



Request For Program Membership



Friends of Minnesota's Waters,

As you may know, **Metro WaterShed Partners (WSP)** is an innovative, dynamic coalition of more than 50 public, private, and non-profit organizations working to improve water quality. This award-winning partnership protects our water resources by teaching residents how to care for area waters, and by distributing educational materials that help municipalities and watersheds meet their own stormwater education goals.

The activities of the Metro WaterShed Partners are made possible by the generous support of our members. As we embark on our 2010 programs, we'd like to take this opportunity to let you know more about our work, and ask for your membership support.

CLEAN WATER MN MEDIA CAMPAIGN

Our media campaign (formerly known as the 'Metro Media Campaign') is a member-supported stormwater education campaign. Based on the premise that more compelling pollution prevention messages can reach the public when our member organizations pool resources, we work to:

1. Place public stormwater pollution prevention messages in the mass media; and
2. Help municipalities and other MS4s meet the education requirements of their municipal stormwater pollution prevention plan (SWPPP); and
3. Maintain the cleanwatermn.org website with water quality education resources for stormwater educators, students, teachers and residents.

In 2009, the media campaign produced more than 12,000,000 media impressions through our innovative public education activities. Our 2010 campaign is expected to exceed those numbers through our programming on cable television, billboards, public and commercial radio, local sporting events, and the Minnesota State Fair. 2010 Also marks the return of our media partnership with the Minnesota Twins.

CLEANWATERMN.ORG

The cleanwatermn.org website is a great resource for citizens and stormwater educators alike. The website provides stormwater education resources to students, teachers, and the public on steps that individuals can take to reduce their 'stormwater footprint'.

For cities & watersheds, cleanwatermn.org is now home to the brand new **MS4 Toolkit**. The toolkit, developed in partnership with the MPCA, is designed specifically to help MS4 educators achieve permit compliance by providing users with ready-to-use public education materials for your community.

Members will also receive our brand new quarterly e-newsletter, with season-specific educational tools selected to help you maximize your public education outcomes.

EXHIBITS & KIOSKS

The WaterShed Partners offer several exhibits that connect users to everyday actions that improve water quality and protect watershed health. These exhibits can be checked out by communities for a wide range of public events, and include:

1. "What is Your Watershed Address?" - a map of the Minneapolis St. Paul metropolitan area with puzzle pieces lifted to reveal the name of the watershed in which you live.
2. "Your Street Flows to the River" - interactive examples of stormwater problems of and solutions from everyday activities in our own yard; and
3. "Your Street Connects to Lakes and Rivers" - a display that illustrates how storm drains are connected with local surface waters.

Also available are EnviroScapes™ and Watershed Kiosks. EnviroScapes™ are interactive, portable models that dramatically demonstrate water pollution and prevention in an urban environment.

Our Watershed Kiosks feature six interactive modules that introduce a watershed landscape perspective and provide information about the impacts of impervious surfaces and pollution problems and solutions common to residential lots.

THE MINNESOTA STATE FAIR

Each year, Metro WaterShed Partners participate in the Minnesota State Fair through our exhibit in the Department of Natural Resources building. Last year, more than 1.6 million people visited State Fair, and an estimated 50,000 people visited the WaterShed Partners exhibit.

RESOURCE SHARING

The Metro WaterShed Partners meet regularly to share resources, provide updates on member activities and hear from informative presenters on a wide range of water quality and public education topics. Meetings are held on the second Wednesday of every month (9:00am to 11:00am) at the Capitol Region Watershed District offices and are open to anyone. For further information, contact Jana Larson at 651-523-2812.

MEMBERSHIP

As the work of the Metro WaterShed Partners is 100% member-supported, we're counting on your support as a contributing member to make these programs possible. By contributing membership dollars, you can help ensure the continued success of these vital public education and outreach programs. And for MPCA permitted cities and watersheds, your membership contribution helps you achieve your MS4 public education requirements.

Please help protect Minnesota's waters today by reviewing the attached membership invoice and making a membership contribution to the Metro Watershed Partners today!

Sincerely,

The WaterShed Partners Steering Committee

Lyndon Torstenson
Mississippi National River and Recreation Area District

Angie Hong
Washington Conservation

Trevor Russell
Friends of the Mississippi River

Jana Larson
Hamline University

Carrie Mack
Ramsey-Washington Metro Watershed District

Denise Leezer
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Anne Weber
City of St. Paul

Jen Dullum
City of Farmington

Tracy Fredin
Hamline University Center for Global Environmental Education