



UPPER MISSISSIPPI RIVER **SOURCE WATER PROTECTION PROJECT**

2011 Progress Report

Protecting Drinking Water through Partnerships

Summary of the Upper Mississippi River Source Water Protection Project (UMRSWPP) Activities for 2011 Include:

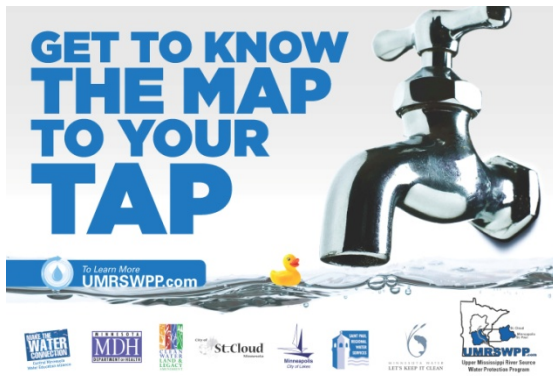
- Receipt of a "Legacy"-funded competitive grant from Minnesota Department of Health
- Shared 3 years of raw water quality data with Minnesota Pollution Control Agency to inform that agency's various Mississippi River projects
- Executed a 20-year Joint Powers Agreement between the City of St. Cloud, the City of Minneapolis, and the Board of Water Commissioners of the City of Saint Paul
- Educated public about source of drinking water in a cinema media 'Map to the Tap' campaign
- Manned a booth at the Minnesota Association of Watershed District (MAWD) conference tradeshow
- Maintained a website which had almost 300 page loads over the course of the year
- Developed educational fliers and display media pertinent to drinking water protection
- Mapped and photographed the stormwater outfalls to the Mississippi River within the St. Cloud priority "A" protection area (Minneapolis and St. Paul were completed in 2010)

Grant Opportunities: In 2011, the UMRSWPP received a Source Water Protection Competitive Grant from the Minnesota Department of Health (MDH) in the amount of \$30,000, to be matched by a cash match of \$30,000 from UMRSWPP. We have been instrumental in the award of \$2,000 to the City of Minneapolis Water Works and \$10,000 to the St. Paul Regional Water Services for projects specific to their needs. The competitive grant was granted for the following efforts:

- Identify and prioritize needed Best Management Practices (BMP) within the protection area by working closely with the watershed districts (WD) and water management organizations (WMO).
- Work with existing clean water media campaigns to develop an effective education campaign focused on drinking water.

Meeting with the WD and WMO to establish partnerships was one focus for 2011. In an effort to support collaboration and BMPs within the drainage areas to the Mississippi River, UMRSWPP has commented on Total Maximum Daily Loads (TMDLs), planning updates, and provided letters of support for grant applications for Dovetail Partners, Benton County Local Water Management Plan, Elk River Bacteria and Turbidity TMDL, Anoka Conservation District, Sauk River Watershed District and the CROW Organization of Water. We have also been active participants, advocating for drinking water protection, in the Upper Mississippi River TMDL meetings, Upper Mississippi River Association, Mississippi River Forum, the Environmental Working Group, Minnesota Association of Watershed Districts, and the Water Resources Conference in St. Paul.

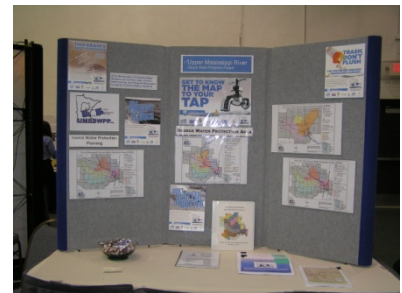
Financial Summary: The UMRSWPP spent \$29,165.75 of their \$60,000 MDH Grant. Completion date of this grant is June 2012. The Minneapolis MDH Implementation Grant of \$2,000 has had an expenditure of \$70, and the St. Paul Regional Water Resources Grant of \$10,000 has been spent on water impoundment in the Vadnais Lake Watershed. A total of \$5,929.88 has been spent on expenses not included in the grant.



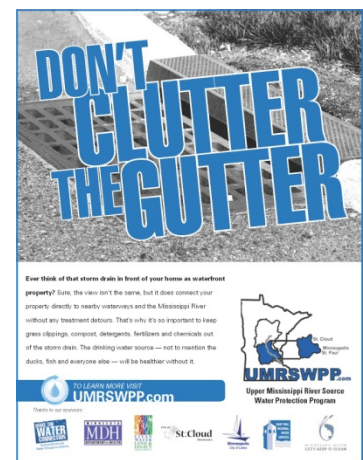
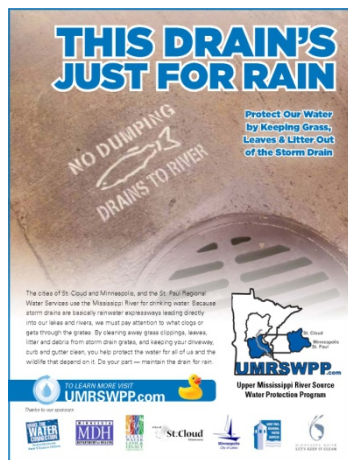
Cinema Media Campaign: UMRSWPP collaborated with the Central Minnesota Water Education Alliance (CMWEA) - a coalition of central Minnesota cities, counties and other organizations that provides educational outreach to promote water quality stewardship, and the Friends of the Mississippi River (FMR) – a metro based organization that works to protect the River and its watershed in the twin cities area to build on an existing education effort. We utilized designs from CMWEA and video footage from FMR to produce a film short to market drinking water protection at target cinemas as noted below.

Cinema Media Campaign	# weeks	Viewings
Unique Screen Media - Plymouth, Maple Grove, Champlin	8	48 screens, 11,848 Impressions
National Cinemedia - Coon Rapids 16, AMC Arbor Lakes, Regal Brooklyn Center Stadium 20	6	52 screens, 8,736 Impressions
Marcus Media - St. Cloud	16	18 screens, 8,568 Impressions
1 Better - Quarry, Cold Spring	52	5 screens , 94,000 Impressions

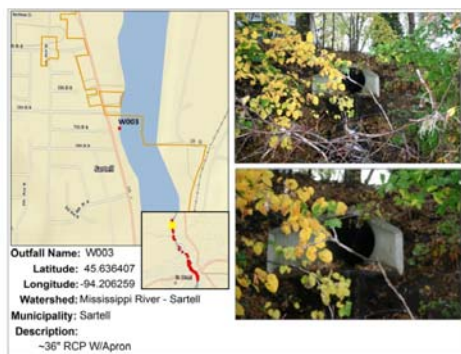
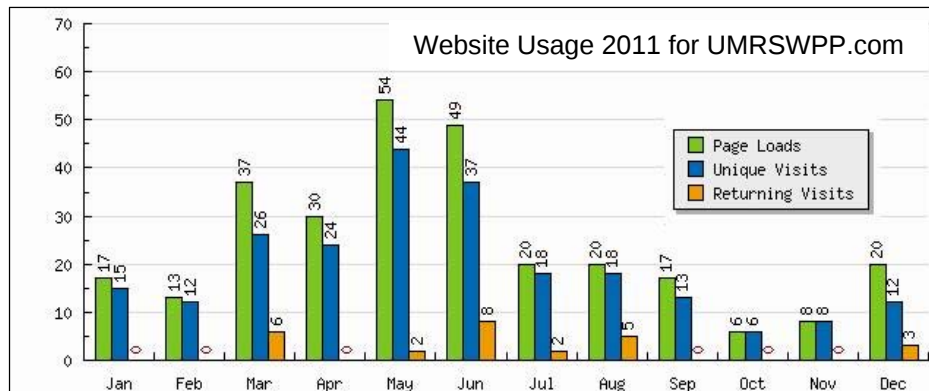
MAWD Conference: UMRSWPP manned a tradeshow booth at the 2011 MAWD Conference in December. The purpose was networking and education with the Watershed Districts, WMOs, state and local government agencies and other private consulting firms. Inclusion of drinking water protection in updates of plans of the WDs, WMOs, and county and local jurisdictions located within the Source Water Protection Area of the cities of Minneapolis and St. Cloud and the St. Paul Regional Water Services is important to protecting the resource.



Educational Materials: Working with the existing clean water media campaigns in the Minneapolis/St. Paul area and the St. Cloud area, UMRSWPP reviewed and edited education materials to suit drinking water education. These ads will be utilized at trade shows, within the plants for public education and placed on www.umrswpp.com.



UMRSWPP.com: Plans and data are stored on the UMRSWPP website. Usage is an important indicator of the UMRSWPP public awareness. Usage in 2011 has decreased from previous years. A newsletter campaign with website links will be initiated in 2012 to increase public usage of the site.



Stormwater Outfall Mapping: In 2011, the UMRSWPP canoed the Mississippi River in the St. Cloud Priority "A" Sourcewater Protection Area. Sixty-five individual outfalls were photographed and their location point was entered into a GPS system. These, along with the Minneapolis and St. Paul outfalls completed in 2010, are available to the watershed districts and water management organizations to utilize as a planning tool for abatement of stormwater discharge and/or direct erosion into the Mississippi River.

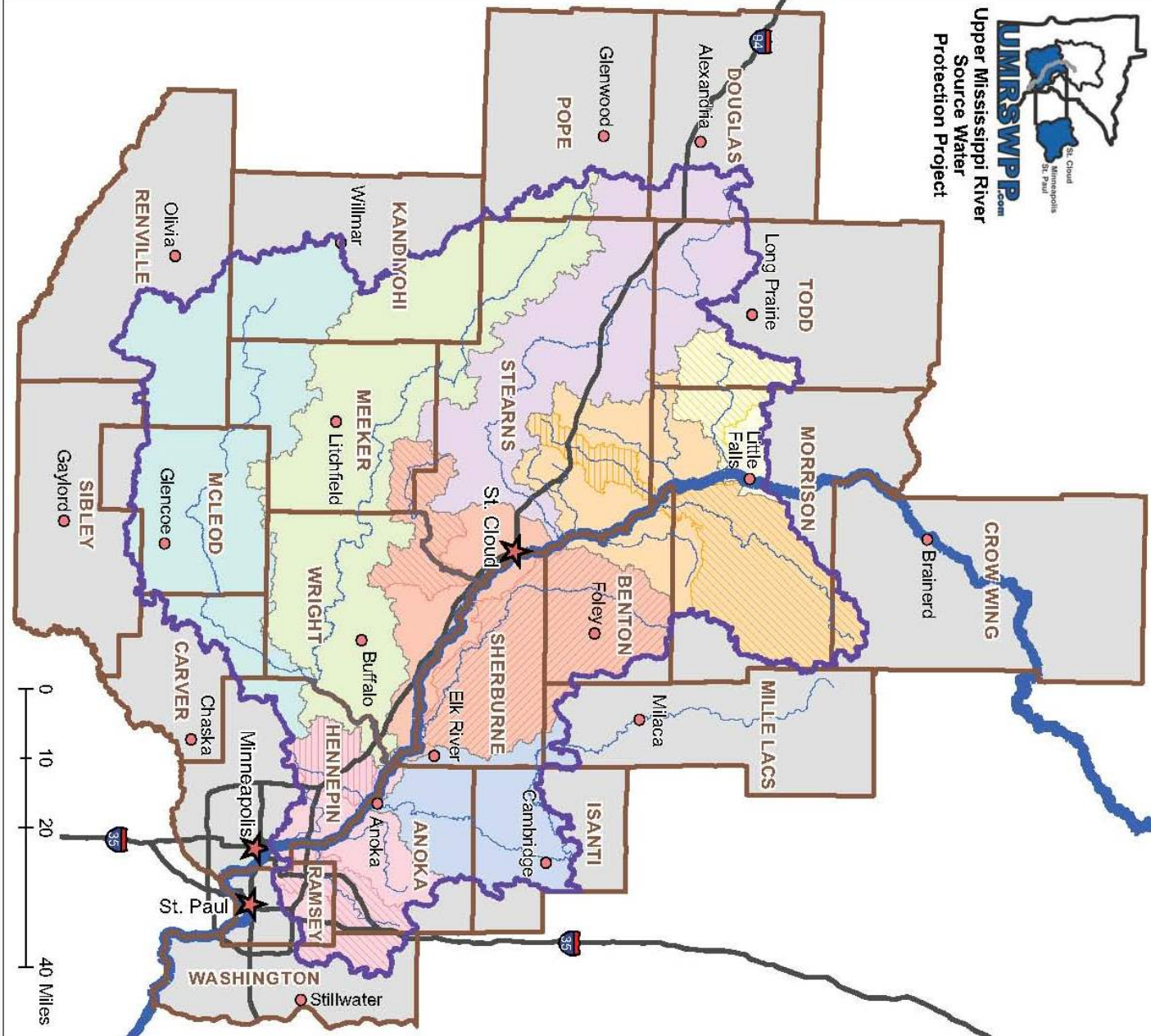
2011 Financial Expenditures: A total of \$29,165.75 was spent in 2011 on projects listed in the Minnesota Department of Health (MDH) competitive grant. Many of the above listed measures were funded by this grant. The three utilities contributed over 250 hours of in-kind time dedicated to the projects at a cost of over \$30,000.

UMRSWPP Dedicated Fund Expenditure 2011	
Beginning Balance (2011)	\$69,221.58
2011 Expenses (non-grant)	-\$5,929.88
2011 Expenses (MDH Grant)	-\$29,165.75
Sub-total	\$34,125.95
2011 Interest Income	\$1,478.20
Ending Balance	\$35,598.15

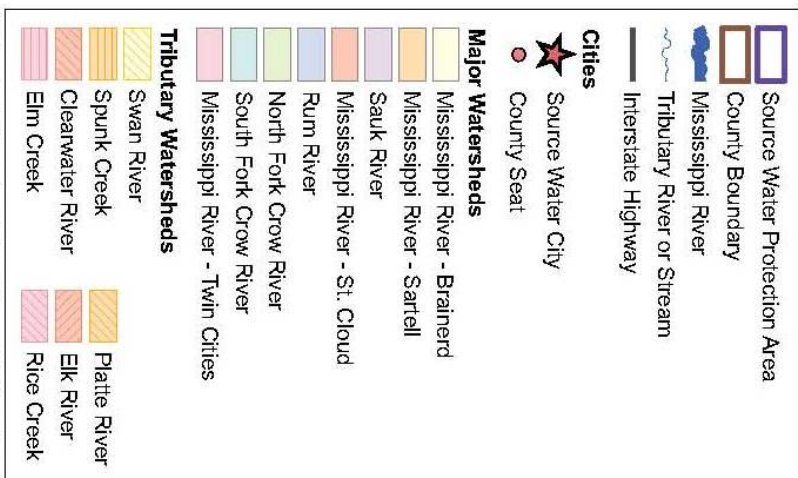
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Composite Source Water Protection Area (SWPA) for St. Cloud, St. Paul and Minneapolis



Watershed information is from Minnesota Department of Natural Resources (DNR) - Division of Waters, Minnesota Watersheds, 1999.

