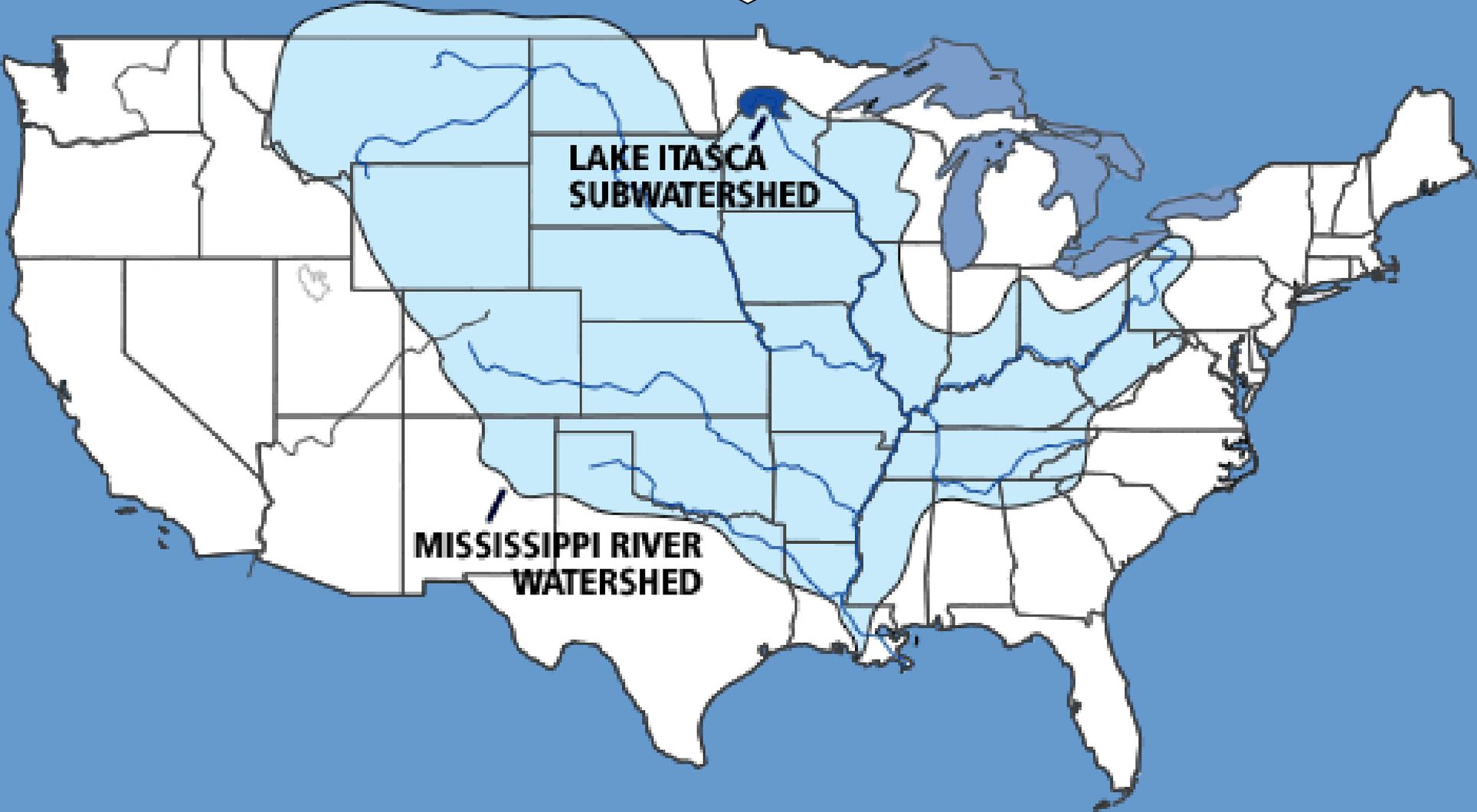
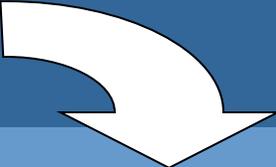




Community Based Social Marketing

Angie Hong, East Metro Water Resource Education Program

WE ARE HERE







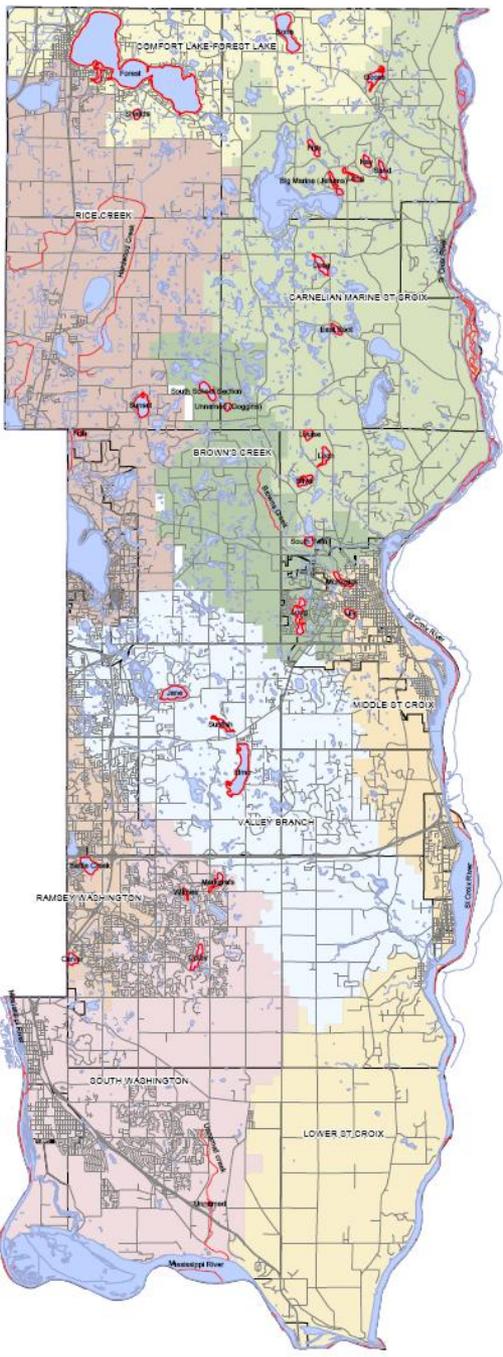




Washington County Impaired Waters

KEY TO FEATURES

- IMPAIRED STREAMS
 - STREAMS
 - IMPAIRED LAKES
 - LAKES
 - ROADS
 - MUNICIPALITIES
- WATERSHEDS**
- Brown's Creek
 - Carnelian Marine St. Croix
 - Comfort Lake-Forest Lake
 - Lower St. Croix WMO
 - Middle St. Croix WMO
 - Ramsey Washington
 - Rice Creek
 - South Washington
 - Valley Branch
 - WASHINGTON COUNTY BORDER



- IMPAIRED STREAMS
- STREAMS

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WATERSHEDS

- Brown's Creek

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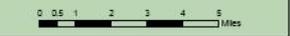
- Ramsey Washington

- Rice Creek

- South Washington

- Valley Branch

- WASHINGTON COUNTY BORDER

















Ways Your Blue Thumb Can Help Keep Water Clean:

Design Native Gardens

They are beautiful, cost less and require less maintenance than lawn grass



Create a Rain garden

Filter dirty stormwater from streets and rooftops before it enters our lakes and rivers



Stabilize Shorelines

Roots of native plants are extremely long so they anchor the soil and filter out pollutants as well as discourage geese from congregating



PLANTING FOR CLEAN WATER™

Visit blue-thumb.org for how-to's, blueprints, retailers and more



Community Based Social Marketing

Audience research and barriers analysis

Identifying Needs of the Target Audience

Surveys, Phone Surveys, Focus Groups

Primary Barriers:

Aesthetics

Difficult

Costly (perceived and real)

Approaches that Address Barriers:

Show case many attractive examples

Quality and timely assistance (design and installation)

Provide cost estimates and financial incentive



Native Gardens

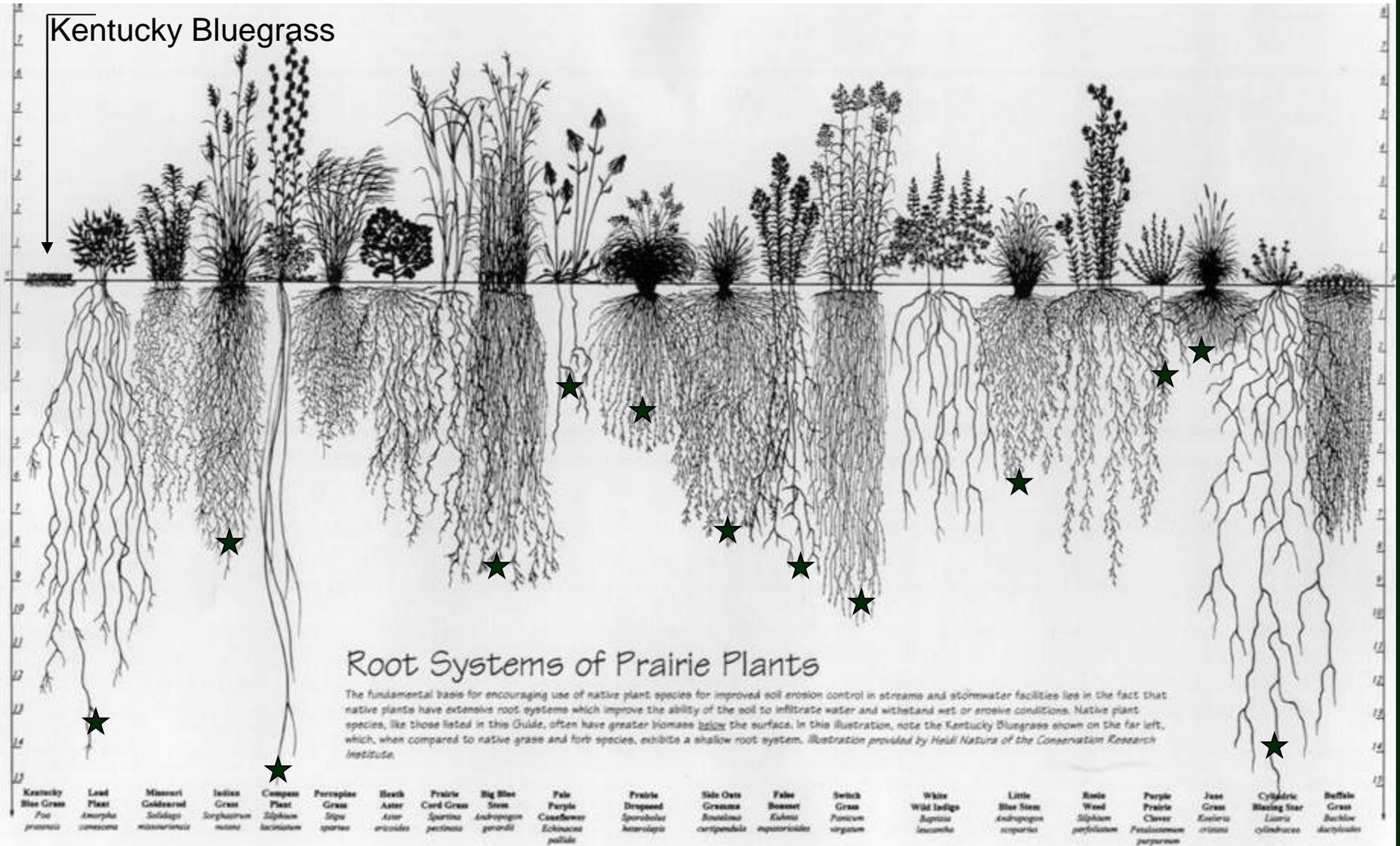


Garden from:
Rice Creek Watershed District



Designed & Installed by:
Energyscapes

Roots of Native Prairie Plants



Ox-eye sunflower



Prairie Phlox



Wild Indigo



Azure Aster



Butterfly Milkweed

Asclepias tuberosa



Meadow Blazing Star

Liatris ligulistylis

Dave Crawford



**Black Swallowtail on
Golden Alexander**



**Black Swallowtail on
Cup Plant**

Carolyn Dindorf

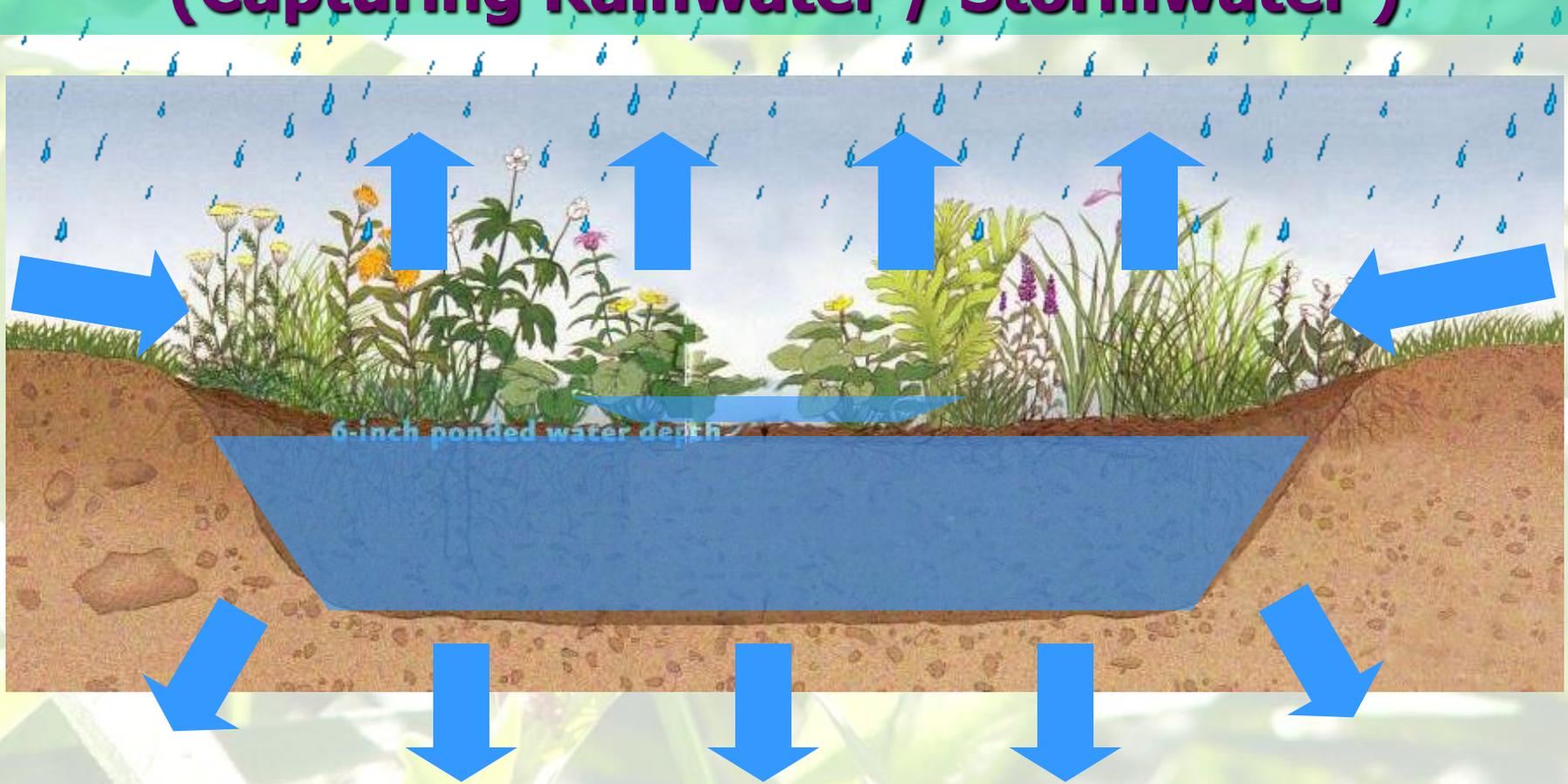


Finch on Bush Clover



Raingardens

Raingardens (Capturing Rainwater / Stormwater)



Just like a regular planting, but able to absorb rainwater and breakdown pollutants

City of Burnsville



BEFORE

City of Burnsville
Designed by: Barr Engineering

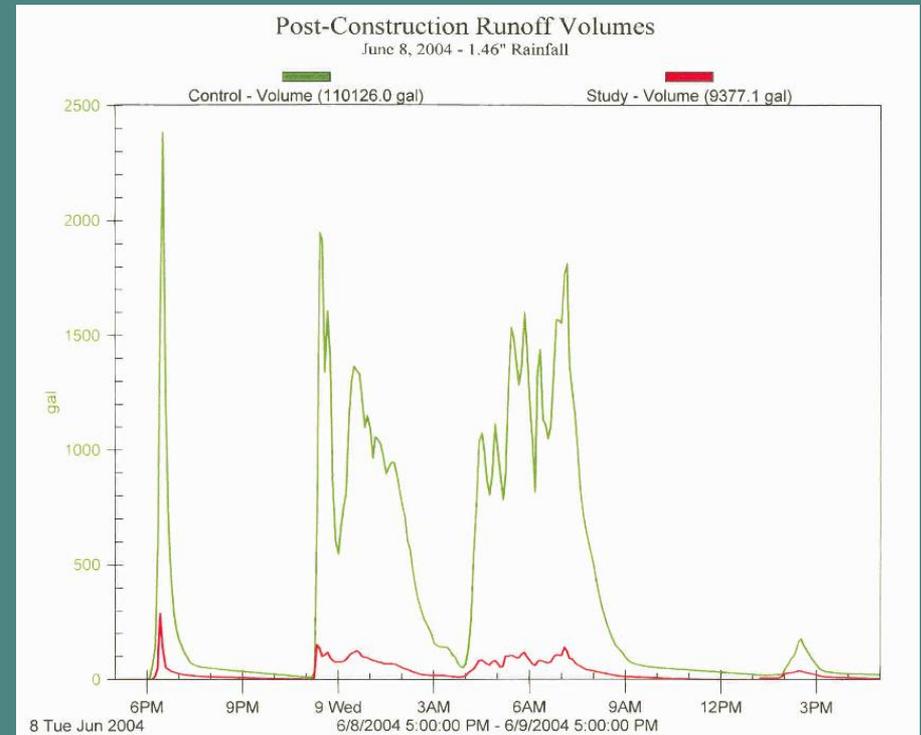
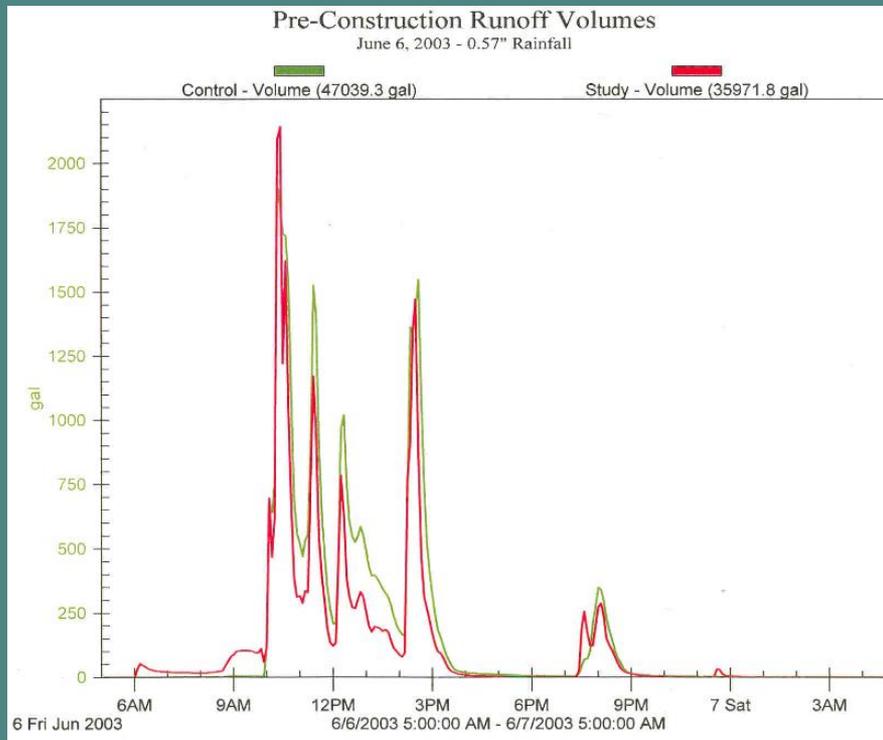


AFTER

8. 2. 2004



Burnsville Rain Gardens - Monitoring Results





Designed by:
Savanna Designs

Lakeville



Dakota SWCD



Year 2,
September



Apple Valley

Dakota SWCD





Community of Christ

CHURCH SHOPPING? WE'RE OPEN SUNDAYS.
RALLY DAY SEPT. 14 - 9:30
WORSHIP 10:30 952-432-1557





Native Shoreline Stabilization







**Soil loss from mowing
to water's edge**



Coon Lake



Mowed shoreline vegetation provides ideal browsing habitat for waterfowl with wide field of view to watch for predators



Gustafson Residence

Lake Johanna – Ramsey County

photo by RCWD



Designed and Installed by:
Savanna Designs



Gustafson Residence
Lake Johanna – Ramsey County
photo by RCWD



Designed and Installed by:
Savanna Designs



Designed by:
Savanna Designs



Easy-to-Use Website

Displays and Educational Materials



[Home](#) • [About Blue Thumb](#) • [Calendar of Events](#) • [Store Locator](#) • [Partners](#) • [Links](#) • [News](#)



Native Gardens



Raingardens



Shoreline Stabilization



[Home](#) • [About Blue Thumb](#) • [Calendar of Events](#) • [Store Locator](#) • [Partners](#) • [Links](#) • [News](#)

CREATE A RAINGARDEN

Do you worry that pollutants from fertilizers, pesticides, streets, and rooftops are contaminating your lakes and rivers? Do heavy rains collect in pools and puddles in your yard? The easiest way to help water infiltrate into the ground rather than run off into storm sewers is by creating a raingarden. Strategically place your raingarden on a site that will intercept water runoff. If constructed properly, the garden will drain the water within two days. Printable raingarden plans or consult your local [nursery](#) for plant options.

[Native Plant Selector](#)

[U.W. Extension's How-To Raingarden Manual](#) (pdf)

[Native Plant Brochure](#) (pdf)

[MPCA Plants for Stormwater Design](#)



Raingardens

PLANT SELECTOR

Use this tool to help choose the best native plants for your particular situation. Choose as many of the criteria as you want from the fields below and the plants matching your needs will be chosen from the total list.

Criteria

Type:

Environment: Soil Moisture: Upland Transitional Wetland
Sun Exposure: Sun Partial Shade

Bloom: Color: When:

[Clear All](#)

Plant List

Plant	Type	Sun Exposure	Soil Moisture	Bloom Color	Blooms From
Alumroot <i>Heuchera richardsonii</i>	Flower/Forb	Sun Partial	Upland	Green	May-June
Aromatic Aster <i>Aster oblongifolius</i>	Flower/Forb	Sun	Upland	Blue	September-October
Arrowhead <i>Sagittaria latifolia</i>	Flower/Forb	Sun Partial		White	July-August
Azure Sky (Blue) Aster <i>Aster oolentangiensis</i>	Flower/Forb	Sun Partial	Upland	Blue	September-October
Bebbs Sedae					



Which color will kids be coloring lakes in the future?



The Problem? Stormwater Runoff



Streets connect to lakes and rivers. Leaves and grass clippings enter stormdrains and end up in our waters. The nutrients in this debris produce excessive algae that turns water green.

40% of waters tested in Minnesota do not meet the water quality standards for their designated use.

The Solution: Reduce Stormwater Runoff

Be a stormdrain guardian and keep your street clean. A pound of phosphorous found in grass clippings creates about 500 pounds of algae.

Let the raindrops soak into the ground. Aim your downspouts towards your lawn or rain garden.

Plant deeply rooted plants that filter and absorb runoff. Find out how at BlueThumb.org.

Take your car to a car wash or park it on your lawn when you wash it.

Explore pervious pavements for driveways, patios, sidewalks, parking lots and street gutters to absorb the runoff.



**It's about the future.
It's about clean water.**
Since most land is privately owned,
it's up to you.



people make plans to
e to apply fertilizer.
unt, at the right time.

etermine the fertility of
ready present and the
osphorus fertilizer for
is deficient.

ease form. This
ne more slowly to
e uniform growth.
the fall so it can
ere more nitrogen

wing plants such as
ial ryegrass varieties.
feet of lawn area

ing red fescue,
f Kentucky bluegrass
y will typically require
ea per year.

ing of lications

Sept, mid-Oct, May-

mid-Oct, May-June

mid-Oct.

TIP:

Choose a fertilizer with 35 to 50% of the nitrogen in a slow-release form; look for the percentage of water insoluble nitrogen (WIN) on the label. Too much quick release nitrogen creates growth too quickly and can weaken the plant going into the summer.



Photo by Dakota County

Fall



**Targeting priority areas with
neighborhood parties**



Blue Thumb Party

Activity Guide



You are invited to a Blue Thumb garden party!

When:

Where:

Why: Dare to imagine your yard as a lush and lovely landscape. Learn how the Blue Thumb - Planting for Clean Water program can help to create beautiful gardens for your home that are inexpensive, easy to maintain, attract birds and butterflies and help to keep local lakes and rivers clean. Get in touch with grants, garden blue-prints, local nurseries and landscape companies, how-to guides, workshops and more!

RSVP:

Discover the secret to leisurely landscaping at www.BlueThumb.org

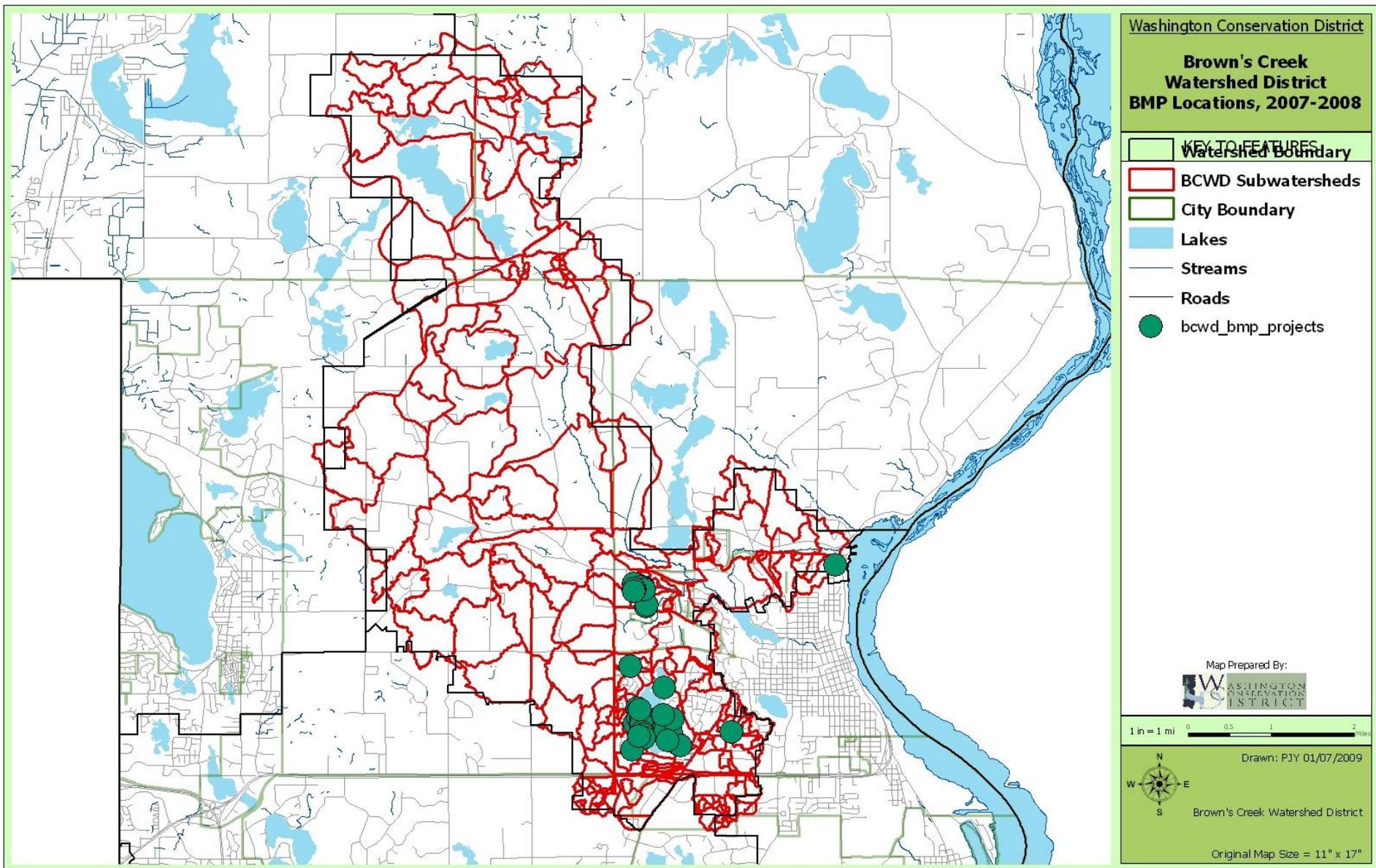




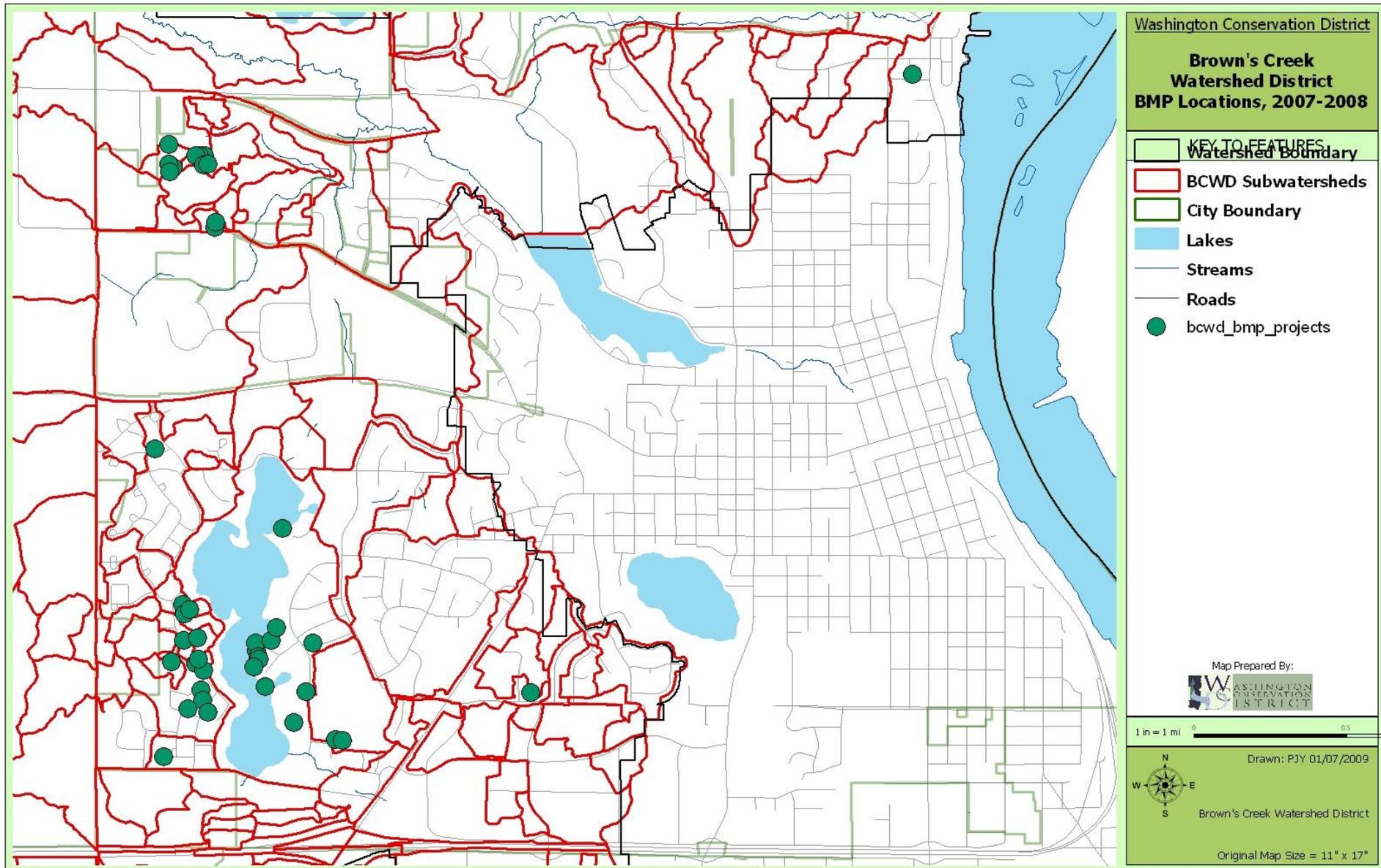




The Locations



The Locations



The Projects

Jane Keyes



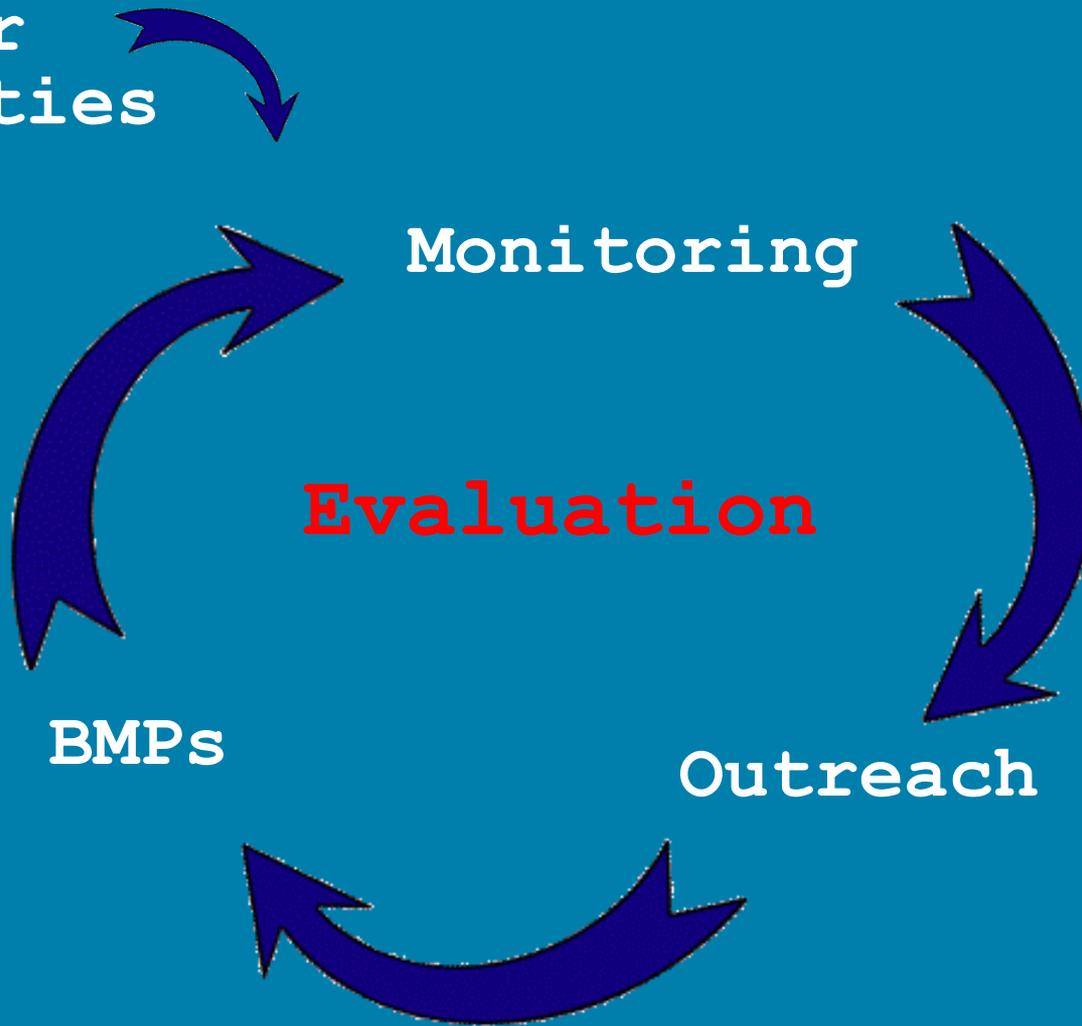
Before



After

Feedback Loop

Partner
Priorities



Monitoring

Evaluation

BMPs

Outreach

Measuring Success



- Between 1965 and 2004, the Washington Conservation District helped to install 197 BMP projects with private landowners in Washington County (roughly five per year).

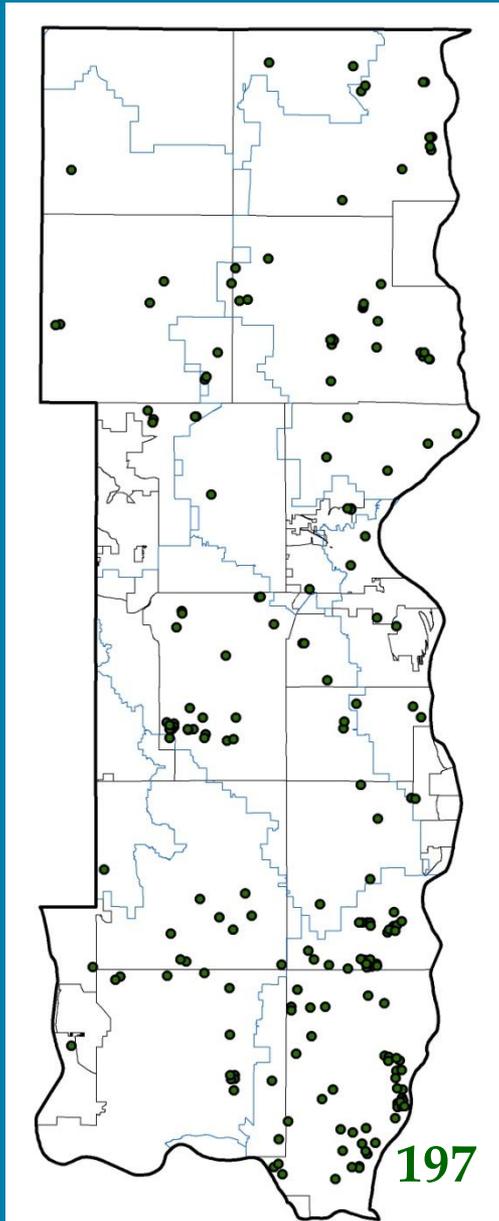


- Between 2006 and 2008, EMWREP program partners installed 73 projects - 55 of which were in 2008 alone.



In 2009, nearly 130 new projects were approved or installed by EMWREP partners.

WCD State Cost-Share Projects, 1965 - 2004



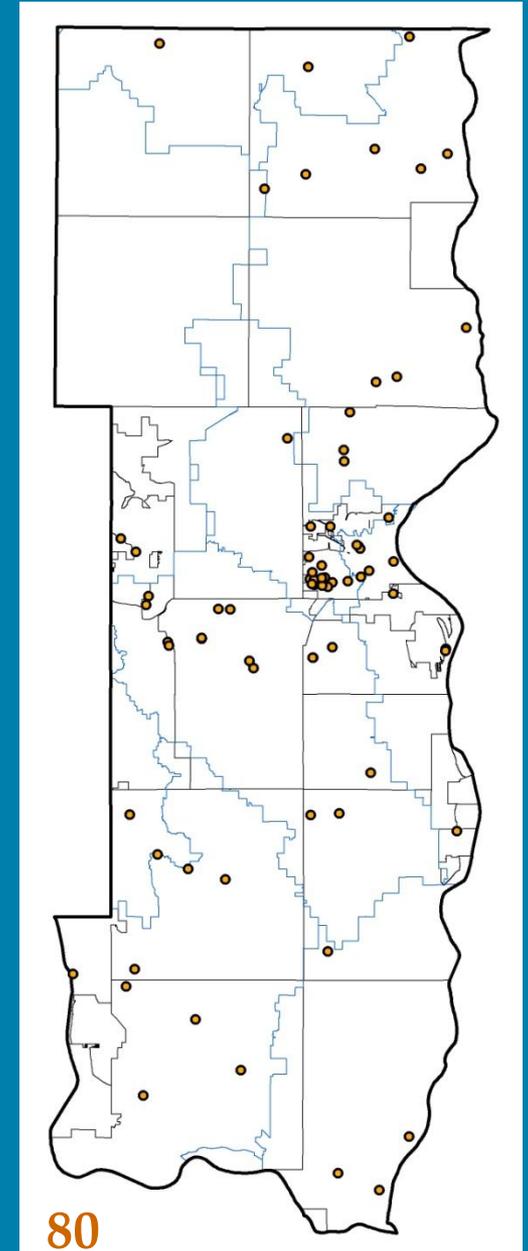
BMP Implementation Programs

1965 – 2006 = 200 projects
(5 per year)

2007 – 2008 = 80 projects
(40 per year)

2009 = 130 projects

Countywide BMP Projects, 2005 - 2008



Measuring Success

Google Analytics for www.BlueThumb.org

How many?

8,422 visits in 2007 – first year of website

21,506 visits in 2008

23,880 visits in 2009 (up 11% from 2008)

* 70% of the visitors are new

Measuring Success

Google Analytics for www.BlueThumb.org

What do they want to know?

- + They spend an average of 3.5 min on the site
- + They look at an average of 5 pages per visit
 - + The most popular pages are (in order)
Plants, Raingardens, Partners and Why?

Measuring Success

Google Analytics for www.BlueThumb.org

How do they find the site?

- + 27% direct traffic - most hits after TV spots

- + 53% use search engines (Most popular keywords

 - are blue thumb, bluethumb.org, plant selector, bluethumb, blue thumb guide to raingardens)

- + 19% come from referring sites – mostly our partners' websites



Visit blue-thumb.org for how-to's, blueprints, retailers and more

Questions?



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angie.hong@mnwcd.org