration and Protection Strategies (WRAPS) will be complete and the One Watershed One Plan work will be done soon after that, resulting in more funding going to watershed based implementation.
- Examples of delisted waters: Chisago Lakes, Lake August and Union Lake, and Serpent Lake Project. Pipestone Soil and Water Conservation District (SWCD) targets nitrates, and Lincoln County uses collaboration.
- Clean Water Funds (CWFs) for watershed-based implementation funding: FY18-19 was \$8,7000,000; FY20-21 was \$25,970,000; and FY22-23 is \$39,800,000.
- The local government roundtable priority is a sustained trajectory for WBIF. We support \$79 million for FY24-25, as recommended. The goal is to have all 1W1Ps started by 2025, which will result in higher funding needs.
- Other states around the nation would like to be doing what we are doing. The partnerships and collaborations are wonderful. Leveraging technical expertise and funding helps to get this work done.
- Elizabeth Wefel, Coalition of Greater Minnesota Cities (WebEx 01:18:00)
  - The Coalition of Greater Minnesota Cities is a group of more than 110 cities located outside the Twin Cities Metro area. One thing they have in common is protecting and enhancing Minnesota's lakes, rivers, and streams through their wastewater and stormwater systems. The Council and CWFs have been a great partner to them. They fund programs that help the cities with water stewardship.
  - CGMC strongly supports Point Source Implementation Grants (PSIG), chloride reduction grants, and wastewater and stormwater Total Maximum Daily Load (TMDL) program.

Questions:

- Dick Brainerd: Can you talk more about private sector partners? *Answer:* First, is usually the private landowner who can provide a match when required. There is also the Ecosystem Services Market Consortium (i.e., General Mills, Cargill, etc.) looking at cover crop potential.
- John Barten: Where non-CWF financial resources come from? *Answer:* That is the challenge. The 1W1Ps show a heavy price tag to meet goals. It is why they prioritize over the long term. Leverage includes USDA farm bill programs, the Great Lakes Restoration Initiative, and federal 319 program funding.

#### **Summary of Written Comments on Draft CWF Recommendations (WebEx 01:28:00)**

- A spreadsheet located in the meeting packet provides a summary of the written comments for the CWF recommendations. Support letters (more than 100 pages) sent to the Council are in the meeting packet.
- This spreadsheet includes a list of the entities and their programs they support. There were many submissions from cities, often supporting the Source Water Protection program. There are many letters in support of the Voyageurs National Park program. There were many letters from local governments and associations in support of the chloride production program for road de-icer and water softener upgrades, support for SSTS to help counties increase compliance, as well as the municipal separate storm sewer system (MS4) program. There were many agricultural producer trade organizations expressing support for multiple programs: weather station network, conservation drainage management grants, and AgBMP loan program. Environmental groups expressing support for many programs.

#### **Public Input (WebEx 01:49:00)**

- Members of the public wishing to speak to the Council should contact Paul Gardner, Clean Water Council Administrator, before the meeting. Written testimony is also accepted and appreciated.
  - Uday Singh, Water Associate Director at the Mississippi Watershed Management Organization: Support for the stormwater research program.
  - Jack Distel, Water Resources specialist for the City of Bloomington: Support for stormwater research.
  - Jeff Broberg, Minnesota Well Owners Organization: Support programs that fund well testing, water treatment, risk management, safe drinking water areas, and monitoring.
  - Jeff Anderson, Voyageurs National Park Clean Water Joint Powers Board: Support the Voyageurs National Park program.
  - Trevor Russell, Friends of the Mississippi River: Suggest doubling funding to Forever Green, and funding for community lead service line grants. Additional support for the private wellhead protection program, chloride pollution reduction, targeted wellhead drinking water protection program, SSTS grants, and fish contamination assessment. Three initiatives they have concerns with: buffer law implementation as it is nearly in compliance and the level of funding is unnecessary as other funding is provided elsewhere, ag water quality certification program as the profitability aspect is not always compatible with the public health goals (consider guidance language added to protect this part), and the Voyageurs National Park program because the CWFs should be appropriated programmatically versus direct funding to programs (as legislators have been advocating funding directly).
    - Dan Stoddard, Minnesota Department of Agriculture (MDA): They are working on the ag water quality certification within the DWSMAs to make sure they are compatible with the public health goals.
  - Don Wyse, University of Minnesota Forever Green Initiative: Thank you for support of Forever Green.
  - Larry Baker: Support more groundwater planning programs and stormwater research program.

#### **Discuss Scenarios/Process for Modifying Clean Water Fund Recommendations Due to November Forecast (WebEx 02:33:00)**

- There has now been a change to have the Clean Water Council's Biennial Report due January 15 instead of December 1. Then, the Council has time to respond to any changes in the anticipated budget.
- Timeline: The state agencies will submit their budget information to the Minnesota Management and Budget (MMB) and the Governor's Office in late August. Elections are on November 8, and this will determine the Governor and majorities in the House and Senate; committee chairs are determined in early December. The November budget forecast comes out at the end of the month. The Governor and MMB then request any change from the state agencies to revise the budget to match the new revenue estimate. The Council now provide its recommendations on January 15, 2023. In late February 2023 the forecast is set for the revenue estimate for FY24-25.

- The Legislature and public would appreciate the Council and state agencies/Governor to agree on any changes based on the November forecast. This would save a lot of time during the Legislative session. It also gives greater credibility to the recommendations.
- The time between the November forecast and January 15 is short and includes multiple holidays. During its September and October meetings, the Council can discuss where to cut or add funding (with state agency and stakeholder input) depending on the November forecast and respond quickly.
- Scenarios:
  - Clean Water Fund could:
    - Decrease by a few million, which would be easy to address
    - Decrease by a lot more, which would require some serious cuts
    - Increase by a few million, allowing some rounding up of requests to occur
    - Increase by a lot more, allowing additional programs or programs to increase
  - Additionally, the Legislature could appropriate about \$24 million from the CWFs for the SWCDs
    - A bipartisan tax bill from 2022 could be revived to provide some non-CWF dollars
    - It also depends on who is in charge at the Legislature
  - The monthly sales tax revenue is up since the last forecast, but there are still many variables at play.
- *Discussion:* Would the Council like to create a plan for these scenarios at this time to prepare?
- Jen Kader: During the budget process, the programs did identify their scalability. I like the idea to identify the projects and programs that could have their funding increased or be able to handle a decrease. Then, the Council can be prepared for any of these scenarios.
- Glenn Skuta, Minnesota Pollution Control Agency (MPCA): Small programs cannot always handle these impacts. Additionally, innovative programs previously were dropped due to the anticipated decrease in budget from the pandemic impacts. They are back now, so they have potential to be a system change driver. This fund provides the opportunity to do innovative things to be game changers.
- John Barten: At the last budget cycle, the Legislature eliminated the new programs. There needs to be some protection for some of those new programs, so it does not happen again. So, it would be good to have a plan.
- Jen Kader: Perhaps, it would be good to identify the programs that would be the first to adjust and those that we do not want to touch.
  - *Comment from Paul Gardner:* Often the Council looks to the state agencies and the Interagency Coordination Team (ICT) to hear about the impacts of funding changes on the programs. Additionally, one Council member may be supportive to certain program changes, while another may not be. Therefore, knowing how specific the Council would like to may be important to communicate with the ICT.
  - *Comment from Dick Brainerd:* It would be good to have these scenarios. The Council ought to be in that position to respond for whenever that action happens.
  - *Dana Vanderbosch, MPCA:* It is difficult for the ICT to pick out of the many programs which will be reduced without an indicator from the Council. It can be challenging because each Council member represents different groups, but it is important to deliver that feedback to them. The cuts are usually the hardest. In addition, the time constraints make it hard too. Feedback would be good to communicate.
  - *Jen Kader:* We know which programs are scalable, so this could be made into an activity the Council completes. Identifying which programs could be scaled down, and those that need to be protected, and those that can be scaled up.
  - *Phil Sterner:* Having these discussions now would be helpful, especially after hearing from stakeholders.
- The Council will create a list of programs they do not want changed if there are budget cuts, those that could be scaled down, as well as a list of programs that are scalable to increase if there is a budget increase. This should be complete before the Legislative session. The Council can adjust their process as needed, as new information comes out. The Budget and Outcomes Committee (BOC) will work on this item. The ICT will modify their scalability to have a little more information provided to the Council. A survey was considered, but a discussion was preferred.

**Adjournment (WebEx 03:31:16)**

# Summary of Public Comment to Clean Water Council Proposals for the Clean Water Fund FY24-25

As of 19 Sep 2022

Entity	Agency	Program Name	Comments
City of Randall	MDH	Source Water Protection	Support
City of Brooten	MDH	Source Water Protection	Support
City of Ellendale	MDH	Source Water Protection	Support
City of Mahanomen	MDH	Source Water Protection	Support
City of Baudette	MDH	Source Water Protection	Support
City of Glenwood	MDH	Source Water Protection	Support
City of Moorhead	MDH	Source Water Protection	Support
City of Fairmont	MDH	Source Water Protection	Support
City of Mankato	MDH	Source Water Protection	Support
City of Halstad	MDH	Source Water Protection	Support
Empire Township, Dakota County	MDH	Source Water Protection	Support
City of Upsala	MDH	Source Water Protection	Support
Marshall & Polk Rural Water System	MDH	Source Water Protection	Support
City of Dassel	MDH	Source Water Protection	Support
City of Princeton	MDH	Source Water Protection	Support
City of Rochester	MDH	Source Water Protection	Support
Curtis Flats (non-public water supply in Champlin)	MDH	Source Water Protection	Support
City of Walker	MDH	Source Water Protection	Support
City of Roscoe	MDH	Source Water Protection	Support
City of Bovey	MDH	Source Water Protection	Support
Rock Co Rural Water	MDH	Source Water Protection	Support
City of Edgerton	MDH	Source Water Protection	Support
St. Paul Regional Water Services	MDH	Source Water Protection	Support
City of Bloomington	UMN	Stormwater BMP Performance Evaluation & Technology Transfer	Support
Mississippi Water Management Organization	UMN	Stormwater BMP Performance Evaluation & Technology Transfer	Support
Ramsey Washington Metro Watershed District	UMN	Stormwater BMP Performance Evaluation & Technology Transfer	Support
Lois Brink, Oakdale resident	MPCA	Does not believe that PFAS is getting enough attention	Concern

## Summary of Public Comment to Clean Water Council Proposals for the Clean Water Fund FY24-25

League of Mn Cities	MPCA	MPCA staff increase for facilitating water quality trading (CWF supports this with NPDES wastewater/stormwater TMDL implementation program)	Support
City of Rochester	MPCA	Chloride Reduction Program	Support
City of Rochester	MPCA	NPDES wastewater/stormwater TMDL implementation	Support
City of Rochester	MPCA	Point Source Implementation Grant (PSIG) program	Support
University of MN Water Resources Center	UMN	Stormwater research program (four-page annual report highlights in packet)	Support
NorthHarvest Bean Growers Association	MDA	Expand Ag Weather Station Network	Support
MN Sunflower Council	MDA	Expand Ag Weather Station Network	Support
Irrigators Association of Minnesota	MDA	Expand Ag Weather Station Network	Support
MN Wheat Research & Promotion Council	MDA	Expand Ag Weather Station Network	Support
MN Association of Wheat Growers	MDA	Expand Ag Weather Station Network	Support
Schlichting Farms	MDA	Expand Ag Weather Station Network	Support
American Crystal Sugar Company	MDA	Expand Ag Weather Station Network	Support
MN Corn Growers	BWSR	Working Lands Floodplain Easements	Does not support permanent easements
MN Corn Growers	MDA	Expand Ag Weather Station Network	Support
MN Corn Growers	MDA	Conservation Equipment Assistance	Support
MN Corn Growers	MDA	Technical Assistance	Support
MN Corn Growers	BWSR	Conservation Drainage Management Grants	Support
MN Corn Growers	MDA	AgBMP Loan Program	Support
MN Corn Growers	BWSR	Enhancing Soil Health and Landowner Adoption of Cover Crops for Drinking Water & Groundwater Protection	Support
MN Corn Growers	BWSR	Buffer Law Implementation	Funds at this level are now unnecessary
MN Crop Production Retailers	MDA	Technical Assistance	Support
MN Crop Production Retailers	MDA	Expand Ag Weather Station Network	Support
MN Crop Production Retailers	MDA	Conservation Equipment Assistance	Support
MN Crop Production Retailers	MDA	AgBMP Loan Program	Support
Kabetogama Township	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support

## Summary of Public Comment to Clean Water Council Proposals for the Clean Water Fund FY24-25

St. Louis County Plng	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
St. Louis County Board	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
Koochiching EDA	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
Michael & Wendy Pedginski	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
Koochiching County Board	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
National Park Service	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
Arne & Gina Wuorinen, cabin owners	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
Koochiching County Environmental Services	MPCA	National Park WQ Protection Program/Voyageurs National Park	Support
City of North St. Paul	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
White Bear Township	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
City of New Brighton	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
City of Prior Lake	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
City of Eden Prairie	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
City of Cottage Grove	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
City of Cottage Grove	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
City of White Bear Lake	MC	Metropolitan area water supply sustainability support program & water demand reduction (efficiency) grant program	Support
Conservation Minnesota	MDH	Future of Drinking Water	Support lead service line inventorying
Conservation Minnesota	BWSR	Soil and Water Conservation District Capacity Funding	CWC should propose alternative funding
Coalition of Greater MN Cities	MPCA	Chloride Reduction Program	Support; water softener focus
Coalition of Greater MN Cities	PFA	Point Source Implementation Grant (PSIG) Program	Support
Coalition of Greater MN Cities	MPCA	Wastewater/Stormwater TMDL Implementation	Support

## Summary of Public Comment to Clean Water Council Proposals for the Clean Water Fund FY24-25

MN Environmental Science and Economic Review Board	MPCA	Chloride Reduction Program	Support; water softener focus
MN Environmental Science and Economic Review Board	PFA	Point Source Implementation Grant (PSIG) Program	Support
MN Environmental Science and Economic Review Board	MPCA	Wastewater/Stormwater TMDL Implementation	Support
Assn of MN Counties	BWSR	Watershed-Based Implementation Funding	Support
Assn of MN Counties	BWSR	One Watershed One Plan	Support
Assn of MN Counties	MPCA	Enhanced SSTs Compliance	Support
Assn of MN Counties	PFA	Small Community Wastewater Treatment Program	Support
Assn of MN Counties	BWSR	Conservation Drainage Management and Assistance	Support
Assn of MN Counties	UMN	County Geologic Atlas Part A	Support
Assn of MN Counties	DNR	County Geologic Atlas Part B	Support
Assn of MN Counties	MDA	Ag BMP Loan Program	Support
Freshwater		General: Avoid using CWF when other state funding sources would suffice (bonding, general fund surplus)	
Freshwater		General: Avoid over-reliance on CWF for basic programs (and SWCD funding) as we approach 2034 expiration	
Freshwater		General: Nonpoint Source Protection Plan may need to include climate, equity, local capacity, research, monitoring, analysis	
Freshwater		Water storage	Support more water storage
Freshwater		CWC should update program and eligibility criteria to make sure that projects result in clean water outcomes	
Nature Conservancy	BWSR	Wetland Restoration Easements	Support
Nature Conservancy	BWSR	Working Land and Floodplain Easements	Support
Nature Conservancy	BWSR	Critical Shoreland Easements	Support; increase to \$6 million
Nature Conservancy		Wild Rice Reinvest in MN (RIM) Easements (for future consideration)	Support
Nature Conservancy	DNR	Mussel Restoration Pilot Program	Support
Nature Conservancy	DNR	Culvert Replacement Incentive Program	Support
Nature Conservancy	DNR	Water Storage	Support



## Summary of Public Comment to Clean Water Council Proposals for the Clean Water Fund FY24-25

Nature Conservancy	MDA	Conservation Equipment Assistance	Support
Nature Conservancy	MDA	AgBMP Loan Program	Support
Nature Conservancy	MDA	Technical Assistance	Support
Nature Conservancy	MDH	Private Well Initiative	Support
Nature Conservancy	MDH	Future of Drinking Water	Support; increase to \$4 million to support lead service line inventory
Nature Conservancy	BWSR	Soil and Water Conservation District Capacity Funding	CWC should recommend alternative funding
Nature Conservancy		Council should require reports on measurable outcomes and accomplishments	
MN Environmental Partnership	MDA	Forever Green Initiative	Increase to \$8M
MN Environmental Partnership	MDH	Community Lead Service Line Inventory Grants	New, support at \$6M
MN Environmental Partnership	MDH	Private Well Initiative	Support at \$3M
MN Environmental Partnership	MPCA	Chloride Reduction Program	Strongly support
MN Environmental Partnership	BWSR	Targeted Wellhead/Drinking Water Protection	Strongly support
MN Environmental Partnership	MPCA	Enhanced SSTs Compliance	Strongly support
MN Environmental Partnership	DNR	Fish Contamination Assessment	Strongly support addition of PFAS
MN Environmental Partnership	BWSR	Watershed Partners Legacy Grants	Strongly support
MN Environmental Partnership	DNR	Aquifer Monitoring for Water Supply Planning	Strongly support
MN Environmental Partnership	DNR	Nonpoint Source Restoration and Protection	Strongly support
MN Environmental Partnership	MPCA	Lake Superior Basin SWCDs Leveraging Federal Funding	Strongly support
MN Environmental Partnership	BWSR	Buffer Law Implementation	Concern about continued need; use APO authority
MN Environmental Partnership	MPCA	National Park WQ Protection Program/Voyageurs National Park	Concern about earmark approach
MN Environmental Partnership	MDA	MN Ag Water Quality Certification Program (MAWQCP)	New funding should go to Targeted Wellhead/DW Protection until N

## Summary of Public Comment to Clean Water Council Proposals for the Clean Water Fund FY24-25

			recs are more protective in DWSMAs
MN Environmental Partnership	BWSR	Watershed-Based Implementation Funding & Projects & Practices	Concern about fewer results from ag BMPs vs. new/innovative uses of CWF
MN Environmental Partnership	BWSR	Conservation Reserve Enhancement Program (CREP)	Appreciate having no CWF funding
MN Environmental Partnership	BWSR	Soil and Water Conservation District (SWCD) Capacity Funding	Appreciate having no CWF funding
Minnesota Environmental Partnership comments submitted on behalf of Clean Water Action Minnesota, Friends of Minnesota Scientific and Natural Areas, Friends of the Mississippi River, Land Stewardship Project, League of Women Voters Minnesota, Minnesota Center for Environmental Advocacy, Northern Waters Land Trust, Save Lake Superior Association, Save Our Sky Blue Waters, St. Paul Audubon Society, and Wilderness in the City			



September 9th, 2022

Re: FY 24-25 Clean Water Fund Recommendations

Dear members of the Clean Water Council,

We, the undersigned organizations, wish to thank the Clean Water Council for the opportunity to provide comments on the preliminary [FY24-25 Clean Water Fund proposed budget](#) dated July 20, 2022.

We appreciate the work of the Clean Water Council to pursue a more inclusive and transparent process by soliciting additional public input throughout the Clean Water Fund recommendation process.

**Context: Ten years remain**

The Clean Water, Land and Legacy Amendment will expire in 2034. While the amendment is popular with voters and could be renewed if brought forward by lawmakers, it is vital that the Clean Water Fund is invested in a way that proves its worth to Minnesota advocates and voters in the short time that remains. There is room for considerable improvement in this regard.

**Requests for increases in FY24-25 Clean Water Fund budget recommendations**

We ask that additional funds be included in the BOC's FY24-25 Clean Water Fund recommendations to the Clean Water Council for the following items:

- **University of Minnesota Forever Green Initiative (UofMN - \$4M to \$8 million):**  
Minnesota can not "BMP our way to clean water." While traditional BMP cost-share programs can be effective at a local scale, it is clear that Minnesota's clean water goals are not attainable without the widespread adoption of Continuous Living Cover (CLC) on millions of acres of cropland.

For that reason, we support doubling the current Clean Water Fund investment in Forever Green. Forever Green develops new perennial and winter annual crops and associated cropping systems that preserve and enhance water quality and support the development of new supply chains that provide profitable markets for these crops.

This would bring the Clean Water Fund's investment in next-generation market-based perennial and winter annual crops to \$8.0 million for the FY 24-25 biennium. This program is the most direct path to achieving clean water and prosperous farms in Minnesota. We believe this is the most critical investment the state can make to achieve our ag-related clean water goals.

- **Community Lead Service Line Inventory Grants (MDH - \$0M to \$6M):** Every Minnesotan deserves access to clean, safe drinking water. For many communities, conducting an inventory of potential lead service lines is a daunting and expensive process. This funding is essential to understanding our lead service line risks and optimizing our state's replacement efforts - and is the kind of work product that will encourage voters to renew the Amendment in 2034.
- **Private Well Protection (MDH - \$3.0M)** Every Minnesotan deserves access to clean, safe drinking water. Contaminants in the water samples from private wells in certain areas represent a public health crisis, especially when the wells are polluted by increasing nitrate, chloride, and pesticide levels. For complete well testing, private well owners must pay for expensive testing at certified laboratories, rather than from most county or state health departments.

#### **Items we strongly support in the existing draft FY24-25 recommendations**

While many of the draft recommendations are excellent, some items we find particularly worthy of Clean Water Fund investment include:

- **Chloride pollution reduction (MPCA - \$1.3M):** Chloride (salt) is a permanent pollutant that poses a significant threat to aquatic life and health. Enhancing support for communities to reduce chloride discharges from water softeners is an important part of meeting our statewide chloride reduction goals.
- **Targeted Wellhead/Drinking Water Protection (BWSR - \$6.0M):** Every Minnesotan deserves access to clean, safe drinking water. This program will provide critical funding for communities with vulnerable groundwater, communities with Mitigation Level 1 or 2 by the Groundwater Protection Rule, where monitoring has shown elevated nitrate levels, where drinking water protection plans have identified specific activities that will achieve long-term protection, and/or on lands with expiring Conservation Reserve Program contracts.
- **Subsurface Sewage Treatment System (SSTS) Grants (MPCA- \$7.5M):** These resources help low-income homeowners repair and replace septic systems - with clear benefits for water quality and public health.
- **Fish Contamination Assessment (MPCA - \$910K):** This funding provides for enhanced lab analysis of fish assessments, including the capacity to begin a statewide assessment of PFAS in fish tissue. Due to the [prevalence of PFAS in our environment](#) and widespread concern about the [health risks of PFAS exposure](#), this is a wise investment.
- **Watershed Partners Legacy Grants (BWSR - \$1M):** This grant opportunity invites local partners to bring their creativity and innovative thinking to bear on our water quality challenges in a new way.
- The recommendations for **Aquifer Monitoring for Water Supply Planning (DNR - \$4.0M)** and for **Nonpoint Source Restoration and Protection (DNR - \$3.2M)** are critical to protecting Minnesota's precious groundwater. Groundwater is becoming increasingly at-risk because of aquifer breaches, pumping for irrigation, drought, and tiling and drainage practices. We support these increases and encourage additional funds for these programs for further research on the impact on Minnesota's groundwater resources.



- **Lake Superior Basin SWCDs Leveraging Federal Funding: (BWSR - \$2M)** This project will support Lake Superior Basin SWCDs to leverage expanded Great Lakes Restoration Initiative dollars and other funds from the Bipartisan Infrastructure Law.

We are grateful for the Clean Water Council's support for these important initiatives and are hopeful these items are included in the Council's final FY24-25 recommendations.

### Questions and concerns

We are concerned about several proposals included in the preliminary recommendations.

- **Buffer Law Implementation (BWSR - \$4M):** BWSR is to be applauded for its excellence in securing approximately 99% compliance with public water buffers statewide. However, for that reason, it is unclear why this level of funding remains necessary.

We acknowledge that remaining non-compliant landowners may be the least cooperative and most time-consuming to bring into compliance. However, the buffer law includes Administrative Penalty Order (APO) authority for this reason. While APO authority is understandably not a preferred method of securing compliance, relying on the APO approach while redirecting a portion of these funds to other activities may be a more just and equitable use of limited public resources.

- **Voyageurs National Park Clean Water Joint Power Board (\$2.2M):** While the merits of this work are clear, we question whether or not the Clean Water Fund is the optimal funding source. Clean Water Fund recommendations have typically been program-based, rather than earmarked for specific projects in a particular location or legislative district. This proposal appears to run counter to the program-based nature of the fund. This type of water infrastructure assistance may better be funded through a bonding bill or through the PFA Small Community Wastewater Treatment Program Program.
- **Ag Water Quality Certification Program (MDA - \$7M):** While the certification program has made modest progress in promoting baseline BMP adoption statewide, we remain concerned that the profitability-based Maximum Return To Nitrogen (MRTN) nutrient management recommendations at the heart of the certification standard are not always compatible with achieving our public health goals through the Groundwater Protection Act.

Communities with at-risk DWSMAs deserve the protections provided in Part II of the MDA's Groundwater Protection Rule (GPR). However, any farm operation that is certified under the far less-protective MNAWQCP standard is exempt under phase III and IV interventions included in the GPR for a period of 10 years. This invites the scenario where the critical public health protections provided by the GPR are significantly delayed in communities where DWSMA acreage is instead certified by the Ag Water Quality Certification Program.

While we appreciate the comments from MDA staff at the August 15th Clean Water Council expressing their intent to align the certification standard with GPR phase III & IV regulatory interventions in relevant DWSMAs. However, until the certification standard is revised accordingly, new funding for this purpose would best be channeled through BWSR's Targeted Wellhead / Drinking Water Protection work.

- **BWSR implementation funding:** BWSR has an essential role in directing resources to implement conservation practices statewide. However, Minnesota's water quality trends suggest that simply ramping up voluntary cost-share BMP adoption funding is not likely to produce meaningful results. An increase of this magnitude is somewhat surprising and could

compromise the ability of other state agencies to expand upon their own ongoing work, and deprive the Council of the ability to invest in new and innovative uses for Clean Water Fund dollars in future years.

### **Appreciation**

The Clean Water Fund can't fund everything. Some activities - while of great importance to our state's natural resource goals - are best funded elsewhere. We are grateful that the Council recognizes that funding for the **Conservation Reserve Enhancement Program (CREP)** and base funding for **Soil & Water Conservation Districts (SWCDs)** are best provided through other means.

We also look forward to continuing our conversations with Council members as to how to best avoid the substitution of Clean Water Funds for traditional sources of revenue, including fees. Sincerely,



Steve Morse  
Executive Director

*Submitted on behalf of the following organizations:*

Clean Water Action Minnesota

Friends of Minnesota Scientific and Natural Areas

Friends of the Mississippi River

Land Stewardship Project

League of Women Voters Minnesota

Minnesota Center for Environmental Advocacy

Northern Waters Land Trust

Save Lake Superior Association

Save Our Sky Blue Waters

St. Paul Audubon Society

Wilderness in the City



## Gardner, Paul (MPCA)

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**From:** Joe Hastings <Jhasting@crystalsugar.com>  
**Sent:** Thursday, August 25, 2022 3:28 PM  
**To:** Gardner, Paul (MPCA); Harrison Weber  
**Subject:** RE: Weather station project support - Clean Water Council

Hello Paul,

I am Joe Hastings the General Agronomist at American Crystal Sugar Company, Harrison had CC'd me on the email.

NDAWN has developed several applications/models for sugarbeets that our growers and Agronomy Staff use that are based on data collected from the weather stations they currently have. To highlight two examples would be the Sugarbeet Root Maggot (SBRM) Degree Day model and the Cercospora Daily Infection Value (DIV) Model.

Both of these help use make decisions on applying a pesticide at the right time and place for control of the Sugarbeet Root Maggot insect and the fungal disease Cercospora Leaf Spot.

The Sugarbeet Root Maggot Degree Day model monitors temperature and is very accurate in forecasting when the Sugarbeet Root Maggot fly will emerge and be at its maximum fly activity. When can then time an insecticide application accordingly, at the right time and right place.

The Cercospora Daily Infection Value model monitors the combination of temperature and humidity and can then show when the optimum conditions for disease development are occurring. This then lets us make fungicide applications at the right time and place for protection against the Cercospora leaf spot infection.

Here are links to those models found on the NDAWN website:

SBRM: <https://ndawn.ndsu.nodak.edu/sugarbeet-root-maggot.html>

Cercospora DIV: <https://ndawn.ndsu.nodak.edu/sugarbeet-cercospora.html>

Both these models and weather data that drives are extremely important for making well-timed applications that are not wasteful or un-needed. Un-needed applications that are not at the right time or place are undesirable and ineffective. This in-turn saves money on the farm by reducing runoff or leaching from unusable product applications has the added benefit to reduce environmental concerns and protect water quality.

Having an increased distribution level of weather stations will help further refine our ability to apply pesticides at the right time and places where necessary.

Thank you and please let me know if you have any questions,

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**From:** Gardner, Paul (MPCA) <Paul.Gardner@state.mn.us>  
**Sent:** Thursday, August 25, 2022 2:12 PM  
**To:** Harrison Weber <hweber@rrvsga.com>  
**Cc:** Joe Hastings <Jhasting@crystalsugar.com>  
**Subject:** RE: Weather station project support - Clean Water Council

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



## City of White Bear Lake

4701 Highway 61 N.  
White Bear Lake, Minnesota 55110  
651-429-8531 | [www.whitebearlake.org](http://www.whitebearlake.org)

August 24, 2022

John Barten, Chair  
Clean Water Council  
520 Lafayette Road North  
St. Paul, MN 55155

**RE: Support for Metropolitan Council's 2023-2024 Clean Water Fund Request**

Dear Mr. Barten and Members of the Clean Water Council,

Water is fundamental to the prosperity and quality of life of our Twin Cities region. Every sector of our community's development relies on water – commerce, manufacturing, construction, health care, recreation, and agriculture.

Over the past twelve years, the Metropolitan Council has received funding from the Clean Water Fund (CWF) to support two programs that target water supply sustainability in the Twin Cities metro area:

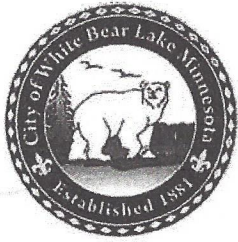
1. Metropolitan area water supply sustainability support program
2. Water demand reduction (efficiency) grant program

Through these two programs, the Clean Water Fund supports communities to implement projects that address emerging drinking water supply threats. The programs provide cost-effective regional solutions and tools, leverage inter-jurisdictional coordination, support local implementation of water supply reliability projects, and help prevent degradation of groundwater resources in the region.

These programs have fostered partnerships between and within organizations and shed additional light on greater water resource issues. Working together, Metropolitan Council and metro area cities are moving toward meeting our long-term goal of sustainable water supplies for current and future generations.

In 2022, the City of White Bear Lake received \$23,000 from the Metropolitan Council's Water Efficiency Grant Program. This program exists to increase water efficiency by encouraging municipalities in the metropolitan area to implement measure to reduce water demand. Without the grant support, the city would not have been able to accelerate the achievement of





## City of White Bear Lake

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the estimated 3.6 million gallons saved annually through the program by offering its residents a low flush volume toilet rebate program.

Many communities have benefitted from these programs. We will continue to benefit from the expansion of these programs as we strive to use water more efficiently in the region. I respectfully request that the Clean Water Council fully support the Metropolitan Council's FY 23-24 funding request.

Sincerely,

Lindy Crawford  
City Manager

Cc: Paul Gardner, Clean Water Council Administrator, MN Pollution Control Agency  
Ali Elhassan, Manager, Water Supply Planning, Metropolitan Council

## Sales Tax Revenue Changes from February 2022 Forecast

Numbers are in millions over or under monthly forecast expectations

May	\$ 54
June	\$ (11)
July	\$ 102
August	\$ (8)

**\$ 137** above expectations so far through end of August

6.500% Minnesota sales tax rate

0.375% Legacy Amendment sales tax of 3/8%

0.125% Clean Water Fund portion

1.923% Percentage of sales tax that is CWF

**\$ 2.63** Ballpark estimate of increase (or decrease) over forecast in CWF through August

FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
	<b>Monitoring, Assessment, and Characterization</b>					
DNR	<b>Aquifer Monitoring for Water Supply Planning:</b> Collect and analyze critical aquifer level data and groundwater flow dynamics, develop groundwater models and work with stakeholders to address sustainability management and planning through groundwater management areas and other forums.	\$4,150	\$3,700	\$ 3,700	\$4,000	8.11%
DNR	<b>Fish Contamination Assessment:</b> Sample mercury and other contaminants in fish to determine fish consumption advisories, impairment status, and trend markers for those sites.	\$270	\$350	\$ 350	\$910	160.00%
DNR	<b>Lake IBI assessment:</b> Support MPCA's lake water quality assessments with by providing data and interpretation about fish and plant populations.	\$2,500	\$2,000	\$ 2,000	\$2,900	45.00%
DNR	<b>Buffer Map Maintenance:</b> Update and maintain maps of public waters and ditch systems that require permanent vegetation buffers.	\$200	\$50	\$ 50	\$50	0.00%
DNR	<b>Stream flow monitoring:</b> Collect stream flow data, which is used to calculate pollutant loads for MPCA's water quality assessments. Sample bedload at select stations to analyze sediment transport in streams.	\$4,000	\$4,000	\$ 4,000	\$5,100	27.50%
MDA	<b>Monitoring for Pesticides in Surface Water and Groundwater:</b> Ongoing monitoring using clean water funded laboratory instruments which provides increased capability and greater capacity for pesticide monitoring. Clean Water funding has allowed the MDA to increase the number of detectable pesticides, increase the sensitivity of detection of certain pesticides, and increase the overall number of samples that can be analyzed on an annual basis.	\$700	\$700	\$ 700	\$700	0.00%
MDA	<b>Pesticide Testing of Private Wells:</b> Provide free pesticide testing of private wells in areas where groundwater may be at risk for elevated pesticide concentrations. Testing focuses on the herbicide cyanazine which is no longer used in Minnesota but its degradates are being detected at concentrations above the drinking water standard in some areas.	\$2,000	\$870	\$ 870	\$1,000	14.94%
MDH	<b>Drinking Water Contaminants of Emerging Concern Program:</b> Continue to protect human health by developing guidance and providing expert technical assistance on emerging contaminants so that timely and targeted health information is available for decision-making by state programs and the public. Increase outreach and education through grants or contracts that focus on education, prevention, and behavioral action to reduce contamination. Work will include developing partnerships and capacity on laboratory methods, researching and conducting rapid assessments, full chemical reviews, and participating in studies that measure the occurrence of emerging contaminants and provide public health context to the resulting data.	\$3,400	\$2,400	\$ 2,400	\$10,400	333.33%

FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
MDH	<b>Private Well Initiative:</b> Ensure 1.2 million private well users have safe drinking water by: better understanding and explaining the occurrence and distribution of contaminants in private wells in Minnesota; expanding education and outreach to private well users about well testing, treatment, and wellhead protection; and building partners' capacity to support private well users.	\$1,500	\$0	\$ -	\$3,000	NEW
MPCA	<b>River and Lake Monitoring &amp; Assessment:</b> Statewide lake and stream/river monitoring foundational to assessing water quality, the development of Total Maximum Daily Loads (TMDLs), Watershed Restoration and Protection Strategies (WRAPS), Groundwater Restoration and Protection Strategies (GRAPS), which inform One Watershed One Plans (1W1P). Intensive watershed monitoring includes biological, chemical, and habitat monitoring in watersheds to assess the water conditions, pollutant load monitoring to track trends, and large river sampling every 5 years. Assessments determine if waters are impaired and serve as a basis for further analysis of watershed problems, protection options, and overall watershed planning efforts. FY24/25 request would add targeted PFAS monitoring and additional lake monitoring in lake-heavy watersheds at local partner request.	\$16,000	\$14,432	\$ 14,432	\$18,300	26.80%
MPCA	<b>Groundwater assessment:</b> Monitor and enhance ambient groundwater well network to collect critical water quality data needed for drinking water protection and surface water impact analysis, including modeling to support TMDL stressor identification and contaminants of emerging concern (CECs) in a subset of monitoring wells.	\$2,364	\$1,900	\$ 1,900	\$2,000	5.26%
MPCA (pass thru)	<b>Red River Watch (Red River Watershed Board)</b>			\$ 300		-100.00%
MPCA (pass thru)	<b>Grants to the Friends of the Minnesota Valley</b> for river watch activities			\$ 100		-100.00%
	<b>Monitoring, Assessment, and Characterization total</b>	<b>\$37,084</b>	<b>\$30,402</b>	<b>\$30,802</b>	<b>\$48,360</b>	
	<b>Watershed &amp; Groundwater Restoration/Protection Strategies</b>					
DNR	<b>Watershed Restoration and Protection Strategies:</b> Work with state and local partners to provide expertise, data, analysis, and support for major watershed studies and the development of watershed restoration and protection strategies.	\$3,800	\$3,800	\$ 3,800	\$4,300	13.16%
MDH	<b>Groundwater Restoration and Protection Strategies:</b> Scale up the Groundwater Restoration and Protection Strategy development to begin matching local needs regarding data/information delivery, staff capacity, training/education, and strategy development. Continue to coordinate with other state agency efforts and complete projects coordinated with 1W1P efforts.	\$1,100	\$1,126	\$ 1,126	\$1,500	33.21%

FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
MDH	<b>Source Water Protection:</b> Support source water protection planning and implementation in communities served by groundwater and surface water. Establish Drinking Water Ambient Monitoring Program to monitor and address emerging threats in source waters. Continue coordinating and integrating source water protection activities with comprehensive watershed planning efforts.	\$5,494	\$7,884	\$ 7,884	\$8,000	1.47%
MPCA	<b>Watershed Restoration and Protection Strategies (includes TMDL development):</b> In 2008, the MPCA launched a watershed approach to systematically and comprehensively conduct the state's water-quality monitoring, and restoration and protection planning needs on a 10-year cycle. Watershed Restoration and Protection Strategies (WRAPs), including TMDLs, are developed with local partners to set strategies for impaired waters and unimpaired waters by setting reduction and protection goals, milestones and measures to guide state and local government implementation efforts. Funding also supports updating watershed models as new monitoring data become available.	\$15,100	\$13,451	\$ 13,451	\$13,000	-3.35%
	<b>Watershed &amp; Groundwater Restoration/Protection Strategies total</b>	<b>\$25,494</b>	<b>\$26,261</b>	<b>\$26,261</b>	<b>\$26,800</b>	
	<b>Comprehensive Local Watershed Management</b>					
BWSR	<b>Water Management Transition (One Watershed One Plan):</b> Accelerate implementation of the State's Watershed Approach through the statewide development of watershed-based local water planning that is synchronized with Watershed Restoration and Protection Strategies (WRAPS) and Groundwater Restoration and Protection Strategies (GRAPS) by providing technical assistance, program oversight, and grants to local governments consistent with Minnesota Statutes 103B.801.	\$4,000	\$5,808	\$5,808	\$5,000	-13.91%
	<b>Comprehensive Local Watershed Management total</b>	<b>\$4,000</b>	<b>\$5,808</b>	<b>\$5,808</b>	<b>\$5,000</b>	
	<b>Nonpoint source implementation</b>					
BWSR	<b>Implementation Funding for Watersheds with Approved Comprehensive Watershed Plans (Watershed-based Implementation Funding):</b> A non-competitive, performance based program to implement projects on a watershed scale that protect, enhance, and restore surface water quality in lakes, rivers, and streams, protect groundwater from degradation, and protect drinking water sources. Projects must be identified in a water or comprehensive watershed plan developed by local governments and approved by the Board of Water and Soil Resources. This may include those under the One Watershed, One Plan Program or under the seven-county metropolitan groundwater or surface water management frameworks as provided for in Minnesota Statutes, chapters 103B, 103C, 103D, and 114D.	\$26,966	\$43,564	\$43,564	\$79,000	81.34%

## FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
BWSR	<b>Accelerated Implementation:</b> Enhance the capacity of local governments to accelerate implementation of projects and activities that supplement or exceed current state standards for protection, enhancement, and restoration of water quality in lakes, rivers, streams, and groundwater. Activities include: 1) increase technical assistance through regional technical service areas (TSAs), 2) technical training and certification, 3) leveraging federal program dollars, and 4) using analytical targeting and measurement tools that fill an identified gap.	\$8,000	\$9,682	\$9,682	\$11,000	13.61%
BWSR	<b>Conservation Drainage Management and Assistance:</b> Implementation of a conservation drainage/multipurpose drainage water management program in consultation with the Drainage Work Group to improve surface water management by providing supplemental funding under the provisions of 103E.015.	\$1,700	\$1,700	\$1,700	\$2,500	47.06%
BWSR	<b>Conservation Reserve Enhancement Program (CREP)</b>			\$5,600		-100.00%
BWSR	<b>Critical Shoreland Protection-Permanent Conservation Easements:</b> To purchase permanent conservation easements to protect lands adjacent to public waters with good water quality but threatened with degradation. Focus is on the headwaters of the Mississippi Basin for protection of tributaries and the Mississippi River, to provide source water protection for numerous Twin Cities and rural communities along the Mississippi River.	\$3,000	\$2,468	\$2,468	\$3,000	21.56%
BWSR	Capacity Grants to Soil and Water Conservation Districts		\$0	\$24,000		-100.00%
BWSR	<b>Wetland restoration easements:</b> Funds will acquire permanent conservation easements and restore wetlands in priority areas statewide. Will hold water in upper watershed areas for de-nitrification, rate, and volume control.	\$0	\$5,660	\$5,660	\$10,000	76.68%
BWSR	<b>Measures, Results and Accountability:</b> To provide state oversight and accountability, evaluate and communicate results, support program and outcomes development, provide reporting tools, and measure conservation program implementation of local governments, develop and distribute technical guidance, develop and submit associated legislative reports.	\$2,000	\$2,500	\$2,500	\$2,500	0.00%
BWSR	<b>Buffer Law Implementation:</b> Provides program oversight and grants to support local governments in their implementation of the statewide buffer law.	\$5,000	\$3,872	\$3,872	\$4,000	3.31%
BWSR	<b>Working Land and Floodplain Easements:</b> Easements to set aside sensitive land in riparian corridors to address water quality, including rate and volume concerns. Based on a conservation plan, participating landowners will have options to establish flood hardy understory, establish trees, haying/grazing, silviculture, silvopasture, agroforestry with payment structure based on the proposed use.	\$0	\$3,872	\$3,872	\$6,000	54.96%
BWSR	<b>Surface and Drinking Water Protection/Restoration Grants:</b> (Projects and Practices) Competitive grant program and incentive funding to protect, enhance and restore water quality in lakes, rivers and streams and to protect groundwater and drinking water by implementing priority actions in local water management plans. Up to 20% of funds dedicated to drinking water protection activities.	\$32,000	\$22,266	\$22,266	\$17,000	-23.65%

FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
BWSR	<b>Watershed Partners Legacy (WPL) Grants:</b> Program is for water quality improvement projects to protect, enhance, and restore water quality in lakes, rivers, and streams and protect groundwater from degradation. This program provides matching grants to local, state, and national nonprofit organizations, tribal governments, and other government partners. Projects will be evaluated and prioritized based on alignment with state-approved and locally-adopted comprehensive watershed management plans or related scientific information.	\$0	\$1,000	\$1,000	\$1,000	0.00%
BWSR	<b>Enhancing Landowner Adoption of Soil Health Practices for Drinking Water &amp; Groundwater Protection:</b> The program provides both applied research by the Minnesota Office for Soil Health and implementation of cover crop practices and conservation tillage to achieve water quality benefits as prioritized in comprehensive watershed management plans.	\$0	\$4,000	\$4,000	\$14,227	255.68%
BWSR	<b>Lake Superior Basin SWCDs BIL Leverage Funding:</b> Funding to Lake Superior Basin SWCDs to leverage Great Lakes federal dollars anticipated from the Bipartisan Infrastructure Law	\$0	\$0	\$0	\$2,000	
DNR	<b>Nonpoint source restoration and protection activities:</b> Support local planning and implementation efforts, including: One Watershed, One Plan, systematic conservation planning, technical assistance with implementation, and targeted forest stewardship for water quality.	\$2,000	\$2,500	\$2,500	\$3,200	28.00%
DNR	<b>NEW Mussel Restoration Pilot Program:</b> Increase mussel production at Lake City facility and field test restoration in three HUC8 watersheds.	\$0	\$0	\$0	\$600	NEW
DNR	<b>NEW Culvert replacement Incentive Program:</b> Financial and technical assistance for Counties and other local governments to help replace culverts using modern design for floodplain connectivity, biological connectivity and channel stability. Funds would be authorized and available until spent (this is important because it takes time to line this work up). Target would be about 20 projects at \$125K per project, up to 30% cost share. 2 FTE for Technical Support. Potential to leverage Federal infrastructure funding.	\$0	\$0	\$0	\$3,000	NEW
DNR	<b>Water Storage</b> - A pilot for a new program to identify, acquire property interest, restore/enhance and potentially engineer drained wetlands in the watersheds of impaired lakes in southern and western MN that have high fish or wildlife habitat and recreation value. Primary purpose for wetland acquisition and restoration is for water quality and quantity, with habitat benefits secondary. Examples of lakes are: Heron; Shetek; Sarah; Fox; Wakanda.	\$0	\$0	\$0	\$1,000	NEW
MDA	<b>AgBMP Loan Program:</b> This program provides revolving low interest loans for eligible activities that reduce or eliminate water pollution. The program is administered by local governments, has very low transaction costs, and repayments fund additional projects.	\$150	\$150	\$150	\$15,000	9900.00%



FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
MDA	<b>MN Agricultural Water Quality Certification Program:</b> The MAWQCP is a first of its kind partnership between federal and state government and private industry. This innovative and nationally recognized voluntary program targets water quality protection on a field by field, whole farm basis. It comprehensively identifies and mitigates agricultural risks to water quality and protects and restores water resources, improves and expands soil health, and builds and quantifies climate resiliency in Minnesota agriculture.	\$6,000	\$6,000	\$6,000	\$7,000	16.67%
MDA	<b>Technical Assistance:</b> Technical assistance helps ensure accurate scientific information is available and used to address water quality concerns from agricultural practices. Funding is used to evaluate the effectiveness of conservation practices, support on-farm demonstrations and enhance outreach and education to the agricultural community and local government partners. Includes activities such as Discovery Farms MN, Root River Field to Stream Partnership, and support for agricultural retailers working with the 4R Nutrient Stewardship Certification program.	\$3,000	\$3,000	\$3,000	\$3,000	0.00%
MDA	<b>Conservation Equipment Assistance:</b> Funding will provide assistance to both SWCDs and farmers to purchase equipment or items to retrofit existing equipment that has climate and water quality benefits including conservation tillage equipment and cover crop seeding equipment. This proposal would compliment soil health cost-share programs by providing the equipment needed to implement practices.	\$0	\$0	\$0	\$4,000	NEW
MDA	<b>Expand Ag Weather Station Network:</b> Expand the existing state weather station and soil temperature network to provide accurate and timely weather data to optimize the timing of irrigation, fertilizer, pesticide and manure applications and support land management decisions. This will result in improved surface water and groundwater quality and support efforts to improve soil health.	\$0	\$0	\$0	\$3,000	NEW
MC	<b>Water demand reduction grant program:</b> Provides grants to assist municipalities in metro area with implementation of water demand reduction measures to ensure the reliability and protection of drinking water supplies.	\$750	\$1,250	\$1,250	\$1,500	20.00%
MPCA	<b>Great Lakes restoration project:</b> Funds are used to leverage federal dollars to restore the St. Louis River area of concern so beneficial use impairments can be removed.	\$1,500	\$1,500	\$1,500	\$1,500	0.00%
	<b>Nonpoint source implementation total</b>	<b>\$92,066</b>	<b>\$114,984</b>	<b>\$144,584</b>	<b>\$195,027</b>	34.89%
	<b>Point source implementation</b>					
MPCA	<b>Chloride reduction efforts:</b> This program provides critical support to communities by providing grants to offset costs to reduce their chloride discharges via water softeners, a critical step in meeting statewide chloride reduction goals. The FY24-25 request adds additional grant funding because there are more communities now that must implement their chloride reduction plan. These implementation funds result in a direct reduction of chloride to our state waters.	\$500	\$520	\$520	\$1,300	150.00%



FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
MPCA	<b>Wastewater/stormwater TMDL implementation: Combines what had been two appropriations formerly for NPDES support (WRAPS and TMDLs) with accelerating stormwater permit compliance.</b> These two historical appropriations will be combined in FY24-25 for streamlining as the two bodies of work overlap. Proper management of stormwater and wastewater is crucial to achieving the goals of TMDLs. Funding for these program areas supports point source implementation and represents the minimum amount of funding needed to provide technical assistance tools to local units of government and to support staffing to accelerate work in stormwater and wastewater permitting programs that protect lakes and streams. Additional funding is requested for FY24-25 to restore cuts from the past couple of biennia to stormwater project funding that allows continued development of the Stormwater Manual which is used by both unregulated and regulated cities, and to support creating connections between point and nonpoint source implementation programs.	\$2,200	\$2,200	\$2,200	\$3,000	36.36%
PFA	<b>Point Source Implementation Grant (PSIG) Program:</b> Provides grants to help cities upgrade water infrastructure treatment facilities to comply with TMDL wasteload requirements and more stringent water quality-based effluent limits for phosphorus, chlorides, and other pollutants. The PFA administers the program in partnership with the MPCA.	\$18,000	\$15,936	\$15,936	\$18,000	12.95%
PFA	<b>Small Community Wastewater Treatment Program:</b> Provides grants and loans to assist small unsewered communities with technical assistance and construction funding to replace non-complying septic systems with community subsurface sewage treatment systems (SSTS). The PFA administers the program in partnership with the MPCA.	\$250	\$200	\$200	\$200	0.00%
	<b>Point source implementation total</b>	<b>\$20,950</b>	<b>\$18,856</b>	<b>\$18,856</b>	<b>\$22,500</b>	
	<b>Groundwater/Drinking Water Implementation</b>					
BWSR	<b>Targeted Wellhead/Drinking Water Protection:</b> For conservation easements on wellhead protection areas under Minnesota Statutes, section 103F.515, subdivision 2, paragraph (d), or for grants to local units of government for ensuring long-term protection of groundwater supply sources in wellhead protection areas. Priority to be placed on land that is located where the vulnerability of the drinking water supply is designated as high or very high by the commissioner of health, where the drinking water supply is identified as Mitigation Level 1 or 2 by the Minnesota Groundwater Rule, where monitoring has shown elevated nitrate levels, where drinking water protection plans have identified specific activities that will achieve long-term protection, and/or on lands with expiring Conservation Reserve Program contracts.	\$4,000	\$5,000	\$5,000	\$6,000	20.00%

**FY24-25 CWF proposed budget**

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
MDA	<b>Irrigation Water Quality Protection:</b> Nitrogen contributions to groundwater under irrigated agriculture can be significant in some parts of Minnesota. Funding is for an irrigation water quality specialist via a contract with U of M Extension. This position develops and provides education on irrigation and nitrogen best management practices (BMPs) and supports the development of irrigation scheduling guidance for Minnesota irrigators.	\$300	\$270	\$270	\$300	11.11%
MDA	<b>Nitrate in Groundwater:</b> Funding to implement Minnesota's Nitrogen Fertilizer Management Plan and Groundwater Protection Rule for preventing and responding to nitrate contamination of groundwater from nitrogen fertilizer use. Includes support for: well testing, BMP promotion, demonstration, and adoption; Extension staffing; local advisory teams to work with farmers and crop advisors in areas with elevated nitrate in groundwater, conducting computer modeling to evaluate specific agricultural practices and; technical support and on-farm demonstrations such as Rosholt Farm.	\$5,170	\$5,170	\$5,170	\$6,000	16.05%
MDH	<b>Future of Drinking Water:</b> Develop public health policies and an implementable action plan to address threats to safe drinking water in Minnesota by engaging local and national experts. Conduct an analysis to determine the scope of the lead problem in Minnesota's water and the cost to eliminate lead exposure in drinking water.	\$500	\$500	\$500	\$500	0.00%
MC	<b>Metropolitan Area Water Supply Sustainability Support:</b> Metropolitan Council will continue implementing projects that address emerging drinking water supply threats, provide cost-effective regional solutions, leverage inter-jurisdictional coordination, support local implementation of water supply reliability projects, and prevent degradation of groundwater resources.	\$2,000	\$1,838	\$1,838	\$2,500	36.02%
MPCA	<b>Enhanced County inspections/SSTS corrective actions:</b> Support technical assistance and County implementation of SSTS program requirements (M.S. 115.55) including issuing permits, conducting inspections, identifying and resolving non-compliant SSTS, and revising and maintaining SSTS ordinances. The FY24/25 request would increase available grant funds to counties to assist families with low income make septic system upgrades	\$6,750	\$5,824	\$5,824	\$7,500	28.78%
MPCA	<b>National Park Water Quality Protection Program/Voyageurs National Park</b>			\$1,400	\$2,000	42.86%
	<b>Groundwater/Drinking Water Implementation total</b>	<b>\$18,720</b>	<b>\$18,602</b>	<b>\$18,602</b>	<b>\$24,800</b>	33.32%
	<b>Local Implementation total (NPS, PS, GW/DW)</b>	<b>\$131,736</b>	<b>\$152,442</b>	<b>\$182,042</b>	<b>\$242,327</b>	
	<b>Research, Evaluation and Tool Development</b>					
BWSR	<b>Tillage and Erosion Survey:</b> Program to systematically collect data and produce statically valid estimates of the rate of soil erosion state-wide and tracking the adoption of high residue cropping systems in the 67 counties with greater than 30% of land in agricultural row crop production.	\$850	\$724	\$724	\$850	17.40%

## FY24-25 CWF proposed budget

July 1, 2022

Agency	Activity	Enacted Budget FY2020-21 (000s)	Recommended budget FY2022-23 (000s)	Enacted Budget (FY22-FY23)	ICT's recs FY2024-25 (000s)	Percent Increase from FY22-23 to FY24-25
BWSR	<b>Technical Evaluation:</b> For a technical evaluation panel to conduct restoration evaluations under Minnesota Statutes, section 114D.50, subdivision 6.	\$168	\$84	\$84	\$200	138.10%
DNR	<b>Applied research and tools:</b> Maintain and update LiDAR-derived elevation data and tools; develop fine-scale watershed models; assess relationships among disturbance patterns, BMP applications, and water quality in forested watersheds.	\$1,400	\$1,065	\$1,065	\$1,300	22.07%
DNR	<b>County geologic atlases:</b> Work with the Minnesota Geological Survey to accelerate completion or updates to County Geologic Atlases that provide critical groundwater and geology information to local governments.	\$300	\$0	\$0	\$300	returned to previous levels
MDA	<b>Research Inventory Database:</b> The Minnesota Water Research Digital Library (MNWRL) is a user-friendly, searchable inventory of water research relevant to Minnesota. It provides “one-stop” access to all types of water research, including both peer-reviewed articles and white papers and reports.	\$100	\$80	\$80	\$80	0.00%
MDA / U of MN	<b>Forever Green Agricultural Initiative (U of MN):</b> Develops new perennial and winter annual crops and associated cropping systems that preserve and enhance water quality, and supports the development of new supply chains that provide profitable markets for these crops. Funding will support the Forever Green Initiative in areas related to research, implementation, and partnership development.	\$4,300	\$4,000	\$4,000	\$6,000	50.00%
MDA	<b>Agricultural Research/Evaluation:</b> Research will focus on evaluating, developing and demonstrating regional and animal-specific recommendations for manure crediting, and to develop or revise manure best management practices (BMPs). Water quality benefits and greenhouse gas emission reductions can be achieved by proper crediting for the nutrient value of various types of manure.	\$0	\$0	\$0	\$1,500	NEW
MDH	<b>Recreational Water Quality Online Portal:</b> Develop a statewide portal for beach monitoring results, closures, and public health notifications. Evaluate monitoring results to determine best practices for beach monitoring at Minnesota lakes, ensuring decisions are science-driven, protect the public’s health, and help make sure that Minnesota’s waters continue to be swimmable for all to enjoy.	\$0	\$0	\$0	\$600	NEW
U of MN	<b>Stormwater BMP Performance Evaluation &amp; Technology Transfer</b>			\$ 1,500	\$2,000	33.33%
U of MN	<b>Geologic Atlas with Dept. of Natural Resources</b>			\$ 900	\$1,000	11.11%
U of MN	<b>Quantifying the Multiple Benefits of Clean Water Investments</b>			\$ 190	\$0	-100.00%
U of MN	<b>Study water's role in transporting chronic wasting disease prions</b>			\$ 1,378	\$0	-100.00%
	<b>Research, Evaluation and Tool Development total</b>	<b>\$7,118</b>	<b>\$5,953</b>	<b>\$9,921</b>	<b>\$13,830</b>	
MPCA	<b>Clean Water Council budget</b>	\$220	\$550	\$550	\$675	22.73%
LCC	<b>Legislative Coordinating Commission</b>	\$9	\$8	\$8	\$8	0.00%
	<b>Administration total</b>	<b>\$229</b>	<b>\$558</b>	<b>\$558</b>	<b>\$683</b>	

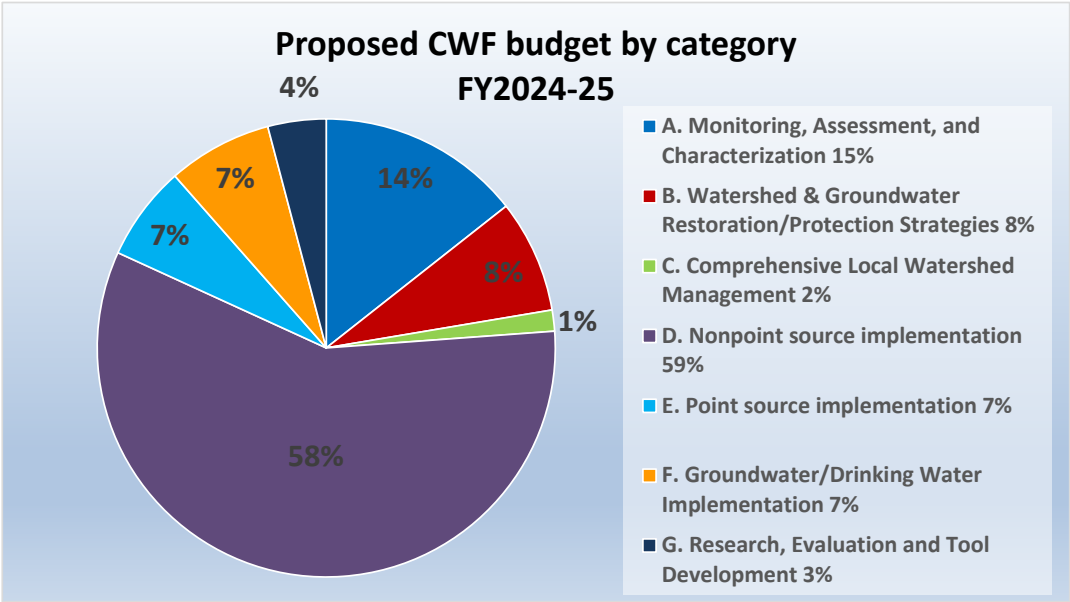
**FY24-25 CWF proposed budget**

July 1, 2022

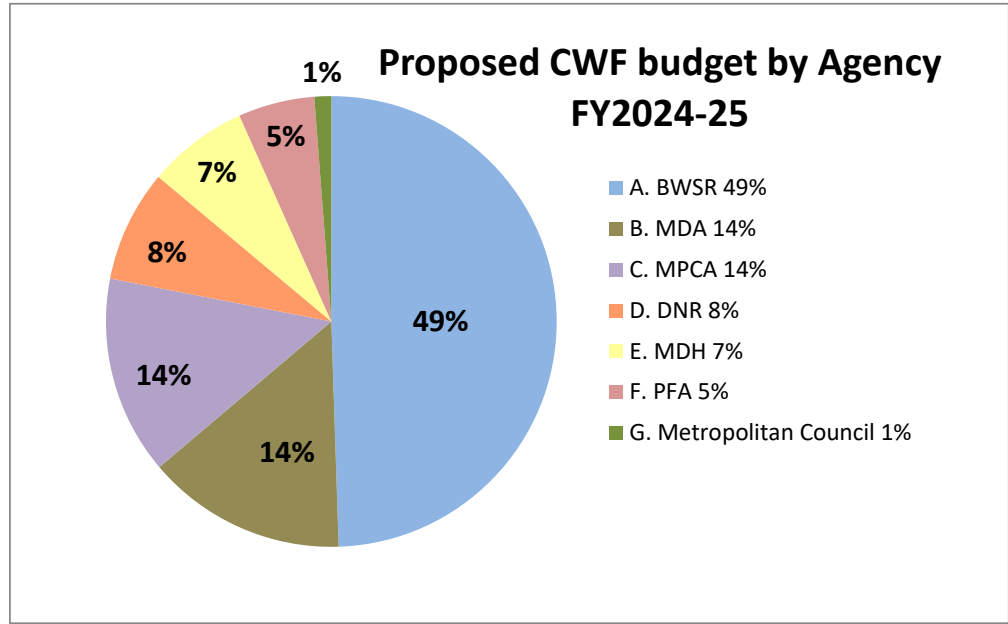
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Clean Water Fund Appropriations - Summary  
FY2024-25 Proposed CWF Budget

FY24-25 Proposed CWF budget by functional category	Proposed CWF budget by category FY2024-25 (000)	Percent of total
A. Monitoring, Assessment, and Characterization 15%	\$ 48,360	14%
B. Watershed & Groundwater Restoration/Protection Strategies 8%	\$ 26,800	8%
C. Comprehensive Local Watershed Management 2%	\$ 5,000	1%
D. Nonpoint source implementation 59%	\$ 195,027	58%
E. Point source implementation 7%	\$ 22,500	7%
F. Groundwater/Drinking Water Implementation 7%	\$ 24,800	7%
G. Research, Evaluation and Tool Development 3%	\$ 13,830	4%
<b>Total State Agency CWF budget</b>	<b>\$ 336,317</b>	<b>100%</b>
Clean Water Council Budget	\$ 675	
Legislative Coordinating Commission	\$ 8	
<b>Total Clean Water Fund budget</b>	<b>\$ 337,000</b>	
<b>Total Implementation (NPS, PS, GW/DW)</b>	<b>\$ 242,327</b>	<b>72%</b>



FY24-25 Proposed CWF budget by Agency	Proposed CWF budget by Agency FY2024-25 (000)	Percent of total
A. BWSR 49%	\$ 164,277	49%
B. MDA 14%	\$ 47,580	14%
C. MPCA 14%	\$ 47,275	14%
D. DNR 8%	\$ 26,660	8%
E. MDH 7%	\$ 24,000	7%
F. PFA 5%	\$ 18,200	5%
G. Metropolitan Council 1%	\$ 4,000	1%
H. U of MN %	\$-	0%
LCC	\$ 8	0%
<b>Total Clean Water Fund budget</b>	<b>\$ 332,000</b>	<b>100%</b>



## Clean Water Fund Appropriations - Summary

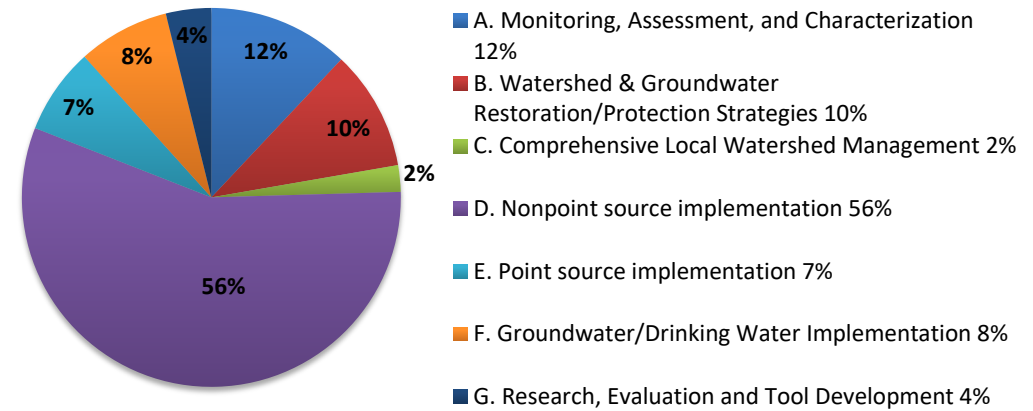
### FY2022-23 Enacted CWF Budget

FY22-23 Enacted CWF Budget by Functional Category	Enacted CWF Budget by Category FY2022-23 (000)	Percent of total
A. Monitoring, Assessment, and Characterization 12%	\$ 30,802	12%
B. Watershed & Groundwater Restoration/Protection Strategies 10%	\$ 26,261	10%
C. Comprehensive Local Watershed Management 2%	\$ 5,808	2%
D. Nonpoint source implementation 56%	\$ 144,584	56%
E. Point source implementation 7%	\$ 18,856	7%
F. Groundwater/Drinking Water Implementation 8%	\$ 20,002	8%
G. Research, Evaluation and Tool Development 4%	\$ 9,921	4%
<b>Total State Agency CWF Budget</b>	<b>\$ 256,234</b>	<b>100%</b>
Clean Water Council Budget	\$ 550	
Legislative Coordinating Commission	\$ 8	
<b>Total Clean Water Fund Budget</b>	<b>\$ 256,792</b>	
<b>Total Implementation (NPS, PS, GW/DW)</b>	<b>\$ 183,442</b>	<b>72%</b>

FY22-23 Enacted CWF Budget by Agency	Enacted CWF Budget by Agency FY2022-23 (000)	Percent of total
A. BWSR 55%	\$ 141,800	55%
B. MPCA 16%	\$ 42,177	16%
D. MDA 8%	\$ 20,240	8%
C. DNR 7%	\$ 17,465	7%
E. PFA 6%	\$ 16,136	6%
F. MDH 5%	\$ 11,910	5%
G. Metropolitan Council 1%	\$ 3,088	1%
H. U of MN 2%	\$ 3,968	2%
LCC	\$ 8	0%
<b>Total Clean Water Fund Budget</b>	<b>\$ 256,792</b>	<b>100%</b>

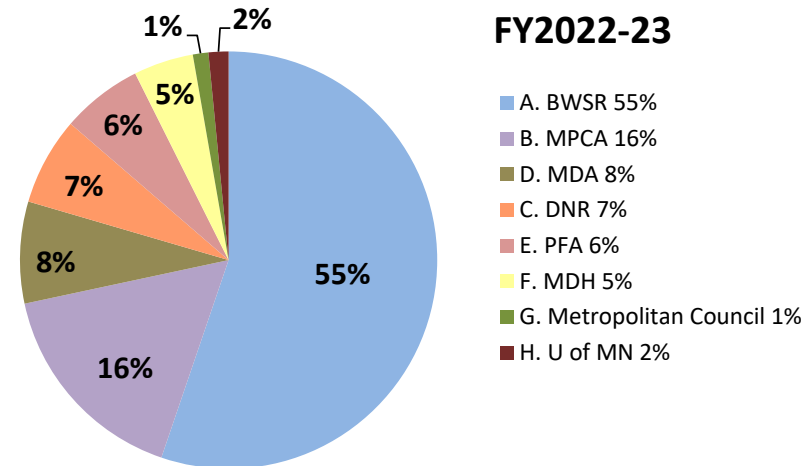
### Enacted CWF Budget by Category

#### FY2022-23



### Enacted CWF Budget by Agency

#### FY2022-23



# Major Change Items in FY24-25 Clean Water Fund Proposals

Clean Water Council Staff DRAFT as of 19 September 2022

## Highlights of Major Changes

### Expand what works for bigger impact

- **Fund more “shovel-ready” water quality projects:** Grants to watersheds that have completed a comprehensive plan (One Watershed One Plan) would increase by \$35 million. (BWSR Watershed-Based Implementation Funding)
- **Increase investment in perennial crops:** The Minnesota Department of Agriculture would increase spending by 50 percent its investment into the **Forever Green Initiative’s** alternative perennial cash crops that support both farmers and water quality.
- **Increase grants for reducing chloride:** The MPCA would increase grants to local governments to implement chloride reduction plans involving road de-icers and water softeners. (MPCA Chloride Reduction Program)
- **Support more low-income households to replace non-compliant septic systems:** More grants would be available for low-income residents to repair and replace septic systems to meet unmet demand. (MPCA Enhanced County Inspections/SSTS Corrective Actions)
- **Increase water storage:** BWSR would receive substantial increases to support Wetland Restoration Easements and Working Land and Floodplain Easements. DNR would support numerous new water storage projects on DNR land in southern and western Minnesota.
- **Increase farm acreage using more soil health practices:** BWSR would assist more landowners to protect water quality with its Enhancing Landowner Adoption of Soil Health Practices for Drinking Water & Groundwater Protection Program. MDA would make low-interest loans available to purchase equipment required to improve soil health using a \$15 million investment in the Agricultural Best Management Practices (AgBMP) Loan Program. MDA’s new Conservation Equipment Assistance Program would purchase \$4 million of equipment for local partners such as soil and water conservation districts (SWCDs) to allow farmers to try out new practices without the large financial risk of purchasing it new.

### Increase capacity to assess threats to groundwater, drinking water, and aquatic life

- **Begin a ten-year private well testing effort:** Over the next ten years, the Minnesota Department of Health (MDH) would offer every private drinking water well owner in Minnesota the opportunity to test their water for five major contaminants for free, and counsel well owners on how to mitigate any issues. (MDH Private Well Initiative)
- **Fulfill monitoring and assessment plans from the state’s PFAS Blueprint:** Several agencies would use the Clean Water Fund to monitor and assess more PFAS compounds in more places, consistent with the MPCA’s PFAS Blueprint.
  - Add PFAS to DNR’s Fish Contamination Assessment.

- Continue to evaluate potential impacts on human health from additional PFAS compounds through the MDH Contaminants of Emerging Concern program.
- Add PFAS to the MPCA's River and Lake Monitoring and Assessment Program.
- **Accelerate groundwater analysis.** MDH would scale up Groundwater Restoration and Protection Strategies (GRAPS) to match local needs regarding data/information delivery, staff capacity, training/education, and strategy development, including eventual inclusion of data in comprehensive watershed management plans (aka One Watershed One Plan).
- **Support new approaches that will accelerate our progress to more drinkable, fishable, and swimmable water.**
  - **Culvert Replacement Incentive Program:** The DNR would fund 20 projects that will improve continuous flow for water quality with the pilot. The agency would provide cost-share assistance to local governments that improve water quality, habitat, and climate resilience when replacing road culverts.
  - **Mussel Restoration Pilot Program:** The DNR would increase native mussel production at its Lake City facility and field test restoration in three major watersheds.
  - **Precision Application of Manure:** The MDA would support an update of nitrogen crediting methods to improve substitution of manure for commercial fertilizer. This would lead to less wasted nitrogen entering groundwater and surface waters. (MDA Agricultural Research/Evaluation)
  - **Leveraging Great Lakes Restoration Initiative (GLRI) funding:** The MPCA would use \$2 million to support SWCDs in the Lake Superior Basin to leverage more GLRI project funding. Currently, federal money from the GLRI's Lakewide Area Management Program (LAMP) has been untapped due to lack of local match and staff capacity.
  - **Recreational Water Quality Online Portal:** The MDH would consolidate reporting on bacterial contamination of swimming lakes into one website, replacing a lake-by-lake reporting system. Minnesotans would be able to see beach closings online in one place.





## DRAFT Clean Water Fund Communications Plan

# Statutory Requirement

## Clean Water Legacy Act

Minn. Stat. **114D.35** Subd. 3. **Education.**

The Clean Water Council must develop strategies for informing, educating, and encouraging the participation of citizens, stakeholders, and others regarding this chapter. Public agencies are responsible for implementing the strategies.

# Current Status

- Agencies already produce quality content about CWF programs
- Tends to be in agency “silos”
- No agreed-upon key messages across state government on CWF
- Local partners may not attribute CWF



## Carlton SWCD improves road safety, trout habitat on Nemadji River tributary



### Top funding sources

- \$414,830  
Clean Water Fund
- \$51,170  
U.S. Fish & Wildlife Service  
Fish Passage Program
- \$50,000  
Carlton County  
Transportation Department,  
in-kind estimate

A rebuilt, free-flowing stretch of Skunk Creek that fixed an eroding county road and reconnected a stretch of trout stream is among Clean Water Fund-backed projects that remove experimental, 1970s structures. Partners included the DNR, U.S. Fish & Wildlife Service, and Carlton Transportation Department.

CARLTON — A county road in danger of slumping into Skunk Creek was stabilized and the first stretch of a trout migration route from Lake Superior was restored in Blackhoof Township south of Carlton, a collaborative effort that drew from county, state and federal funding sources.

The \$518,830 Carlton Soil & Water Conservation District project, made possible by a Clean Water Fund grant from the Minnesota Board of Water and Soil Resources, moved Skunk Creek away from Carlton County Road 103, residents' and emergency responders' only access to the area when the Nemadji River floods Minnesota Highway 23.

One month after construction finished, on Sept. 30, 2019, the project withstood a 200-year flood that brought 5 to 6 inches of rain within six hours and caused the

Nemadji River headwaters to rise more than 10 feet.

"It's not an ideal situation to have a 200-year flood event immediately after you complete construction that involves in-stream structures or channel modifications," said Will Bomier, Carlton County Transportation Department permits and right-of-way technician. "The project functioned as planned, and it was amazing to see the process of sediment transport and floodplain connectivity return to this area after 50-plus years."

At a second site downstream, contractors removed a 1970s structure — an experimental design meant to reduce sediment and stabilize the road by diverting the creek into a concrete culvert. Over time, erosion had blocked fish passage and chewed away at the

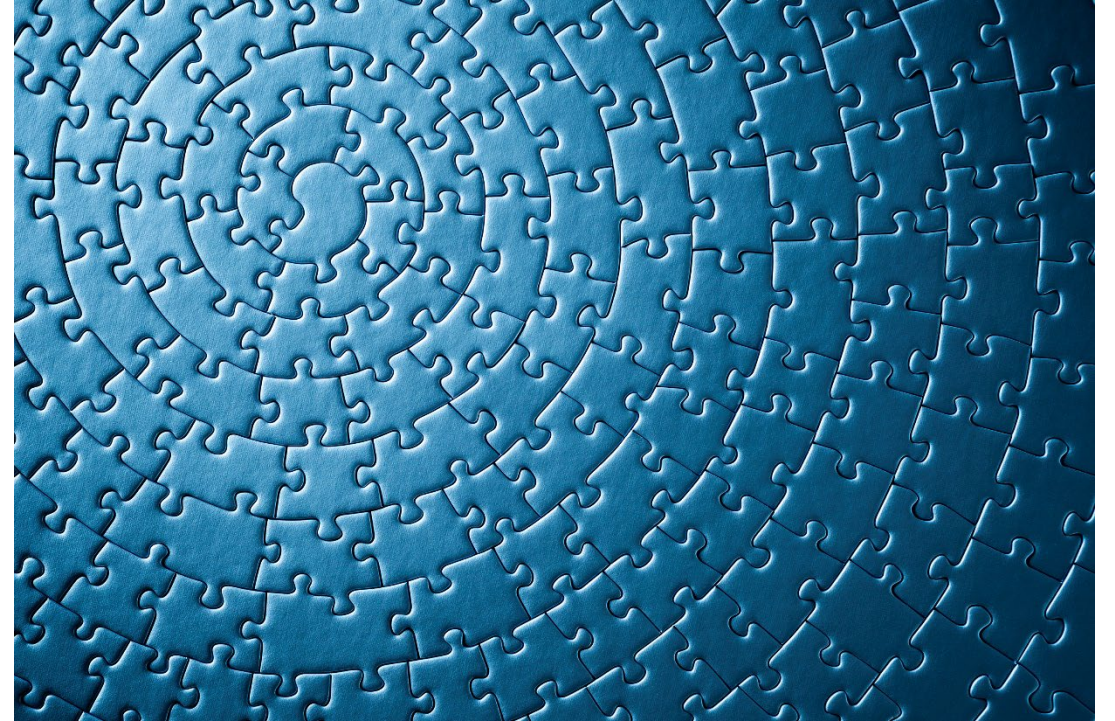
*A Carlton SWCD project moved Skunk Creek away from a county road and, farther downstream, removed a structure built in the 1970s to stabilize the road by diverting the creek into a concrete culvert. The project, which finished in August 2019, reconnected a stretch of trout stream to Lake Superior. A Clean Water Fund grant from the Minnesota Board of Water and Soil Resources is in play.*  
**Photo Credit:**  
Carlton SWCD



The Minnesota Board of Water and Soil Resources' mission is to improve and protect the state's water and soil resources by working in partnership with local organizations and private landowners.  
Website: [www.bwsr.state.mn.us](http://www.bwsr.state.mn.us)



# Policymaker/Stakeholder Feedback: Show Us How Clean Water Fund Programs Fit Together?



**We need to streamline strategic communication actions across all administering agencies to deliver clear, consistent messaging about fund outcomes and achievements.**

# Communications Plan Contents

- Council contracted with MOD Communications for an audit and draft communications plan
  - Audit recommendations
  - Key messages
  - Communications goals
  - Five-year Action Plan



# Audit Recommendations

- Strengthen communications systems
- Centralize access
- Create consistency
- Broaden audience base
- Communicate with perceptions and core messages in mind



# Key Messages

**Minnesotans value clean and healthy water — for our way of life, our health, vibrant communities, and strong economy.**

**The Clean Water Fund makes Minnesota a national leader in protecting healthy waters and restoring impaired rivers, lakes, or streams.**

**Continued investments in water quality are critical to preserve Minnesota's most important natural resource and protect against threats caused by population growth, increased pollution, and climate change.**

# Inter-Agency Goals

- **Goal 1 (internal):** Create structures that ensure consistency in communications and access to information about Clean Water Fund outcomes.
- **Goal 2:** Clearly demonstrate how Clean Water Fund investments improve water quality in Minnesota.
- **Goal 3:** Increase participation in Clean Water Fund work and opportunities.



# Five-Year Action Plan

Agencies would

- **Share materials** in one digital location
- **Include boilerplate** in all CWF communications materials
- **Use CWF templates**, graphics, and other branded assets regularly.
- Regularly **harvest and identify stories** showing CWF outcomes
- Lead a **media event**/year promoting an agency CWF success story

# Next Steps

- Can you ask your “groups” to review Goal 3 on organizations that can share CWF content?
- ICT will review the plan on Thursday
  - Hoping for commitment to quarterly meetings of ICT Communications Subteam and Commissioner “buy-in”



# **CLEAN WATER FUND**

# Communications Plan

September 2022

# Table of Contents

Executive Summary .....	3
Purpose and Background .....	4
Communications Audit and Recommendations .....	5
Key Messages .....	6
Communication Goals .....	7
Five-year action plan .....	13

# Executive Summary

The purpose of this inter-agency Clean Water Fund communications plan is to streamline strategic communication actions across all administering agencies to deliver clear, consistent messaging about fund outcomes and achievements.

The Minnesota Legislature has tasked the Clean Water Council (via Minnesota § 114D.35 Subd. 3) with developing strategies for informing, educating, and encouraging the participation of residents, stakeholders, and others. State agencies are responsible for implementing these strategies. In 2021, a work team comprised of representatives from the Minnesota Pollution Control Agency (MCPA), Minnesota Board of Water and Soil Resources (BWSR), and the Clean Water Council (CWC) worked with a vendor to audit existing communications actions and products related to the Clean Water Fund. This audit established a framework for a collaborative, action-based communications plan for 2022-2026.

This plan identifies key messages and inter-agency goals, plus best practices, strategies, and tools to assist with plan implementation.

## Key Messages

- **Minnesotans value clean and healthy water — for our way of life, our health, vibrant communities, and strong economy.**
- **The Clean Water Fund makes Minnesota a national leader in protecting healthy waters and restoring impaired rivers, lakes, or streams.**
- **Continued investments in water quality are critical to preserve Minnesota's most important natural resource and protect against threats caused by population growth, increased pollution, and climate change.**

## Inter-agency Goals

- **Goal 1 (internal):** Create structures that ensure consistency in communications and access to information about Clean Water Fund outcomes.
- **Goal 2:** Clearly demonstrate how Clean Water Fund investments improve water quality in Minnesota.
- **Goal 3:** Increase participation in Clean Water Fund work and opportunities.

# Purpose and Background

**Minnesota's Clean Water Fund supports efforts to protect, enhance, and restore water quality in the state's lakes, rivers, and streams and to protect drinking water sources.**

Thirty-three percent of the sales tax revenue generated by the Clean Water, Land, and Legacy amendment is allocated to the Clean Water Fund. The fund has supported over 3,300 projects using \$1.23 billion in appropriations between 2010 and 2021. The existence of this funding source –and the successful programs and projects it has funded – makes Minnesota a national leader on water quality improvements.

The Clean Water Fund is administered by seven partner agencies:

- Minnesota Board of Water and Soil Resources (BWSR)
- Metropolitan Council (MC)
- Minnesota Department of Agriculture (MDA)
- Minnesota Department of Health (MDH)
- Minnesota Department of Natural Resources (DNR)
- Minnesota Pollution Control Agency (MPCA)
- Public Facilities Authority (PFA)
- University of Minnesota

These agencies collaborate on fund goals and initiatives through the Interagency Coordinating Team (ICT). This team strives to coordinate clean water activities to achieve outcomes, leverage funding opportunities, enhance institutional knowledge for future water management activities, and provide consistent information to the public. The Clean Water Council (CWC) recommends how to spend the Clean Water Fund every two years during the Minnesota legislature's budget cycle.

Each contributing agency approaches fund administration with its own mission, goals, and strategies. While this provides a well-rounded approach, it also creates challenges.

The **purpose** of this inter-agency Clean Water Fund communications plan is to streamline strategic communication actions across all administering agencies to deliver clear, consistent messaging about fund outcomes and achievements.

This plan maps a vision to improve Clean Water Fund communications over the next five years by identifying best practices, defining core audiences, refining key messages, providing shared assets and templates, and outlining concrete action steps.

# Communications Audit and Recommendations

## Background

This communications audit\* provides a foundation for developing a comprehensive communications plan. The audit's goal is to provide information about attitudes, perceptions, and the effectiveness of the Clean Water Fund's current communication efforts among different stakeholder groups.

The audit process involved:

- Analyzing existing communications and outreach materials to identify improvement opportunities
- Virtual listening sessions with Clean Water Fund stakeholders to gather input on current actions
- One-on-one interviews with Clean Water Fund stakeholders to determine what's working, and what needs work

## Key Findings and recommendations

- Strengthen communications systems
- Centralize access
- Create consistency
- Broaden audience base
- Communicate with perceptions and core messages in mind

*\*See appendix X for full audit report*

# Key Messages

## Overarching theme:

We protect and restore Minnesota's lakes, rivers, streams, and drinking water.

## Key messages include:

- **Minnesotans value clean and healthy water — for our way of life, our health, vibrant communities, and strong economy.**
  - When surveyed, Minnesota residents prioritized clean drinking water, healthy habitats for fish and wildlife, and safe beaches and lakes for swimming and playing.
  - Millions of dollars are generated each year from activities and tourism related to the state's waterways.
  - Water is critical to our cultural heritage and the livelihood of Minnesota's diverse communities.
    - Native communities have long relied on water, wild rice, and wildlife for sustenance and economic strength.
    - Hmong-American farmers make up more than 50% of all farmers in metropolitan farmers' markets.
- **The Clean Water Fund makes Minnesota a national leader in protecting healthy waters and restoring impaired rivers, lakes, or streams.**
  - Since Minnesota residents approved a legislative amendment to create the Clean Water Fund, the state has invested \$1.23 billion to lead more than 3,300 projects to assess, monitor, and improve water quality around the state.
  - The Clean Water Fund supports numerous important components of water protection: science, planning, expertise, protection of priority lands, and restoration projects.
  - Projects forge new partnerships statewide that identify and execute solutions to protect and restore waterways, create jobs, and spur economic growth.
- **Continued investments in water quality are critical to preserve Minnesota's most important natural resource and protect against threats caused by population growth, increased pollution, and climate change.**
  - Improving and protecting water requires collaboration among everyone from landowners and community partners to local and state governments.
  - As home to the headwaters of Mississippi River, Minnesota has the responsibility of protecting the water that ultimately flows to the Gulf of Mexico and becomes more polluted along the way.
  - This important work is a long game: Just as water quality has degraded over hundreds of years with industry and population growth, restoring our most impaired waterways will take time.



# Communication Goals

## **Goal 1 (internal)**

Create structures that ensure consistency in communications and access to information about Clean Water Fund outcomes.

## **Key strategies**

### **Build the CWF brand**

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#### **Tactics:**

- Common boilerplate language and taglines
- Common wordmark ???
- Common social templates and hashtags
- Non-traditional media platforms (Tiktok, Facebook, video, photography other platforms)

### **Centralize assets**

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#### **Tactics:**

- Create storytelling templates for Intra-agency use (email, social, newsletter/print)
- Website: Identify primary external location for info about Clean Water Council and success stories funded by the fund. Answer question about standalone website or maximizing existing online content.
- Communications gatekeeper: Identify individual leading the charge
- Create and implement processes and for interagency sharing of information/communications
  - Microsoft Teams?
  - Contact list for comms contacts
- Make agency photo galleries accessible to relevant staff (i.e. MPCA flickr, DAM?)

### **Coordinate efforts**

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#### **Tactics:**

- Annual calendar to establish regular cadence of CWF successes
- Media events to publicize projects (launch and completion)
- Public relations campaigns in markets statewide
- Targeted and timely communications efforts during the legislative session

## Goal 2

Raise the visibility of the Clean Water Fund by clearly demonstrating how investments improve water quality in Minnesota.

### Key Strategies

#### Regularly share stories about CWF-funded projects and outcomes.

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##### Tactics:

**A. Geographic** – Make it local.

- Identify places in the state where water quality has gotten worse and where it has gotten better (such as a lake being delisted from the Impaired Waters List)? Show residents there are direct impacts in “their backyard.”
- Find examples of successful projects by legislative district.

**B. Allies and key partners** – Use the right messenger.

- Who is going to help sell the success of the CWF? These are the groups of people we want to supply with information and stories, and ask for their help to get it to their networks - to their legislators - etc. Groups such as:
  - Pheasants Forever (and other hook and bullet groups)
  - The Nature Conservancy (and other conservation groups)
  - Minnesota Corn Growers (and other Ag groups)
  - Land Stewardship Project (and other environmental groups)
  - League of Women Voters (civic groups)
  - Chamber of Commerce
  - Association of Minnesota Counties
  - MASWCD/MAWD (local government groups)
  - Minnesota Soil Health Coalition (farmer-led)

**C. Attitudes/Values**- Make it connect to what matters.

- Target informed residents who find value in clean water activities and identify where they get their information.
- Identify new 'customers' - people to 'sell' on the importance of the Clean Water Fund and investing in water quality and identify where they get their information. This includes voters who weren't around in 2008 to vote for the 1<sup>st</sup> Legacy amendment such as young adults; immigrants (from other countries or other states)? Where do they get their information?
- Focus on connection of clean water to health, family, safety, climate.
- Consider when and with what audiences more thorough background information may be necessary about the history of the CWF. (Without the funding we could do.....)
- What does your research tell us about how messages are best received? Who are the best messengers? What are different types of communications modes weren't available in 2008? Modes not available in 2008:

- Social channels (available but not widespread/used by professional organizations as commonly as today) – focus on infographics
  - Blogs (medium of similar format)
  - Digital billboards?
- **Linking work of agencies** (goal is to create stories that link work of multiple agencies. Highlight this/brainstorm story ideas that achieve this)

## Identify and execute interagency opportunities for communications/public relations/events.

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### Tactics:

- A. Create significant, proactive, positive media opportunities that tell the agency's story.
- B. Host at least four annual media events in various areas of the state to showcase success stories.

### Goal 3

Increase participation in Clean Water Fund work and opportunities.

## Key Strategies

### Geographic – Make it familiar.

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Show examples of CWF-funded programs that a variety of Minnesotans would recognize in their communities.

- **Suburban homeowners:** The CWF funds Met Council grants for making irrigation systems and water appliances and fixtures more efficient, which reduces groundwater needs.
  - **Examples:** “Snapshot” of a homeowner who saved tens of thousands of gallons of water annually for their sprinkler system; case study of city that saved a large quantity of groundwater through appliance and fixture replacements (Woodbury, New Brighton)
  - **Outlets:** Suburban newspapers, Patch, realtor networks, MN Water Stewards listserv/Facebook groups (cities w/ grants already advertise for applications)
- **Metro city dwellers:** The CWF supports water quality projects that restore many degraded lands into recreational assets, green space, and habitat.
  - **Examples:** Daylighting of Trout Brook on St. Paul's east side; “Eco-Mosque” in Minneapolis; Rice Creek restoration in Arden Hills/Shoreview
  - **Outlets:** Neighborhood newspapers; faith community networks; MN Water Stewards; parks and trails organizations

- **Small town residents:** The CWF supports safe public water supplies by identifying where contaminants could get in the water supply well(s) and working with surrounding landowners and property owners to reduce or eliminate the use of those contaminants (like nitrogen fertilizer)
  - **Examples:** Hazardous spill training for volunteer firefighters and sorbent materials in City of Dassel to address road and rail risks to DWSMA; City of Bovey for removal of underground storage tanks and remediate well casing issues
  - **Outlets:** Coalition of Greater MN Cities; League of Minnesota Cities; Regional/local newspapers; publications focused on rural small towns
- **Non-farming/Non-operating landowners (NOLO):** People who rent farmland to producers and ultimately have control over land use and conservation practices.
  - **Examples:** SWCDs working with NOLOs on ag BMPs; MAWQCP promoting a conservation lease
  - **Outlets:** Land Stewardship Project, Women in Ag Network, SWCD newsletters, MAWQCP networks
- **Farmers:** The CWF funds a wide variety of services for farmers that improve water quality and quantity, reduce weather/climate risks, and enhance cash flow. Programs include irrigation efficiency workshops, Minnesota Agriculture Water Quality Certification Program, nitrogen and pesticide testing, technical assistance, cost-share opportunities, and more.
  - **Examples:** Ask MDA and BWSR for the best examples (lots of good BWSR Snapshots)
  - **Outlets:** Producer groups (MN Farmers Union, MN Farm Bureau, Sustainable Farming Association of MN, Land Stewardship Project, MN Soil Health Association, NorthHarvest Bean Growers Association, MN Corn Growers Association, MN Soybean Growers Association, MN Sunflower Council, MN Association of Wheat Growers, MN Crop Production Retailers, Irrigators Association of MN, MN Milk Producers Association, Red River Valley Sugarbeet Growers Association, MBOLD, MDA's Emerging Farmers network); rural radio stations
- **Lakeshore property owners:** The CWF supports easements that protect untouched shoreline, and grants to local governments to restore degraded shoreline.
  - **Examples:** Chisago Lakes area (Chisago County), Serpent Lake (Crow Wing County), Lake Emily/Lake Minnewaska (Pope County)
  - **Outlets:** Lakeshore owners' newsletter via MN Lakes & Rivers Association; MN Coalition of Lake Associations; Conservation Volunteer; Cabin Life magazine; rural radio stations
- **Municipal employees:** The CWF funds training for local governments to use road salt more efficiently to keep chloride out of our lakes. The CWF also supports enhanced compliance with stormwater regulation to keep bad stuff out of storm drains.
  - **Examples:** Smart Salting training; water softener grants for chloride reduction; credit trading; support for new MS4 permit; stormwater research projects at U of M
  - **Outlets:** League of MN Cities; Coalition of Greater MN Cities; Minnesota Municipal Utilities Association; MN Association of Small Cities; MN Cities Stormwater Coalition; American Water Works Association-MN Chapter; MN Wastewater Operators Association, American Public Works Association-MN Chapter

- **Businesses:** The CWF helps save businesses money on reduced salt use on pavement, puts degraded properties back into the economy, creates and enhanced habitat for fish and game, and helps water-based tourism.
  - **Examples:** Mayo Clinic de-icer reduction cost savings; hotel on pier in Duluth harbor due to St. Louis River AOC program; rock riffles replacing low head dams
  - **Outlets:** MN Realtors, MN Hospitality Association, MN Resort & Campground Association; hunting and fishing organizations
- **Septic system owners:** The CWF funds county inspections of septic systems, resulting in very high compliance rates, and provides grants to low-income households to upgrade their systems. This protects local drinking water and surface waters from bacteria.
  - **Examples:** Enhanced SSTS county inspection and low-income grant program
  - **Outlets:** MN Township Association, Cabin Life magazine, rural radio
- **Rural private well owners:** The CWF supports private well testing in priority areas of the state where water supplies are most vulnerable to contamination from nitrogen and pesticides. Agencies then advise landowners how to protect their drinking water.
  - **Examples:** Pilot testing programs in three western counties and through Olmsted/Goodhue Counties in 2021
  - **Outlets:** MDH has a network of partners; MN Well Owners Association
- **Sports fans:** Recognizable venues like Allianz Field have used the CWF to collect and treat stormwater on the site to use for irrigation. This helps the Mississippi River and reduces the need for treated public water. Public golf courses and ballfields have also used this stormwater for irrigation.
  - **Examples:** Allianz Field rainwater harvesting and irrigation reuse system
  - **Outlets:** Professional soccer fan chat groups/web site/magazines/talk radio, MN State High School League
- **Water recreation people (anglers, hunters, boaters, skiers, etc.):** The CWF creates more fishable and swimmable water statewide
  - **Examples:** Rock riffles projects or other fish passage projects; CREP parcels
  - **Outlets:** Seeking out ideas from Council members; MN Deer Hunters Association; Pheasants Forever; Isaak Walton League; etc.
- **Environmental group members:** The CWF supports clean water in general
  - **Examples:** Forever Green Initiative; general benefits of all programs
  - **Outlets:** Conservation MN; MN Environmental Partnership; The Nature Conservancy; Freshwater; etc.

## Behaviors – Make them desirable.

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For all of the groups above, we can suggest to Minnesotans how they can complement CWF programs to help create their own legacy and make the value of the CWF go further.

- Homeowners using less chloride de-icer and replacing inefficient water softeners

- Farmers contacting the state or local SWCD about technical assistance opportunities or to consider water storage or easement
- Septic system owners getting their system inspected
- Private well owners getting their well water tested at MDH-recommended intervals
- Homeowners with in-ground sprinkler systems upgrade controllers to reduce waste
- Non-operating landowners contact MDA or an SWCD about conservation leases or enrolling in MAWQCP
- Homeowners becoming better stewards of their urban and suburban yards by keeping leaves and grass out of the storm sewer, installing rain gardens, or using rain barrels
- Lakeshore property owners taking action to protect shorelines and reduce stormwater runoff
- Snow removal contractors and public works departments enrolling in Smart Salting training
- Municipalities enacting ordinances and/or educating residents on water softeners, irrigation, water-friendly landscaping, chloride use, etc.



# Five-year action plan

## Expectations for agencies

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Each member agency of the ICT is expected to participate in advancing the goals of this communications plan in the following ways:

- Designate one staff member to lead coordination with the ICT and its communications subcommittee and oversee execution of communications tactics outlined in this plan on behalf of the member agency.
- Actively participate in the ICT's communications subcommittee, with regular attendance at quarterly meetings.
- Contribute to centralized asset storage location, by sharing visual assets, success stories, and stakeholder names and contacts.
- Include boilerplate about Clean Water Fund (CWF) in all communications materials about projects and activities funded by the CWF.
- Utilize provided newsletter templates, social graphics/overlays, and other branded assets regularly in agency communications.
- Regularly harvest and identify stories from within the member agency that clearly demonstrate successful outcomes of CWF projects.
- Lead at least one public/media event each calendar year that promotes a success story for the individual member agency. These events can be combined to include more than one agency, but each agency should take the lead in at least one event.

## Actions and deliverables

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Actions and deliverables produced with the guidance of this plan will include efforts by individual agencies and inter-agency collaborative projects. This plan is written to be flexible and meet agency communications goals as new laws are written and new policies are drafted.

This plan defines the terms as follows:

- **Actions:** This term refers to both individual agency communications work and collaborative efforts among participating agencies.  
Examples include:
  - Events highlighting the importance of the CWF
  - Social media campaigns that raise the fund's public profile
  - Plan implementation actions such as incorporating key messages and goals into individual agency communication plans and strategies
- **Deliverables:** This term refers to concrete communication products produced by individual or collaborating agencies using guidance provided in this plan.

Examples include:

- Fact sheets describing the cumulative benefits of the CWF
- Web pages that offer a plain-language entry point for voters and the informed public

- Reports, such as the Clean Water Fund Performance Report

Agencies should work together to produce several joint actions and deliverables during each year of plan implementation. The Interagency Coordinating Team (ICT) will identify priority communication needs and provide guidance to agency communication directors to guide this work.

## Opportunities for collaboration

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Many natural opportunities for collaboration exist throughout the calendar year. CWF partner agencies should collaborate to identify annual dates/weeks of recognition that are logical instances in which our work overlaps. By leveraging these opportunities, we can maximize the impact by simultaneously sharing messaging promoting Clean Water Fund success and impact.

- **First day of legislative session**-Every other year there will be a class of newly elected legislators who likely have limited or no familiarity with the Clean Water Fund. This is a prime opportunity to shape the perspectives and priorities of important decision makers. The beginning of session is also a great chance to reconnect with Clean Water Fund “champions”. CWF agencies can also use this as a chance to tease new legislative proposals that leverage previous or existing CWF investments
- **National groundwater awareness week**-This is a great time for CWF agencies to partner to share success stories that show impact of CWF investments in protecting and enhancing groundwater quality. Agencies can also highlight ongoing challenges and barriers to additional progress.
- **Earth Day/Week/Month**-People from all walks of life view Earth Day as a chance to engage in environmentally geared (trash pick-up near a stream, tree planting, etc.). CWF agencies should use this as a chance to highlight an activity that agency staff or community partners and stakeholders are engaging in an activity that advances and promotes water quality. For example, agency staff could organize a clean-up a lake or stream that was aided by investments from the CWF. This activity could be photographed and used for social media content. (Typically, MPCA has led development of social graphics/overlays for Earth Month and shared with other agencies.)
- **Landmark milestones of note (I.e. 50<sup>th</sup> anniversary of the federal Clean Water Act)**-From time to time, notable anniversaries and milestones emerge as ideal times for collaboration. These offer opportune space for agencies to talk about how the CWF builds up or leverages other existing policies and resources that support clean water activities.
- **Fishing opener**- For many Minnesotans, the fishing opener represents an exciting changing of the seasons and beginning of the outdoor fishing and boating season. Investments from the Clean Water Fund make these recreational activities possible. Agencies should partner with the Governor’s office and DNR to use this platform to tell the CWF story.
- **Climate week**- Annually, the MPCA plans a series of events during climate week. Partner agencies should use this time to talk about how our changing climate further demonstrates the need to make ongoing investments to preserve, protect and enhance water quality. Highlighting the risks that more frequent and more severe storms pose to water quality. Also a potential chance to showcase successful efforts to manage stormwater and mitigate impacts of climate change.

## Opportunities Calendar

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Event/Opportunity	Date
MN Legislature 1 <sup>st</sup> Day of Session	January 31
DNR Water Roundtable	TBD
World Wetland Day	February 2
National Groundwater Awareness Week	March 6-12
International Day of Action for Rivers	March 14
1 <sup>st</sup> Day of Spring	March 20
International Day of Forests	March 21
Arbor Day	April 10
Tax Day	April 15
Earth Day	April 22
Soil and Water Stewardship Week	April 25- May 2
Statehood Day	May 11
Fishing Opener	May 14
MN Pollinator Week	June 19-25
World Conservation Day	July 28
Labor Day	September 5
First Day of Fall	September 22
MN Climate Week	September 18-24
World Water Monitoring Day	September 18
World Habitat Day	October 3
Pheasant Opener	October 16
Halloween	October 31
Election Day	November 8
Thanksgiving	November 24

## Priority actions by implementation year

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### 2022 (Year 1):

**Launch:** Launch this plan in collaboration with a statewide campaign to promote the 50<sup>th</sup> anniversary of the Clean Water Act. Assets are being developed by MPCA; will be shared in ICT and distributed to all partner agencies. This can begin a steady cadence of strategic communications outlined in this document. This campaign will be central to a longer-term campaign that will evolve over time to focus on CWF and activities rather than the Clean Water Act.

### 2023 (Year 2):

**Agencies should work together to implement this plan's first goal:** Create structures that ensure consistency in communications and access to information about Clean Water Fund outcomes.

Each participating agency should strive to use key messages where applicable in their agency's communications products and outreach materials. In addition to this implementation work by individual agencies, agencies should communicate with each other and via the Interagency Coordinating Team (ICT) to hone opportunities for collaboration, including joint social media campaigns and events.

### 2024 (Year 3)

**Agencies should work together to implement this plan's second goal:** Clearly demonstrate how Clean Water Fund investments improve water quality in Minnesota.

With internal structures established in the plan's second year, agencies should shift their focus to collaborative efforts to demonstrate the benefits of investing in clean water. This may include a focus on inter-agency deliverables such as joint fact sheets and webpages showing the cumulative benefits of all agencies work leveraging the Clean Water Fund (e.g. total number of projects, total number of delisted water bodies since the CWF became available, etc.). Agencies should work together to leverage existing data to paint a statewide picture of how the Clean Water Fund has improved Minnesotan's lives.

### 2025 (Year 4)

**Agencies should work together to implement this plan's third goal:** Increase participation in Clean Water Fund work and opportunities.

Participating agencies should focus on engagement in the plan's fourth year. This may include joint events and social media campaigns that leverage common hashtags and taglines, such as:

- Hashtags: #CreateYourLegacy #MNCleanWaterFund #CleanWater4MN
- Taglines: Your Clean Water Funds at Work; Create Your Legacy

Agencies can use the stakeholder groups and strategies identified in Goal #3 to tailor the plan's key messages to specific audiences.

## 2026 (Year 5)

**The plan's final year should focus on sustained implementation, inter-agency collaboration and evaluation of plan successes.** Evaluation may take the form of focus groups, stakeholder surveys, and opportunities for implementers (agency communications staff, ICT members, CWC members) to provide feedback on the plan's user-friendliness and outcomes produced. This evaluation will help inform future communications plans and next steps for inter-agency communications work related to Minnesota's Clean Water Fund.