

## **M.L. 2015 Project Abstract**

For the Period Ending June 30, 2018

**PROJECT TITLE:** Shoreland Protection for the Lower St. Croix River

**PROJECT MANAGER:** Deb Ryun

**AFFILIATION:** St. Croix River Association

**MAILING ADDRESS:** 230 S. Washington Street, Unit 1 PO Box 655

**CITY/STATE/ZIP:** St. Croix Falls, WI 54024

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**WEBSITE:** www.stcroixriverassociation.org

**FUNDING SOURCE:** Environment and Natural Resources Trust Fund

**LEGAL CITATION:** M.L. 2015, Chp. 76, Sec. 2, Subd. 8j

**APPROPRIATION AMOUNT:** \$190,000

**AMOUNT SPENT:** \$159,608.01

**AMOUNT REMAINING:** \$30,391.99

### **Overall Project Outcome and Results**

The Lower St. Croix Wild and Scenic River (LSCWSR) is federally designated and state managed; it is about 52 miles long, and ¼ mile wide, and was the focus of this project. This heavily visited National Park is a high-quality fishery, offers spectacular natural views and has high recreational value. Development pressure has been constant. An insufficient understanding of the river's unique protection status has led to conflicts and weakening of adherence to established rules designed to protect bluffs and shoreland.

The St. Croix River Association (SCRA) has worked to protect, improve and restore natural vegetation adjacent to the St. Croix River through educational workshops, resource creation, and strategic outreach to realtors, local governments, and landowners in the Riverway. Over 5,000 landowners received information about Riverway regulations and over 500 realtors attended workshops or presentations about Riverway protections, native plants, raingardens and scenic easements. SCRA presented at more than 35 city council meetings for ten local governments in the Lower Riverway and provided six training opportunities for over 170 local officials. The most significant resources created were *The Landowner's Guide to the Lower St. Croix Riverway*, *Best Practices for Zoning Applications in the Riverway*, and a video about the Lower St. Croix River.

Development pressure remains constant, but SCRA has seen immense improvement in the collaboration between cities, landowners, and realtors to prioritize water quality and habitat as a result of this project. The resources created will continue to educate landowners about best practices and protections on the Lower St. Croix River, and are available online on SCRA's website and at city halls, realty offices, watershed groups, the National Park Service, and the MN DNR.

Minnesotans are now able to easily access information about the Lower St. Croix River's history, significance, and protections. Whether they live on the St. Croix, have considered purchasing property there, or simply enjoy visiting the Riverway, Minnesotans will know the story of the Riverway and the importance of upholding its unique protections. The results of this project reflect the power of education, collaboration, and communication between diverse stakeholders to work together to protect the river they love.

## **Project Results Use and Dissemination**

### Materials Created

- The Landowner's Guide to the Lower St. Croix Riverway
- Best Practices for Zoning Applications in the Lower Riverway
- 3-minute animated video about Riverway history, significance, and regulations
- Safe Harbor Earth Tone Color List
- Riverway GIS layer hosted publicly

### Outreach and Dissemination:

- Over 3,000 copies of the *Landowner's Guide to the Lower St. Croix Riverway* have been disseminated to landowners either directly or through local governments and realtors.
- 1,000 copies of the Lower Riverway panel cards were distributed to businesses along the River
- Over 50 presentations were given to landowners, realtors, and local governments about Riverway history, significance, protections, and best practices for landowner stewardship



# Environment and Natural Resources Trust Fund (ENRTF)

## M.L. 2015 Work Plan

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**Date of Report:** July 1, 2018

**Date of Next Status Update Report:** July 1, 2018

**Date of Work Plan Approval:** June 11, 2015

**Project Completion Date:** June 30, 2018

**Does this submission include an amendment request?** No

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**PROJECT TITLE:** Shoreland Protection for the Lower St. Croix River

**Project Manager:** Deb Ryun

**Organization:** St. Croix River Association

**Mailing Address:** PO Box 655

**City/State/Zip Code:** St. Croix Falls, WI 54020

**Telephone Number:** (715) 483-3300

**Email Address:** debryun@scramail.com

**Web Address:** www.stcroixriverassociation.org

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**Location:** Washington and Chisago Counties

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**Total ENRTF Project Budget:**

**ENRTF Appropriation:** \$190,000

**Amount Spent:** \$159,608.01

**Balance:** \$30,391.99

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**Legal Citation:** M.L. 2015, Chp. 76, Sec. 2, Subd. 8j

**Appropriation Language:**

\$190,000 the first year is from the trust fund to the commissioner of natural resources for an agreement with the St. Croix River Association to provide technical assistance to landowners, local governments, realtors, and developers on shoreland conservation and protection of the lower St. Croix River. This appropriation is available until June 30, 2018, by which time the project must be completed and final products delivered.

## **I. PROJECT TITLE:** Shoreland Protection for the Lower St. Croix River

**II. PROJECT STATEMENT:** In 1972 the lower St. Croix River became one of the few national wild and scenic rivers. Minnesota adopted zoning standards for a strip of land along the St. Croix River's shores about 1000' deep. Local governments administer the zoning rules designed to preserve the wild and scenic character. Development pressure has been constant. Overtime the desire to live in significantly larger homes, and an insufficient understanding of the unique protection status, has led to conflicts and weakening of adherence to established rules designed to protect bluffs and shoreland. This buffer is in decline and action is needed now to ensure its integrity. Without a stable shoreline and deep-rooted vegetation to filter and decrease runoff from the land, the water quality of the river will be in jeopardy.

The Lower St. Croix Wild and Scenic River (LSCWSR) is federally designated and state managed; it is about 52 miles long, and ¼ mile wide, and will be the focus of this project. This heavily visited National Park is a high-quality fishery, offers spectacular natural views and has high recreational value. The overarching goal is to protect, improve and restore natural vegetation adjacent to the St. Croix River, to protect water quality, provide wildlife habitat and retain the magnificent views from this nationally designated, wild and scenic river.

By accepting shared River management responsibility, stakeholders will improve shoreland protection, and increase natural landscape along the LSCWSR. The newly created LSCWSR protection team will guide the process for local government officials to improve and uphold river friendly ordinances. Realtors will have the training to ensure new homeowners are well aware of the restrictions with homes along the Riverway. By adhering to the ordinances, citizens will be the first line of defense for this thin ribbon of protection. This project is designed to defend the buffer, if preserved will continue to protect water quality, provide habitat for birds, fish, and wildlife, and maintain a relatively unspoiled view for the millions of visitors drawn to the Riverway.

## **III. OVERALL PROJECT STATUS UPDATES:**

**Project Status as of January 1, 2016:** After advertising the position, interviewing applicants, and reviewing resumes, a River Corridor Steward has been hired to implement this project. To date, most of the project work has focused on identifying potential members of the Lower St. Croix Wild and Scenic River (LSCWSR) Protection Team. The River Corridor Steward has researched previous efforts and current needs in the valley to lay the groundwork for effective collaboration with realtors, developers, local government officials, and landowners.

**Project Status as of July 1, 2016:** The River Corridor Steward has established a Lower St. Croix River Protection team consisting of eight people across the three stakeholder groups. The core team meets once a month and, to date, has met a total of five times to build the outreach plan, review outreach materials, and prioritize goals for the project. Separate focus groups have been created for realtors, landowners, and local governments to provide more specific review of materials and messaging based on stakeholder audience. This project is quickly moving beyond the planning phase and into implementation and creation of outreach materials. As a result of this work 200+ realtors, 40+ local decision-makers, and 700+ landowners in the valley have received information on riverway regulations.

### **Amendment Request 9/14/2016**

SCRA is requesting \$23, 000 to be allocated from staff time to support the creation and dissemination of outreach materials. Less money is needed for staff time than previously anticipated in the budget.

Local governments in the Lower St. Croix have expressed the need for the following resources:

- An online questionnaire tied to ordinances for land-use inquiries
  - \$10,000 for a web developer to implement this project. Web developer will be hired through a competitive bid process.
- Graphic design support to portray regulations in a simple, accessible way

- \$3,000 for a graphic designer to develop 10 educational resources. Graphic designer will be hired through a competitive bid process.
- Videos to explain the riverway regulations to landowners.
  - \$8,000 for a videographer to film and edit a series of short videos about the riverway to be hosted on SCRA’s website and city websites. Videographer will be hired through a competitive bid process.
- Worksheets and checklists to help increase transparency and consistency of land-use decisions.
  - \$2,000 for printing approximately 1,000 materials. Materials will also be hosted online on the SCRA website and on city websites.

These resources will bring communities with little capacity up to a higher standard of land use application processes and decision making in the riverway.

SCRA is requesting \$7,000 to be allocated from staff time to mileage. The River Corridor Steward drives to communities along the Lower St. Croix River and this project needs more mileage support that originally anticipated.

Amount requested	From	Activity	To	Activity
\$5,000	Staff time	1	Web Developer	1
\$3,000	Staff time	1	Graphic Designer	1
\$8,000	Staff time	1	Videographer	1
\$2,000	Staff time	1	Printing	1
\$5,000	Staff time	2	Web Developer	2
\$3,000	Staff time	3	Mileage	3
\$2,500	Staff time	2	Mileage	2
\$2,000	Staff time	1	Mileage	1
<b>Total: \$30,500</b>				

**Amendment Approved by LCCMR 9/22/2016**

**Project Status as of January 1, 2017:** The River Corridor Steward continues to work closely with the Lower St. Croix River Protection Team and focus groups to build resources and outreach materials on shoreland conservation and protection for local governments, landowners, and realtors. A graphic design team and a videography team were selected through a competitive bid process to create materials and tools to aid land stewardship and water quality practices along the St. Croix River. To date, approximately 2,000 landowners have received information about riverway regulations, native plants, raingardens, and scenic easements. The River Corridor Steward has given presentations about the riverway regulations to over 250 realtors in the LSCWSR and provided materials for prospective buyers to learn about the riverway. The River Corridor Steward is collaborating with ten local governments in the LSCWSR to improve process and provide riverway resources and outreach materials for city staff and local officials.

**Amendment Request 3/1/2017:**

SCRA is requesting to reallocate some of the funds currently allocated for web development (\$10,000) to use for workshops and trainings for local officials, realtors, and landowners, and to increase the budget for printing and graphic design work. Less money is needed for web development than previously anticipated in the budget, due to the LSCWSR Protection Team deciding not to create an online questionnaire for land-use inquiries. The Protection Team believes that this money can have a greater impact if reallocated to create more resources for education and outreach and to provide educational workshops for landowners, local governments, and realtors

to better understand riverway regulations and land stewardship practices to protect shoreland along the LSCWSR.

SCRA is requesting \$5,000 to be allocated from web development to training services (Activity 1: \$4,000; Activity 2: \$500, Activity 3: \$500). SCRA is collaborating with Government Training Services to provide training opportunities for local officials and planning commission members specific to protect rules that apply to the St. Croix River. These funds will also provide, in collaboration with the University of Minnesota, a realtor course on rules and regulations specific to riverway properties along the St. Croix River, as well as landowner community workshops on shoreland and bluff land restoration, water quality practices, and native landscaping along the LSCWSR.

SCRA is requesting \$2,000 to be allocated from web development in Activity 2 to printing costs for Activity 1. Printing costs will be more expensive than originally anticipated in the budget, specifically for the *Landowner's Guide to the Lower St. Croix Riverway*. This resource will be (a 22-page, 8x8 inch, full color flipbook) housed at realty offices and local governments for landowners and prospective landowners to learn about the Riverway and how they can implement practices to protect shoreland and improve water quality. Realtors and local governments requested that these landowner resources be hosted both online on the St. Croix River Association's website and in paper form. SCRA will provide 10 local governments and 8 local realty offices 20 copies each of these resources to use when meeting with landowners and prospective buyers (360 copies @\$5.50/each = \$1,980).

SCRA is requesting \$2,000 to be allocated from web development in Activity 2 to graphic design for Activity 1. The graphic design work to create educational resources will be more expensive than originally anticipated in the budget due to the high number of resources being created.

SCRA is requesting that \$1,000 remain in the budget for web development in Activity 2 to ensure that riverway resources are easily navigable and accessible on the St. Croix River Association's website.

Proposed reallocation of funds:

Amount requested	From	Activity	To	Activity
\$4,000	Web Development	1	Training Services	2
\$500	Web Development	1	Training Services	1
\$500	Web Development	1	Training Services	3
\$2,000	Web Development	2	Printing	1
\$2,000	Web Development	2	Graphic Design	1
\$1,000	Web Development	2	Web Development	2
<b>Total: \$10,000</b>				

**Amendment Approved by LCCMR 3/13/2017**

**Project Status as of July 1, 2017:** The River Corridor Steward, in collaboration with the Lower St. Croix River Protection Team and focus groups, has built, disseminated, and presented on new resources about the LSCWSR protections and best practices to protect habitat and water quality in the St. Croix Riverway. The new resources are now hosted online for landowners, local governments, and realtors to readily access information that was previously not available or difficult to find. To date, approximately 3,000 landowners have received information about Riverway regulations, native plants, raingardens, and scenic easements. The River Corridor Steward has given presentations about the Riverway regulations to over 375 realtors in the LSCWSR and provided materials for prospective buyers to learn about the Riverway rules. SCRA is collaborating with local governments in the LSCWSR to improve processes and provide educational materials for city staff and local officials. To date, the River Corridor Steward has coordinated 4 training opportunities for over 200 local officials and has presented for

10 of the cities in the LSCWSR about the importance and significance of the Riverway rules and new resources available for zoning administrators, landowners, and prospective buyers.

**Amendment Request 11/1/2017:**

SCRA is requesting to reallocate \$6,000 currently allocated for Personnel in Activity 1 to use for printing in Activity 1., due to high demand for the *Landowner's Guide to the Lower St. Croix Riverway* and the high cost to print the 26-page, full color booklet. Less funding is needed in Personnel for Activity #1 than expected. The SCRA River Corridor Steward is going down to part-time, and SCRA is currently looking for new staff.

More copies of the *Landowner's Guide to the Lower St. Croix Riverway* are needed. Realty offices and local governments are housing the resource and have expressed how helpful it has been when working with clients and residents. Landowners continue to request copies from SCRA. The DNR Hydrologist uses the *Landowner's Guide to the Riverway* with landowners inquiring about development projects to explain the unique protections on the St. Croix Riverway. It is and will be a valued resource, and more copies are required to continue SCRA's efforts to educate landowners and to protect our Wild and Scenic St. Croix River into the future.

Furthermore, local governments have expressed interest in copies of the best practices document, to help landowners eliminate the need for variances when remodeling/rebuilding. This resource emphasizes the importance of pre-application meetings and early communication between federal, state, and local government and landowners. SCRA would like to print 200 copies (Approximate cost: \$1,500) of the best practices document and 1,000 copies (approximate cost: \$4,500) of the *Landowner's Guide to the Lower St. Croix Riverway*.

The budget amendment request is reflected in Attachment #1, reallocating \$6,000 from Personnel in Activity 1 to Printing in Activity 1.

**Amendment Approved by LCCMR 11/8/2017**

**Project Status as of January 1, 2018:** In addition to the *Landowner's Guide to the Lower St. Croix Riverway*, the River Corridor Steward has finalized new resources about the LSCWSR protections and best practices to help protect habitat and water quality in the St. Croix Riverway. The most notable new resource, *Best Practices for Zoning Applications in the Lower St. Croix Riverway*, was completed with the help of local city government, county government, the Department of Natural Resources, the Lower St. Croix River Partnership Team, and the National Park Service. To date, more than 5,000 landowners have received information about Riverway regulations, native plants, raingardens, and scenic easements through direct mailing, newsletter articles in their local paper, or local and statewide media. The River Corridor Steward has given presentations about the Riverway regulations to over 500 realtors in the LSCWSR and provided materials for prospective buyers to learn about the Riverway rules. SCRA is collaborating with local governments in the LSCWSR to improve processes and provide educational materials for city staff and local officials. To date, the River Corridor Steward has coordinated 5 training opportunities for over 140 local officials and has presented at more than 25 city council meetings in the LSCWSR about the importance and significance of the Riverway rules and new resources available for zoning administrators, landowners, and prospective buyers.

**Amendment Request 2/5/2018:**

SCRA is requesting to reallocate \$3,000 currently allocated for Personnel in Activity 2 to use for printing in Activity 1 to print and mail the *Landowner's Guide to the Lower St. Croix Riverway* to every property owner in the Lower St. Croix Riverway District (approx. 1,700 new copies of the landowner's guide mailed directly to property owners in the Riverway District). Less funding is needed in Personnel for Activity #2 than expected. The Lower St. Croix River Land Protection team believes that direct mailing the landowner's guide to property owners is the most efficient way to increase visibility and understanding of protections on the St. Croix and landowner best practices (in addition to the community outreach events scheduled for this spring).

Average response rates for direct mailings range 2-6% but [direct mailing continues to return some of the highest response rates](#) at the best value, according to the Data & Marketing Association. Their research shows that certain demographics continue will continue to respond better to print regardless of technological advances, and there have been massive steps forward in the past decade that make targeted direct mailing even more effective for any demographic. The current demographic of property owners living in the Riverway trends toward the older generation who may not receive the information from our online marketing and outreach efforts. By sending out the Landowner's Guide to the property owners, we will be able to build recognition with the demographic and improve chances that our outreach is seen when it is received. Directly mailing the Landowner's Guide to the Lower St. Croix Riverway to property owners will reach our target audience of people with property in the Riverway District.

This budget amendment is currently listed under the printing budget because SCRA will need to print 1,700 copies of the Landowner's Guide to the Lower St. Croix Riverway, along with a one-page introduction to the resource and where to find more resources online, to mail to landowners. Printing companies can print the necessary materials and, using our spreadsheet database of property owners and addresses in the target area, package, and mail them directly to landowners. The estimated cost for this outreach is \$5,000. Currently, the printing budget has \$2,195. Allocating \$3,000 from personnel in Activity #2 will allow SCRA to complete this outreach to landowners, ensuring that everyone in the Riverway District has the opportunity to learn about the protections where they live and how to improve their land for better water quality and habitat.

The budget amendment request is reflected in Attachment #1, reallocating \$3,000 from Personnel in Activity 2 to Printing in Activity 1.

#### **Amendment Approved by LCCMR 2/13/2018.**

#### **Overall Project Outcomes and Results:**

The Lower St. Croix Wild and Scenic River (LSCWSR) is federally designated and state managed; it is about 52 miles long, and ¼ mile wide, and was the focus of this project. This heavily visited National Park is a high-quality fishery, offers spectacular natural views and has high recreational value. Development pressure has been constant. An insufficient understanding of the river's unique protection status has led to conflicts and weakening of adherence to established rules designed to protect bluffs and shoreland.

The St. Croix River Association (SCRA) has worked to protect, improve and restore natural vegetation adjacent to the St. Croix River through educational workshops, resource creation, and strategic outreach to realtors, local governments, and landowners in the Riverway. Over 5,000 landowners received information about Riverway regulations and over 500 realtors attended workshops or presentations about Riverway protections, native plants, raingardens and scenic easements. SCRA presented at more than 35 city council meetings for ten local governments in the Lower Riverway and provided six training opportunities for over 170 local officials. The most significant resources created were *The Landowner's Guide to the Lower St. Croix Riverway*, *Best Practices for Zoning Applications in the Riverway*, and a video about the Lower St. Croix River.

Development pressure remains constant, but SCRA has seen immense improvement in the collaboration between cities, landowners, and realtors to prioritize water quality and habitat as a result of this project. The resources created will continue to educate landowners about best practices and protections on the Lower St. Croix River, and are available online on SCRA's website and at city halls, realty offices, watershed groups, the National Park Service, and the MN DNR.

Minnesotans are now able to easily access information about the Lower St. Croix River's history, significance, and protections. Whether they live on the St. Croix, have considered purchasing property there, or simply enjoy visiting the Riverway, Minnesotans will know the story of the Riverway and the importance of upholding its

unique protections. The results of this project reflect the power of education, collaboration, and communication between diverse stakeholders to work together to protect the river they love.

**IV. PROJECT ACTIVITIES AND OUTCOMES:**

**ACTIVITY 1: Landowner Land and Water Protection**

**Description:**

The project coordinator will recruit landowners from the eighteen lower riverway communities to participate in and help form the LSCWSR Protection Team. Through active participation in the project team, landowners will be invested in guiding the project as well as learn the importance of a shoreline rich in native and deep rooted natural vegetation, keeping impervious surfaces to a minimum and maintaining the integrity of natural bluff land.

In combination with Protection Team meetings, a multifaceted landowner outreach strategy will be developed and executed. It is critical to reinforce not only legal requirements, but clearly illustrate the multiple benefits bluff land and shoreland protections provide for water quality and land protection, as well as the aesthetic value. Landowners from Taylors Falls south to the National Park Boundary just south of Arcola will be contacted about meeting and improving upon scenic easement requirements, and landowner from the Minnesota State Management Boundary south to Hastings (lower 25 miles) will focus on meeting and improving upon zoning ordinances.

Specific activities include the development of educational materials for distribution through various avenues, such as personal contacts, mailings and web-based media. A set of at least four training sessions will provide landowners with tools and techniques to protect their land investments for wildlife habitat and shoreline integrity. As a result of education and outreach efforts in the community, landowners will engage and be motivated to follow through with protection and restoration activities on their land, ultimately leading to fewer ordinance variance requests. Existing partnerships with implementation agencies, such as the local soil and water conservation office, are strong in this area. Landowners interested in restoration and protection activities will be directed to these local agencies for specific technical assistance, and possible cost share programs to encourage on the ground action.

The LSCWSR Protection Team will meet on a regular quarterly to bi-monthly basis through the life of the project, and this team will influence all aspects of the outreach and implementation strategies.

**Summary Budget Information for Activity 1:**

Funds will pay for outreach materials and for the project coordinator to achieve outcome.

**ENRTF Budget: \$ 78,620**  
**Amount Spent: \$ 72,761.01**  
**Balance: \$ 5,858.99**

<b>Outcome</b>	<b>Completion Date</b>
<b>1.</b> Landowners are a part of the LSCWSR protection team that develops outreach strategies ; outreach plan is completed	6/30/2016
<b>2.</b> Outreach and training materials for landowners to protect the wild and scenic values are developed	12/31/2016
<b>3.</b> All, approximately 700, landowners with parcels on the river, subject to Federal Lower Saint Croix River Act ordinances will be contacted and receive information	12/31/2017

regarding LSCWSR shoreland ordinance rules, protection obligations and significance of the ordinances.	
4. All, approximately 315, landowners with active National Park Service easements on their properties will be contacted and receive information regarding the terms of their easements with an explanation of requirements and implications of easements.	12/31/2017
5. Coordinator will provide at least four landowner training sessions on habitat improvement techniques, bluff, shoreland protection and viewshed protection measures	4/30/2018
6. Coordinator will work with a minimum of 10 landowners to employ protection or restoration work.	4/30/2018
7. Coordinator will ensure information about this project will be publicized to promote transparency and local support; with at least 3 news releases, and two radio interviews, and information is available on the SCRA website	4/30/2018

**Activity Status as of January 1, 2016:** Several potential members of the Lower St. Croix Wild and Scenic River (LSCWSR) Protection Team have been identified through individual meetings with National Park Service, Department of Natural Resources, Washington County Conservation District, landowners, and others. An introductory meeting to discuss the project was held on Dec. 4<sup>th</sup>, 2015 in which local officials and key players expressed the need for increased education and outreach on wild and scenic values to current landowners in the Lower St. Croix River. A database of landowners along the LSCWSR is being created.

**Activity Status as of July 1, 2016**

Landowners along the Lower St. Croix River are involved in the planning process to create and disseminate educational materials for property owners in the riverway to better understand the protective regulations where they live. The following strategies have been identified to increase awareness of the riverway regulations and land conservation:

- Landowner’s Guide to the Riverway
  - Several landowners struggle to understand the building restrictions in the riverway due to a lack of easily accessible educational materials targeted toward the public. This landowner guide will answer frequently asked questions, provide images of setbacks and regulations, explain the rationale behind the regulations, and share other stewardship practices available to them. If landowners want to rebuild or remodel their home, this document will help them understand the building restrictions along the river and encourage them to achieve their goals within the law, without having to apply for a variance.
  - Flipbook description
- Clear and Orderly Process for Zoning Applications (internal document for cities)
  - If someone approaches the city or county to apply for a zoning application, they will go through a consistent process that brings stakeholders and landowners together to eliminate the need for a variance on their property. A complete application that goes through every step of the process helps local officials make educated decisions. The development of a clear and orderly process will ensure that landowners will consider other options for their property that may meet their needs without applying for a variance. The LSCWSR Protection team agrees there is a need for this resource and the first focus group of city administrators has met to start this process.
- NPS Scenic Easement Volunteer Monitoring Team

- The River Corridor Steward is assisting the National Park Service in the NPS Scenic Easement Citizen Volunteer Program. There are four volunteers this year connecting with scenic easement holders and monitoring 40 scenic easements in the St. Croix Valley. The St. Croix River Association is helping NPS build capacity for this program to increase the number of tracks monitored and the communication between NPS and landowners.
- NPS Newsletter
  - Every year the NPS sends out a letter to scenic easement holders. The 2016 letter that is going out in July will be accompanied by a newsletter focused on land stewardship, including information about the riverway regulations and techniques to improve wildlife habitat, water quality, and shoreline integrity. The River Corridor Steward compiled articles written by landowners in the riverway, the Department of Natural Resources, and watershed districts to build the newsletter, which will reach over 800 landowners in the St. Croix Valley.
- Landowner and community workshops
  - In partnership with local watershed districts, the LSCWSR Protection Team has approved content about the history, importance, and significance of the riverway regulations to present at community get-togethers and events. This will be paired with information on raingardens, pollinators, and other land stewardship practices that will help landowners improve water quality in the watershed.
- Local newsletters
  - Over 1,100 landowners in the City of Lakeland have received a DNR handout about the riverway regulations through their local newsletter. The River Corridor Steward will expand this reach and continue to provide content for local newsletters in cities along the Lower St. Croix River. When new educational materials are created they will be disseminated through local newsletters.
- Parcel database
  - The St. Croix River Association has compiled a database of landowners in the riverway along the Lower St. Croix River for mailing and outreach purposes.

### **Activity Status as of January 1, 2017**

The Protection Team and focus groups have been building resources and outreach materials for landowners to protect wild and scenic values in the Lower St. Croix River. The graphic design team and videography team that have been selected through competitive bid to work on these resources started work in mid- November. The current draft resources are attached to this report.

- Landowner's Guide to the Riverway
  - **Description:** Landowners can struggle to understand the building restrictions in the riverway due to a lack of easily accessible educational materials targeted toward the public. This landowner flipbook will answer frequently asked questions, provide images of setbacks and regulations, explain the rationale behind the regulations, and provide information about how they can implement stewardship practices on their property to decrease storm water runoff and improve water quality. If a landowner is considering rebuilding or remodeling their home, this document will help them understand the building restrictions along the river, encourage them to achieve their goals within the wild and scenic standards and law, and provide resources for land stewardship practices they can implement to preserve scenic views and improve water quality. Examples of stewardship practices include landscaping with native plants, installing raingardens, and removing unnecessary structures on the property.

- **Status:** A Graphic design team has been selected through a competitive bid process and is working on drafts of this resource. The Protection Team is providing constant feedback to the River Corridor Steward, who works directly with the graphic design team on edits. The final product will be complete in Spring 2017 and the flipbook will be housed at city halls in the LSCWSR as well as mailed to residents in the riverway district. Builders and architects in the valley will also receive this information.
- Leaflet about riverway regulations
  - **Description:** A general information leaflet housed at local businesses and public spaces for the public to learn about the riverway district and who to contact with questions. This will bring awareness to the regulations for a periphery group of landowners and potential landowners before they think about remodel/rebuild projects.
  - **Status:** Nearing final draft of leaflet and will print 2,000 copies and deliver to local businesses, libraries, city halls, and public spaces in early 2017. To be replenished as needed.
- Clear and orderly pre-application process:
  - **Description:** When a landowner approaches the city or county with a project idea they will have a pre-application meeting with the city, the DNR, the watershed district, the engineer, and anyone involved with the project to discuss how to eliminate the need for a variance. Currently cities do not have the staff expertise or capacity to implement a consistent pre-application process. Through communication with agencies, local governments, and watersheds, the Protection team is building necessary resources to ensure that a pre-application process is defined and in place as an administrative policy.
  - **Status:** The local government focus group has met four times to work on this resource and will continue to meet once every two months to provide feedback and review materials. Currently, the complete pre-application process has been outlined in an excel for each community (example attached). This is meant to be an internal document for zoning administrators to use as a guide for all zoning application inquiries.
- NPS Newsletter
  - **Description:** Every year the NPS sends out a letter to scenic easement holders. The 2016 letter was mailed in July coupled with a newsletter focused on land stewardship, including information about the riverway regulations and techniques to improve wildlife habitat and shoreline integrity. The River Corridor Steward compiled articles written by landowners in the riverway, the Department of Natural Resources, and watershed districts to build the newsletter, which reached over 800 landowners in the St. Croix Valley.
  - **Status:** Newsletter was sent to all landowners (800+) with National Park Service Scenic Easements. Next newsletter insert will be sent out July 2017.
- Letter to new homeowners
  - **Description:** Send information about the scenic riverway, stewardship practices, and regulations to new homeowners so they can learn about the building restrictions and their significance before making plans for their property.
  - **Status:** 40 letters have been mailed to new homeowners who bought property within the riverway district in 2016.
- Community workshops
  - **Description:** In partnership with local watershed districts, the LSCWSR Protection Team has approved content about the history, important, and significance of the Riverway regulations to present at community presentations and events. These presentations include information on

raingardens, pollinators, and other land stewardship practices that will encourage private property owners to capture storm water runoff and do their part to improve water quality.

- **Status:** Approximately 170 landowners have received a direct presentation about the Riverway regulations. A community presentation was given to 20 people at St. Croix Bluffs Regional Park in partnership with the Washington Conservation District. The presentation focused on native plants, shoreland protection, and land stewardship. A presentation about Riverway regulations and shoreland protection was given at a landowner gathering in Afton, MN (50 people), and at the St. Croix River Association's annual meeting in Scandia (100 people). More community presentations will take place once landowner resources are complete, summer of 2017.

### **Activity Status as of July 1, 2017**

- Landowner's Guide to the Riverway
  - This 26-page flipbook illustrates and explains the Riverway protections, their significance, and what landowners can do to be better stewards of the river. 1,000 copies of this resource have been distributed to city halls, counties, and realty offices to introduce landowners to the unique protections on the St. Croix River. Examples of stewardship practices include landscaping with native plants, installing raingardens, and decreasing impervious surfaces. The Landowner's Guide to the Lower St. Croix Riverway was recently featured in a Star Tribune article. The guidebook is available online on the St. Croix River Association's website and will be mailed to every landowner in the St. Croix Riverway overlay zone. The guidebook is attached to this report.
- Leaflet about Riverway regulations
  - This general information leaflet is complete and currently housed at 43 local businesses (50 copies per location), realty offices, and public spaces for the public to learn about the Riverway protections and who to contact for more information. This will bring awareness to the regulations for a periphery group of landowners and potential landowners. The panel cards will be replenished as needed. A PDF version of the panel card is attached to this report.
- Clear and orderly process:
  - Over the past year, the zoning administrators focus group has met 8 times to discuss a clear and orderly process for zoning applications and best practices for local governments. This process, now outlined from beginning to end, will increase transparency for landowners considering remodeling or rebuilding. It will stress the importance of the Riverway protections to educate and deter landowners from blindly applying for construction projects that could be harmful to natural habitat and water quality. By clearly outlining the process and the importance of pre-application meetings, landowners will be empowered to keep their local governments in check when considering a construction project. A draft of this document is attached to this report.
- NPS Newsletter
  - The River Corridor Steward put together a 2017 National Park Service newsletter that was sent to over 800 landowners in the Riverway. The newsletter, attached to this report, highlights land stewardship practices, best process when considering changes to a property, and actions that will improve the land and water on private property.
- Letter to new homeowners
  - 40 letters have been mailed to new homeowners who bought property within the Riverway district in 2016. In collaboration with Washington County, the MN DNR, and the Washington Conservation District, the River Corridor Steward is building a welcome packet for new

landowners to learn about Riverway protections and landowner stewardship practices to improve habitat and water quality. In early 2018, every new landowner will receive this welcome to the Riverway packet. In 2016 and 2017, a total of 56 homes have been sold in the Riverway overlay zone.

- Community workshops
  - To date, 3 presentations have been given on raingardens, pollinators, and other land stewardship practices that encourage private property owners to capture storm water runoff and do their part to improve water quality in the St. Croix River. Approximately 370 landowners have received a direct presentation about the Riverway regulations. A community presentation was given to 20 people at St. Croix Bluffs Regional Park in partnership with the Washington Conservation District. The presentation focused on native plants, shoreland protection, and land stewardship. A presentation about Riverway regulations and shoreland protection was given at a landowner gathering in Afton, MN (50 people), and at the St. Croix River Association's annual meeting in Scandia (100 people). In collaboration with the Washington Conservation District and Minnesota Department of Natural Resources, three workshops about land stewardship practices and Riverway rules will be given in 2017.
- Online Resources
  - New resources on Riverway history, rules, boundary, and best practices can be found on the St. Croix River Association's website. Information on native plants, raingardens, and managing bluffs is also available to the public at <https://www.stcroixriverassociation.org/land-protection/>

### **Activity Status as of January 1, 2018**

The River Corridor steward has developed new resources for the Riverway in partnership with local, state, and federal agencies. SCRA has disseminated those materials to landowners in the Riverway through local media, statewide media, direct mailing, and through community events and presentations. Local city administrators, Washington County planners, the Department of Natural Resources, and the National Park Service are actively using the Landowner's Guide to the Lower St. Croix Riverway to help people understand Riverway rules and stewardship practices. Response has been positive from landowners and local governments. At a city council meeting over the summer, Mayor Glasgow of Lakeland said, "This has been needed for the last twenty years, and you're the first one to go ahead and do it" (referring to the Landowner's Guide). SCRA is planning a direct mailing to get the Landowner's Guide in the hands of every property owner in the Lower Riverway district.

A 3-minute animated video that shares the history, significance, rules, and best practices for preserving habitat and improving water quality is currently underway for release in spring 2018.

- Landowner's Guide to the Riverway – Outreach and dissemination
  - **Description:** This 26-page flipbook illustrates and explains the Riverway protections, their significance, and what landowners can do to be better stewards of the river. Examples of stewardship practices include landscaping with native plants, installing raingardens, and decreasing impervious surfaces.
  - **Outreach:** 1,000 copies of this resource have been distributed to city halls, counties, and realty offices to introduce landowners to the unique protections on the St. Croix River. Another 1,500 copies will be mailed directly to landowners with property in the Riverway zone in early 2018. A Riverway landowner database was completed in December 2018 to improve outreach and education about regulations and best practices with property owners in the Riverway zone. The

- Landowner's Guide to the Lower St. Croix Riverway was recently featured in the StCroix360 online publication and in the *Considering Changes to your Property?* Article that was included in five Riverway city newsletters. Previously, the new resources for the St. Croix River were featured in a Star Tribune article. The guidebook is available online on the St. Croix River Association's website and will be mailed to every landowner in the St. Croix Riverway overlay zone (over 1,500 property owners).
- Clear and orderly process for landowners
    - The Best Practices for Zoning Applications resource was completed in November 2017 after a year of drafts and meetings with local, state, and federal governments. The document outlines a clear and orderly process from when a landowner first thinks about changing their property to properly documenting those changes with the city. This document, while most helpful to local governments to increase consistency and transparency of land-use decisions in the Riverway, will help landowners work with their local government to eliminate the need for variances and make plans for their property that prioritize Riverway rules, water quality, and habitat. This document is meant to be paired with the *Landowner's Guide to the Lower St. Croix Riverway*.
  - NPS Newsletter
    - The River Corridor Steward put together a 2017 National Park Service newsletter that was sent to over 800 landowners in the Riverway. The newsletter, attached to this report, highlights land stewardship practices, best process when considering changes to a property, and actions that will improve the land and water on private property.
  - Community workshops and events
    - To date, five presentations have been given on raingardens, pollinators, and other land stewardship practices that encourage private property owners to capture storm water runoff and do their part to improve water quality in the St. Croix River. Approximately 500 landowners have received a direct presentation about the Riverway regulations. A community presentation was given to over 100 people at the St. Croix Boom Site before a community river clean up in July, in partnership with the Washington Conservation District, the Conservation Corps, and the city of Stillwater. This year's Workshop on the Water, an educational event that previously was only open to local officials, was open to the public. At that event, over 50 landowners with property on or near the St. Croix River learned about native plants, shoreland protection, and land stewardship. A short presentation about Riverway regulations and shoreland protection was given at SCRA's annual meeting in August to over 100 people. Landowner's Guide were handed out at each community event (over 250 landowners).
  - Online Resources
    - Updated resources on Riverway history, rules, boundary, and best practices can be found on the St. Croix River Association's website. Information on native plants, raingardens, and managing bluffs is also available to the public at <https://www.stcroixriverassociation.org/land-protection/>

### **Final Report Summary:**

More than 1,300 landowners with property within the Riverway Boundary received a copy of the *Landowner's Guide to the Lower St. Croix Riverway* through direct mail. The *Landowner's Guide to the Lower St. Croix Riverway* contains information and actions that each landowner must take in order to make changes to their properties and preserve the integrity of the St. Croix National Scenic Riverway. Each landowner that has active National Park Service easements on their properties (300+) received both the *Landowners Guide to the Lower St.*

*Croix River* and an annual newsletter containing information regarding the nature of their properties and conditions that need to be maintained under their easement requirements. (Outcomes 2-4)

Over 600 landowners participated in seven community outreach events, training sessions and workshops over the course of the project. These included two workshops specifically on native plants and landowner stewardship practices, one at St. Croix Bluff Regional Park and one in Afton. In addition, SCRA disseminated information and instructed landowners on the importance of shoreline and bluffline protection measures at three events, including a spring workshop in Scandia, a Bike and Boat to Bayport event held on May 12<sup>th</sup> and the Birds, Bikes, and Boats event held in Afton on May 5<sup>th</sup>. The last two trainings included an interactive session at the St. Croix Boom Site where landowners learned the importance of shoreline protection for water quality and then cleaned up the shoreline along the St. Croix, and a training on the St. Croix River for landowners and elected officials called “Workshop on the Water” where participants learned about shoreland protection and were given the opportunity to see examples along the riverway from a river view. (Outcome 5)

During the course of this project, SCRA’s River Corridor Steward worked in coordination with SCRA’s Lake St. Croix Watershed Improvement program staff to coordinate restoration projects along the lower Riverway. Funding through this project was not sufficient to install costly on the ground restoration projects; however, leveraging existing EPA Clean Water Act Section 319 funding obtained by SCRA allowed connections between interested landowners along the lower Riverway and financial resources to carry out projects. Alongside local partners, SCRA has installed five projects on lower Riverway properties. These include the restoration of 400ft of shoreline along Lake St. Croix Beach, a gully and bluff restoration on a property off of Quixote Avenue in the City of Lakeland, the installation of an infiltration basin that reduced runoff to the river, a drainage diversion off a bluff near Arcola Bluffs, and a shoreline restoration that includes drainage alterations and native plants on a property also within the City of Lakeland. Currently there are five more projects in progress to be completed by the end of 2019. (Outcome 6)

As a result of this project, landowners are now using SCRA as a resource to gather information and connect with the right stakeholders before making changes to their property.

Helpful tools and resources for landowners created through this project:

- The Lower St. Croix Riverway Video: A 3-minute animated video that shares the history, significance, rules, and best practices for preserving habitat and improving water quality is currently on SCRA’s website, Youtube channel, shared on Facebook, and disseminated to realty offices and local governments to incorporate in their outreach with landowners.
- Landowner’s Guide to the Lower St. Croix Riverway: This 26-page flipbook illustrates and explains the Riverway protections, their significance, and what landowners can do to be better stewards of the river. Examples of stewardship practices include landscaping with native plants, installing raingardens, and decreasing impervious surfaces.
  - **Outreach:** 1,000 copies of this resource have been distributed to city halls, counties, and realty offices to introduce landowners to the unique protections on the St. Croix River. Another 1,300 copies were mailed directly to landowners with property in the Riverway zone in early 2018. A Riverway landowner database was completed in December 2017 to improve outreach and education about regulations and best practices with property owners in the Riverway zone. The Landowner’s Guide to the Lower St. Croix Riverway was featured in the StCroix360 online publication and in the *Considering Changes to your Property?* Article that was included in five Riverway city newsletters. In 2017 the new resources for the St. Croix River were featured on the front page of the Star Tribune. The guidebook is available online on the St. Croix River Association’s website.

- **Best Practices for Zoning Applications in the Riverway:** This resource was completed in November 2017 after a year of drafts and meetings with local, state, and federal governments. It outlines a clear and orderly process from when a landowner first thinks about changing their property to properly documenting those changes with the city. This document, while most helpful to local governments to increase consistency and transparency of land-use decisions in the Riverway, will help landowners work with their local government to eliminate the need for variances and make plans for their property that prioritize Riverway rules, water quality, and habitat. This document is meant to be paired with the *Landowner's Guide to the Lower St. Croix Riverway*.
- **NPS Newsletter**
  - The River Corridor Steward put together a 2018 National Park Service newsletter that was sent to over 800 landowners in the Riverway at the beginning of June. The newsletter, attached to this report, highlights land stewardship practices, wild and scenic history, new resources for the Riverway, and actions that will improve the land and water on private property.
- **Community workshops and events**
  - The River Corridor Steward has given a total of seven presentations on Riverway rules, raingardens, pollinators, and other land stewardship practices that encourage private property owners to capture storm water runoff and do their part to improve water quality in the St. Croix River. Approximately 500 landowners have received a direct presentation about the Riverway regulations.
- **Online Resources**
  - Updated resources on Riverway history, rules, boundary, and best practices can be found on the St. Croix River Association's website. Information on native plants, raingardens, and managing bluffs is also available to the public at <https://www.stcroixriverassociation.org/land-protection/>

## **ACTIVITY 2: Local Government Land and Water Protection**

### **Description:**

The project coordinator will work to strengthen partnerships between local governments and citizens for land and water protection on the lower riverway. The coordinator will engage with the eighteen cities and townships and attend land use hearings and work sessions related to LSCWSR within the project area. All community leaders located along the last 25 miles of the Riverway in the state managed zone will be invited and encouraged to participate in the LSCWSR Partnership Team. The ultimate goal of this work is for communities and elected officials to create uniformity in the ordinances and enforcement of rules and ordinances for Riverway protection.

At least two trainings will be created to increase the knowledge of all local government leaders on wild and scenic values and create more consistency in shoreline zoning ordinances amongst the communities of the LSCWSR. Through the development of trainings and printed materials, identifying and utilizing the most responsible model ordinances for development, elected officials and decision makers will receive the necessary information to fully review current ordinances in the context of shoreland protection. Ultimately, the goal is to promote adoption of consistent ordinances, and elected officials will be prepared to approve only the variances that adequately uphold the laws and values of the Riverway. Ideally, a team with representatives of each of the communities will make recommendations for variance requests within the state managed zone.

**Summary Budget Information for Activity 2:**

**ENRTF Budget: \$ 63,305**

Funds will pay for outreach materials and for the project coordinator to achieve outcome.

**Amount Spent: \$ 49,417.17**

**Balance: \$ 13,887.83**

<b>Outcome</b>	<b>Completion Date</b>
<b>1.</b> Local governments are part of the LSCWSR protection team that develops outreach strategies; outreach plan is completed	6/30/2016
<b>2.</b> Coordinator ensures at least two workshops for elected officials to promote understanding of LSCWSR protection obligations and significance are created and implemented	12/31/2016
<b>3.</b> Coordinator convenes local government leaders to review current ordinances to ensure they are adequate and consistent with Riverway law and values, and meet the local needs	12/31/2017
<b>4.</b> Coordinator works with LSCWSR protection team to create consistency between local governments in enforcement of ordinances, and where possible create ordinances that are consistent between communities	4/30/2018

**Activity Status as of January 1, 2016:** Several potential members of the Lower St. Croix Wild and Scenic River (LSCWSR) Protection Team have been identified through individual meetings with local government officials, Department of Natural Resources, Washington County Conservation District, Watershed Management Organizations, and others. An introductory meeting to discuss the project was held on Dec. 4<sup>th</sup>, 2015 in which local officials and key players stressed the importance of local governance over ordinances and variances. There is a new effort sparked by local government officials in collaboration with the Washington County Conservation District and the Department of Natural Resources to create more consistency in local ordinances. The St. Croix River Association will join that effort to represent wild and scenic values in the Lower St. Croix River.

**Activity Status as of July 1, 2016**

Local governments along the Lower St. Croix River are involved in the planning process to create and disseminate educational materials for landowners. The Protection Team is creating an internal resource to help zoning administrators work with landowners in the riverway district. The local government focus group under the LSCWSR Protection team consists of city administrators from every city in the Lower St. Croix River. The following strategies have been identified to develop a clear, orderly, and consistent process for all cities:

- Pilot Project with Lakeland
  - The River Corridor Steward is working closely with the City of Lakeland to build a process and explore burden of cost options for pre-application meetings. The River Corridor Steward is encouraging pre-application meetings and site visits with the applicant, the city administrator, the city engineer, the DNR, the watershed district, and other stakeholders depending on the project to fully understand the limits of their property before investing in building and architectural plans.
- Welcome to the City Council letters for new members
  - After the elections this year, new city council members will receive a letter from SCRA along with information on the riverway regulations.
- City Council Meetings
  - The River Corridor Steward has attended eight city council meetings out of the ten for the project area and will complete city council visits as of July 26<sup>th</sup>. Through short presentations during public comment, the River Corridor Steward will continue to inform local officials on the

Shoreland Protection Project to make sure all stakeholders remain engaged and aware of project updates.

- Education for city administrators
  - Currently there is a lack of educational material to aid new city administrators in the zoning application process. City administrators are the first point of contact for landowners considering a project on their property and there is little training or guidance provided by the city to relay important information about the variance process to city staff. The River Corridor Steward will build a thorough explanation for riverway regulations and best process to document institutional knowledge for future city staff.
- City Administrator Workshops
  - City staff in the lower riverway will meet bi-monthly to share resources and discuss a consistent process that encourages pre-application meetings throughout the riverway. The first meeting was held on June 20<sup>th</sup>.
  - There has been significant turnover in city staff since the inception of this project and the zoning administrators focus group have proven essential to bringing new staff up to speed, especially concerning the unique Riverway protections. A landowner approaches the city or county with a project idea they will have a pre-application meeting with the city, the DNR, the watershed district, the engineer, and anyone involved with the project to discuss how to eliminate the need for a variance. Currently cities do not have the staff expertise or capacity to implement a consistent pre-application process. Through communication with agencies, local governments, and watersheds, the Protection team is building necessary resources to ensure that a pre-application process is defined and in place as an administrative policy.
  -
- City Engineer Forum
  - City engineers interpret language in the riverway regulations that is not well defined. The River Corridor Steward is communicating with the city engineers in the valley to discuss challenges and share resources in their interpretation of the regulations.
- Workshop for local officials
  - In partnership with the University of Minnesota, the Wisconsin and Minnesota DNRs, and the Washington County Conservation District, SCRA will plan and provide a training on land stewardship for local officials on September 14<sup>th</sup>, 2016. Topics include riverway regulations, storm water runoff, and education and outreach to landowners. Over 150 people are expected to attend this boat cruise, dinner, and educational session.
- Mapping with the counties
  - Currently there is no GIS layer that shows the riverway boundary on county parcel maps. Realtors, landowners, title companies, and the general public use these interactive maps to research a specific property. There is an existing GIS layer through the National Park Service that is not used anymore because it may have some flaws that need to be clarified by going through legal descriptions for properties in the riverway. The Minnesota DNR hydrologist, Jen Sorensen, is currently going through riverway property legal descriptions. The River Corridor Steward has met with Washington County's Recorder and GIS staff to discuss the importance of hosting the riverway boundary on their site once the GIS layer is updated.

**Activity Status as of January 1, 2017**

Local governments along the Lower St. Croix River are involved in the planning process to create and disseminate educational materials for landowners in the riverway district. The River Corridor Steward is working with the MN DNR, watershed districts, and zoning administrators to create an administrative policy that outlines the pre-application process for city administrators to use as a guide when working with landowners in the riverway. The local government focus group under the LSCWSR Protection team consists of city administrators from every city in the Lower St. Croix River. The following strategies have been identified to increase consistency in messaging and pre-application process that support Riverway values for all cities:

- Clear and orderly process for pre-application meetings
  - **Description:** The River Corridor Steward worked closely with the City of Lakeland and now is working with ten cities in the LSCWSR to build resources for a clear and orderly process for zoning applications (example process excel attached). The River Corridor Steward, in partnership with the Department of Natural Resources, is encouraging pre-application meetings and site visits with the applicant, the city administrator, the city engineer, the DNR, the watershed district, and other stakeholders involved with the project to fully understand the limits of their property and to adjust their project to eliminate the need for a variance.
  - **Status:** The holistic process chart (attached) was created as a result of several meetings with city staff to show the best process for zoning applications. The River Corridor Steward is currently working with each community to edit the process based on their ordinances. Once each process excel is updated (internal document) then the River Corridor Steward will work with the local government focus group to create an administrative policy for each community to outline a clear and orderly process for zoning applications. This resource will help city staff operate in a consistent manner and to ensure that each application goes through a thorough pre-application process to eliminate or minimize negative impact on the shoreland. If there is turnover in city staff, this document will provide clear direction on how to handle riverway zoning applications.
- Welcome to the City Council letters for new members
  - **Description:** A letter to new city council members to provide them an overview, history, and significance of the riverway regulations. This letter will welcome them to the council and stress the importance of process and complete applications to make educated decisions on zoning applications.
  - **Status:** After the New Year, new city council members will receive a letter from SCRA along with information on the riverway regulations.
- City Council Meetings
  - **Description:** Through presentations during public comment, the River Corridor Steward will continue to inform local officials on the Shoreland Protection Project to make sure all stakeholders remain engaged and aware of project updates.
  - **Status:** 53 local officials have received direct information about the project and the riverway through presentations at city council meetings. The River Corridor Steward has presented for all ten cities in the LSCWSR to introduce the project, share the history and significance of the riverway, and discuss the important role that local governments have to make careful decisions on zoning applications. Once resources are finalized and the administrative policy is built, the River Corridor Steward will revisit all city councils in the LSCWSR.
- City Administrator Workshops
  - **Description:** City staff in the lower riverway will meet bi-monthly to share resources and discuss a consistent pre-application process. This is an educational opportunity for the DNR and

watershed districts to work with city staff on how to work with landowners to improve their properties with a focus on water quality and watershed protection.

- **Status:** The first meeting was held on June 20<sup>th</sup> and the city administrator workshops have since combined with the City Engineer Forum to become the local government focus group for this project. This group is active in creating resources, specifically the administrative policy on best process for riverway zoning applications.
- Workshops for local officials
  - **Description:** Educational opportunities for local officials and community leaders to learn more about the St. Croix Riverway protections and stewardship practices to improve water quality and habitat along the river.
  - **Status:** In partnership with the University of Minnesota, the Wisconsin and Minnesota DNRs, and the Washington County Conservation District, SCRA planned and provided a training on riverway regulations (history, significance, rules, pre-application process), land stewardship, and minimal impact design standards for local officials on September 14<sup>th</sup>, 2016. The results of this workshop are attached to this report. 67 local leaders attended this boat cruise, dinner, and educational session. Out of the 40 evaluations turned in, local leaders said that they increased their knowledge of riverway policies and standards by 4 out of 5 (0=very little, 5= a lot). The next training for local officials will be held on April 21<sup>st</sup>, 2017 to unveil new resources for the riverway, discuss the importance of unbiased decision making, the riverway rules, process, and roles and responsibilities of local officials. Another training is in the planning phase for 2017 in partnership with GTS, with a focus on the St. Croix River. This workshop was paid for by the University of Minnesota Extension program, the MN Dept. of Natural Resources, and through registration fees. SCRA provided planning and registration support. The River Corridor Steward presented information about Riverway regulations, significance, the importance of pre-application meetings to minimize the impact of development, and water quality mitigation options.
- Mapping with the counties
  - **Description:** Currently there is no GIS layer that shows the riverway boundary on county parcel maps. Realtors, landowners, title companies, and the general public use these interactive maps to research a specific property. There is an existing GIS layer through the National Park Service that is not used anymore because it may have some flaws that need to be clarified by going through legal descriptions for properties in the riverway.
  - **Status:** The Minnesota DNR hydrologist, Jen Sorensen, is currently going through riverway property legal descriptions. The River Corridor Steward has met with Washington County's Recorder and GIS staff to discuss the importance of hosting the riverway boundary on their site once the GIS layer is updated. The map will be approved by early 2017 and Washington County has agreed to host the riverway GIS layer on their boundary map. The River Corridor will work with Chisago County next to include this boundary layer on their public property search. This layer will also be hosted on the St. Croix River Association website for landowners and realtors to search for properties with the riverway boundary layer.

### **Activity Status as of July 1, 2017**

Zoning administrators, administrative staff, consultants, and local officials in communities along the St. Croix River are engaged in creating educational materials for landowners and best practices for local governments concerning land use in the Riverway. In the last year, there has been significant turnover in administrative staff

and local officials. The zoning administrators focus group for this project has been vital to increasing communication and collaboration between communities, especially for people who are new to working in the Riverway. There is momentum building towards prioritizing natural habitat and water quality. SCRA's constant communication with local governments has resulted in better processes that ensure early collaboration with state and federal agencies, minimizing the impacts of construction projects. Some local governments that were hesitant at first are now attending the zoning administrator meetings. This increase in participation and ownership over Riverway issues has the potential to create lasting change for land-use in the Riverway.

The following strategies have been identified to increase consistency of land-use decisions that support Riverway values for cities and counties:

- Best Practices for Local Governments
  - A clear and orderly process for landowners who are considering making changes to their property has been created by the zoning administrators focus group and local officials, coordinated by the River Corridor Steward. This process, now documented for the first time, will minimize variances in the Riverway by encouraging pre-application meetings and site visits with local, state, and federal agencies *before* landowners invest in plans for their property. Local governments will ensure landowners fully understand the restrictions on their land and provide tactics to preserve habitat and capture water on their property during the planning phase of a construction project. A draft of this resource is attached to this report. Some edits still need to be made before unveiling the document at a workshop for local officials in September. Some zoning administrators have already discussed adopting the process into their ordinances, which would have a positive and long-lasting impact on land-use in the Riverway.
- City Council Meetings
  - Through presentations during public comment, the River Corridor Steward keeps local governments engaged and aware of all project outcomes. To date, the River Corridor Steward has presented at 18 city council meetings and will present at 10 more in 2017. These presentations bring awareness to the Riverway, landowner stewardship practices, native habitat, water quality, and best practice for local governments. The local officials are very receptive to the work SCRA is doing and appreciate the focus on preventative measures like solidifying processes, increasing education, and building a network for better consistency between Riverway communities.
- Zoning Administrator Meetings
  - Over the past year, the zoning administrators group met 8 times to discuss best practices for local governments and to build a clear and orderly process for zoning applications. Facilitated by the River Corridor Steward, this group consists of new and experienced zoning administrators from cities, counties, and consulting groups to collaborate on best practices that protect habitat and water quality in the St. Croix Riverway. Previously, there was little or no contact between zoning staff. This group has created helpful resources for the Riverway and has sparked a new level of consistency and communication between communities.
- Workshops for local officials
  - SCRA has facilitated 4 educational opportunities for local officials and community leaders to learn more about the St. Croix Riverway protections and stewardship practices to improve water quality and habitat along the river. In partnership with Government Training Services, the University of Minnesota, Minnesota DNR, and the Washington County Conservation District, SCRA planned and provided a series of land-use trainings focused around the St. Croix River.

Trainings on Riverway regulations (history, significance, rules, pre-application process), land stewardship practices, and shoreland protections was provided on April 18<sup>th</sup>, 2017. Trainings on the basics of planning and zoning (April 25, 2017), and beyond the basics of planning zoning (May 2, 2017) were provided for local officials working in the Riverway, with a special focus on land-use in the Lower St. Croix River. A total of 92 local officials attended these trainings. The next training for local officials will be held in September to unveil new resources for the Riverway, specifically the history of protections on the river, best practices for local governments, a clear and orderly process, and things landowners can do to improve their property for habitat and water quality.

- Mapping with the counties
  - The first-ever publicly accessible GIS layer of the Riverway boundary is now available online on the St. Croix River Association's website. Realtors, landowners, title companies, and the general public can use the interactive map to research a specific parcel in relation to the Riverway boundary. The Minnesota DNR hydrologist, Jen Sorensen, went through Riverway property legal descriptions to ensure the GIS layer is accurate. The River Corridor Steward has met with Washington County's Recorder and GIS staff to discuss the importance of hosting the Riverway boundary on their site once the GIS layer is updated. In addition to SCRA's website, Washington County has agreed to host the Riverway GIS layer on their public property map. The River Corridor will work with Chisago County next to include this boundary layer on their public property search.

#### **Activity Status as of January 1, 2018**

The River Corridor Steward worked with local governments, the MN DNR, watershed districts, and zoning administrators to create the *Best Practices for Zoning Applications in the Riverway*. City administrators will use this resource as a guide when working with landowners in the Riverway to ensure early communication and collaboration on potential projects, to eliminate the need for variances, and to encourage landowner stewardship practices during a rebuild or remodel project in the Riverway. The new focus on the Lower Riverway has reinvigorated the Lower St. Croix River Partnership Team, an advisory group to the Lower St. Croix River Commission that consists of 34 municipalities and organizations in the Riverway. The Lower St. Croix River Commission (WI & MN DNRs and NPS) will meet this spring, for the first time in over three years, to review the new Riverway resources (Landowner's Guide and Best Practices document). SCRA's work continues to bring together local, state, and federal agencies to encourage collaboration and protection of the Lower St. Croix Riverway's wild and scenic character.

- Best Practices for Local Governments – increasing consistency between communities and transparency of land-use decisions in the LSCWSR.
  - A clear and orderly process for landowners who are considering making changes to their property was created by the zoning administrators focus group and local officials, coordinated by the River Corridor Steward. This process, now documented for the first time, will minimize variances in the Riverway by encouraging pre-application meetings and site visits with local, state, and federal agencies *before* landowners invest in plans for their property. Local governments will ensure landowners fully understand the restrictions on their land and provide tactics to preserve habitat and capture water on their property during the planning phase of a construction project. In November 2018, this document was approved by the Lower St. Croix River Partnership Team and will be sent to the Lower St. Croix River Commission for review and final approval in spring 2018. A copy of this resource is attached to this report.

- City Council Meetings
  - Through presentations during public comment, the River Corridor Steward keeps local governments engaged and aware of all project outcomes. To date, the River Corridor Steward has presented at 25 city council meetings and will present at 10 more in 2018. These presentations bring awareness to the Riverway, landowner stewardship practices, native habitat, water quality, and best practice for local governments. The local officials are very receptive to the work SCRA is doing and appreciate the focus on preventative measures like solidifying processes, increasing education, and building a network for better consistency between Riverway communities.
- Consistency of Riverway ordinances
  - The River Corridor Steward, in partnership with Jen Sorensen (MN DNR), went through the Riverway regulations in the local ordinances to find that they are consistent with the model ordinance. Inconsistencies between communities are generally due to varied interpretation and haphazard processes. Through city administrator meetings, the *Best Practices for Zoning Applications in the Riverway*, and resources that aid with interpretation like the *Safe Harbor Earth-tone Colors* for the LSCWSR (attached to this report), SCRA has increased consistency between communities for the long-term benefit and protection of the St. Croix River's natural resources and scenic qualities.
- Workshops for local officials
  - SCRA has facilitated 5 formal workshops and 25 short presentations for local officials and community leaders to learn more about the St. Croix Riverway protections and stewardship practices to improve water quality and habitat along the river. The annual Workshop on the Water held in September 2017 focused on landscaping and building for better water quality and had an attendance of 52 local officials. To date, 144 local officials have attended workshops about the St. Croix River's history, significance, and protections. Another workshop will be held for the local officials in spring 2018 in partnership with Government Training Services and the University of Minnesota.
- Mapping with Washington County
  - The first-ever publicly accessible GIS layer of the Riverway boundary is now available online on the St. Croix River Association's website. Realtors, landowners, title companies, and the general public can use the interactive map to research a specific parcel in relation to the Riverway boundary. The Minnesota DNR hydrologist, Jen Sorensen, went through Riverway property legal descriptions to ensure the GIS layer is accurate. Washington County has agreed to host the Riverway boundary on their public property search, which will help realtors and prospective buyers learn about the Riverway when researching a parcel. SCRA continues to facilitate this project and encourage collaboration between the MN DNR and Washington County to provide this vital information to the greater public.

### **Final Report Summary:**

The River Corridor Steward has worked closely with ten local governments in the Lower St. Croix Riverway and presented at 35 city council meetings about resources to help protect habitat and water quality in their communities. SCRA hosted six workshops in which over 170 local officials learned about shoreland protection, Riverway rules, water quality, and habitat. The most recent workshop, held on April 25<sup>th</sup>, had impeccable attendance by the local mayors and high-level authority figures in the Riverway communities. The most helpful resource SCRA has created for local governments is the *Best Practices for Zoning Applications*, a document that

outlines a clear and orderly process for zoning applications, including checklists with complete application requirements and an emphasis on pre-application meetings. This encourages collaboration and early communication between communities, government agencies, and landowners before development projects take place in the Riverway. The River Corridor Steward has worked with the MN DNR to confirm that the Riverway regulations are consistent between local ordinances in the communities. The inconsistency of land use decisions lies in the interpretation and implementation of those rules. The *Best Practices for Zoning Applications* helps create greater consistency, which leads to better decision making that preserves habitat and water quality. All of the local governments have paper copies of the *Landowner's Guide to the Lower St. Croix Riverway* to share with their landowners and use as a training tool for new city and zoning administrators.

**ACTIVITY 3: Land and Water Protection Tools for Professionals**

**Description:**

The project coordinator will work to build relationships with realtors, developers, builders, architects and other development professionals who do business in the LSCWSR to enlist their participation in the LSCWSR Protection Team and overall project activities. The coordinator will create a database of these professionals and focus efforts on the firms that do the majority of the sales in the LSCWSR. A marketing strategy and printed materials geared towards this professional group will be created to build awareness of the obligations and significance of protecting the shoreland and natural habitat on lands adjacent to the LSCWSR.

Natural Shoreline enhancement and protection strategies will be engaged. Realtors will be equipped with fact sheets available for potential buyers regarding LSCWSR special ordinances and easement, focusing on the obligations and the importance of maintaining the wild and scenic values. Developers and contractors will receive training in LSCWSR ordinance rules as well as methods they can employ to meet and enhance expectations. These professionals will be enlisted to recruit additional professionals in their field to participate in trainings that will result in development and redevelopment that is done in harmony with the wild and scenic Riverway values. Ultimately, this underutilized group of partners is crucial to long-term viability of maintaining the wild and scenic values along the St. Croix.

**Summary Budget Information for Activity 3:**

Funds will pay for outreach materials and for the project coordinator to achieve outcome.

**ENRTF Budget: \$ 48,075**

**Amount Spent: \$ 37,429.83**

**Balance: \$ 10,645.17**

<b>Outcome</b>	<b>Completion Date</b>
1. Realtors and developers are part of the LSCWSR protection team that develops outreach strategies; outreach plan is completed	6/30/2016
2. Client factsheets outlining ordinance or easement obligations and benefits are developed and disseminated; realtors and developers are engaged and conversant in these client materials	8/31/2017
3. Coordinator ensures engaged realtors & developers in the LSCWSR have the tools needed to recruit like professionals, expanding the reach of the project to "institutionalize" promoted methods	12/31/2017
4. Coordinator completes at least a set of two realtor & developer training sessions, focused on wild and scenic values and importance, ordinance compliance, and methods to minimize bluff and shoreland disturbance as well as viewshed protection	4/30/2018
5. Coordinator will ensure information about natural bluff and shore land development and viewshed protection will be widely distributed to encourage adoption; with at least 3 news releases, and 4 editorials, and information is available on the SCRA website	4/30/2018

**Activity Status as of January 1, 2016:** Several potential members of the Lower St. Croix Wild and Scenic River (LSCWSR) Protection Team have been identified through individual meetings with National Park Service,

Department of Natural Resources, Washington County Conservation District, realtors, developers, and others. An introductory meeting to discuss the project was held on Dec. 4<sup>th</sup>, 2015 in which local officials and key players expressed the need for increased education and outreach on wild and scenic values to prospective landowners in the Lower St. Croix River. A database of realtors along the LSCWSR is being created.

### **Activity Status as of July 1, 2016**

The River Corridor Steward has been working with major realtors and brokers in the Lower St. Croix River to bring attention to the riverway regulations and the realtor's role in communicating building restrictions to prospective buyers. The following strategies have been identified to help prospective buyers understand the riverway regulations:

- Presentations to Realtors
  - The River Corridor Steward has presented to over 75 realtors on the importance of communicating riverway regulations to prospective landowners. Presentations are scheduled with three main realty groups in the St. Croix Valley: Coldwell Banker, Edina, and Keller Williams. Through these presentations, realtors will learn about Wild and Scenic history, an overview of the building restrictions and rationale, and the importance of the regulations in preserving scenic views and water quality. Most importantly, realtors will learn who to contact and what questions to ask when selling a property within the riverway.
- Realtor Training Course
  - In partnership with the University of Minnesota, Washington Conservation District, and Browns Creek Watershed District, SCRA is building a realtor training course on shoreland properties for realtor continuing education credits. This course will be held in late February/early March of 2017 and will include information on shoreland restrictions (including riverway regulations), land stewardship (native plants, pollinators, raingardens), floodplain properties, and resources available to realtors and prospective buyers on these topics.
- Realtor Associations
  - The River Corridor Steward is connecting with organizations like the St. Paul Area Association of Realtors to provide resources and support for further education and outreach on riverway regulations.
- Inform realtors on consistent disclosure
  - Currently in the Minnesota Seller's Disclosure Form there is a vague line to describe any shoreland restrictions. Education and outreach to realtors and sellers will encourage people to write a consistent disclosure, "subject to riverway regulations", to better inform buyers of the restrictions on the property.
- Builders, Architects, & Planners
  - These stakeholders are involved in projects along the river and play an important role in the pre-application phase. Builders and architects familiar with the regulations will work with the city and DNR before constructing plans but other firms new to the area may make plans before understanding the regulations. The River Corridor Steward has already reached one major builder and two planners to share information on the regulations and their important role protecting shoreland along the St. Croix River.

### **Activity Status as of January 1, 2017**

The River Corridor Steward has been working with major realtors and brokers in the Lower St. Croix River to bring attention to the riverway regulations and the realtor's role in communicating building restrictions, wild and scenic values, and land stewardship practices to prospective buyers.

- Presentations to Realtors
  - **Description:** Through these presentations, realtors will learn about Wild and Scenic history, an overview of the building restrictions and rationale, how work with their buyer to improve water quality and provide information on stewardship opportunities. Most importantly, realtors will learn who to contact and what questions to ask when selling a property within the riverway district.
  - **Status:** The River Corridor Steward has presented to over 250 realtors on the importance of communicating riverway regulations to protect their buyer and the river. Presentations have been given to the major realty groups in the St. Croix Valley: Coldwell Banker, Edina, ReMax, and Keller Williams. The River Corridor Steward will give a second round of presentations for these groups once riverway resources are complete. Smaller realty groups have been contacted for presentations.
- Realtor Training Course
  - **Description:** Realtors have to take courses to receive continuing education credits to maintain their license. Through the Department of Commerce, SCRA will partner with groups to provide educational training courses focused on shoreland and riverway properties, land stewardship, and landowner responsibilities in the LSCWSR.
  - **Status:** In partnership with the University of Minnesota, Washington Conservation District, and Browns Creek Watershed District, SCRA is building a realtor training course on shoreland properties for realtor continuing education credits. This course will be held March 9, 2017 and will include information on shoreland restrictions (including riverway regulations), land stewardship (native plants, pollinators, raingardens), floodplain properties, and resources available to realtors on these topics. The course will be 4 hours long for 60 realtors. The Riverway Corridor Steward presented at a realtor training in November in partnership with Washington County to provide information on riverway rules and resources for 54 realtors.
- Realtor Associations
  - **Description:** The River Corridor Steward is connecting with organizations like the St. Paul Area Association of Realtors and the Minnesota Association of Realtors to provide resources and support for further education and outreach on riverway regulations and significance.
  - **Status:** The Riverway Corridor Steward has met with the policy representative at the St. Paul Area Association of Realtors to express concern about the lack of required disclosure for Riverway properties and with the Minnesota Realtor Association to discuss options for better disclosure in the Riverway district.
- Inform realtors on consistent disclosure
  - **Description:** Currently in the Minnesota Seller’s Disclosure Form there is a vague line to describe any shoreland restrictions. Education and outreach to realtors and sellers will encourage people to write a consistent disclosure, “subject to Riverway regulations”, to better inform buyers of the restrictions on the property.
  - **Status:** Two volunteer lawyers have created a one-page disclosure form for realtors to use dealing with properties in the Riverway. The Minnesota Forms Committee confirmed that this form could be used locally without their approval, on a volunteer basis. The River Corridor Steward will introduce this form to local brokers and associations and at the realtor training course in March.
- Builders, Architects, & Planners

- **Description:** These stakeholders play an important role in the pre-application phase. Builders and architects familiar with the regulations will work with the city and DNR before constructing plans but other firms new to the area will make plans before understanding the regulations.
- **Status:** The River Corridor Steward is working with Sala architects (involved in focus group) to understand the role of builders and architects in the zoning application process and what resources would be helpful to them to eliminate or minimize variances in remodel/rebuild projects.

### **Activity Status as of July 1, 2017**

The River Corridor Steward has been working with major realtors and brokers in the Lower St. Croix River to bring attention to the Riverway regulations and the important role realtors play in communicating building restrictions, wild and scenic values, and land stewardship practices to prospective buyers.

- Presentations to Realtors
  - The River Corridor Steward has presented to over 375 realtors about the importance of communicating Riverway regulations to protect their buyer and the river. Presentations have been given to the major realty groups in the St. Croix Valley: Coldwell Banker, Edina, ReMax, and Keller Williams. The River Corridor Steward has given two rounds of presentations for these groups. The first presentation was on Riverway history, the importance of communicating building restrictions, and landowner stewardship practices. The second round of presentations was about the new resources available to landowners and prospective landowners.
- Realtor Training Course
  - In partnership with the University of Minnesota, Washington Conservation District, and Browns Creek Watershed District, SCRA held a realtor training course on March 9, 2017. 54 realtors attended a 4-hour course to learn about shoreland restrictions (including Riverway regulations), land stewardship (native plants, pollinators, raingardens), floodplain properties, and resources available to realtors on these topics. The Riverway Corridor Steward is organizing another realtor training course about the St. Croix Riverway and Shoreland Properties for November 2017 with similar partners and content.
- Inform realtors on consistent disclosure
  - Realtors are encouraged to use a voluntary one-page disclosure form when representing buyers/sellers in the Riverway. This form (attached to this report) will be available to realtors to download on the St. Croix River Association website.
- Builders, Architects, & Planners
  - The River Corridor Steward is working with SALA architects (involved in focus group) to build a continuing education course about the St. Croix River protections, green infrastructure, and best practices. This course will take place early 2018.

### **Activity Status as of January 1, 2018**

The River Corridor Steward continues to work with major realtors and brokers in the Lower St. Croix River to bring attention to the Riverway regulations and the important role realtors play in communicating building restrictions, wild and scenic values, and land stewardship practices to prospective buyers. Through realty office presentations, realtor trainings for continuing education, and dissemination of Riverway materials, the River Corridor Steward has shared information on the LSCWSR with over 500 realtors.

- Presentations to Realtors
  - The River Corridor Steward has presented to over 500 realtors about the importance of communicating Riverway regulations to protect their buyer and the river. Presentations have

been given to the major realty groups in the St. Croix Valley: Coldwell Banker, Edina, ReMax, and Keller Williams. The River Corridor Steward has given three rounds of presentations for these groups and started outreach to realty offices in Woodbury and White Bear Lake realty offices.

- Realtor Training Course
  - In partnership with the University of Minnesota, Washington Conservation District, and Browns Creek Watershed District, SCRA held another realtor training course on November 16, 2017. 42 realtors attended a 4-hour course to learn about shoreland restrictions (including Riverway regulations), land stewardship (native plants, pollinators, raingardens), floodplain properties, and resources available to realtors on these topics. The Riverway Corridor Steward is organizing another realtor training course about the St. Croix Riverway and Shoreland Properties for March 2018 with similar partners and content. At the last training, realtors expressed that the unique protections on the St. Croix River are not widely known in their industry and stressed the importance of continued outreach and education on the topic.
- Best practices for buying realtors and selling realtors
  - At the last training, realtors expressed the need for a best practices handout that differentiates between buying and selling realtors for properties in the Riverway. The River Corridor Steward is working closely with key realtors to develop this document before the next realtor training in March 2018.

#### **Final Report Summary:**

The River Corridor Steward has presented to over 500 realtors working in the Lower St. Croix Riverway through presentations and workshops. Approximately 150 realtors took one of SCRA's half-day workshops on shoreland and Riverway protection to receive four continuing education credits. Three workshops were given over the course of two years and SCRA plans to continue these training courses to disseminate vital landowner stewardship information to share with prospective buyers and future landowners. The most recent realtor workshop was held on April 5<sup>th</sup> in Stillwater in collaboration with the Minnesota DNR, Brown's Creek Watershed District, and Washington Conversation District. Realtors are receptive to providing the new Riverway resources to their clients. They are now more aware of the restrictions on Riverway properties and of the potential to improve water quality through environmentally friendly development projects and native landscaping.

#### **V. DISSEMINATION:**

**Description:** Information about the project will be shared via multiple delivery mechanisms. The main method will be the SCRA website ([www.stcroixriverassociation.org](http://www.stcroixriverassociation.org)) and quarterly newsletter. Additional outreach efforts will include Facebook updates, articles in local papers, and presentations. Successful completion of the project will stimulate and inform similar efforts in Wisconsin. SCRA will continue to facilitate coordinated work across the basin and leverage additional funding.

**Status as of January 1, 2016:** On January 1, 2016, a description of the Shoreland Protection Project will be dispersed through the St. Croix River Association's newsletter.

#### **Status as of July 1, 2016**

- Star Tribune article featuring Shoreland Protection project and River Corridor Steward, front page
  - May 24, 2016
    - <http://www.startribune.com/river-steward-helps-people-understand-protective-regulations/373512501/>
- National Park Service Easement holder letter featuring shoreland stewardship articles and overview of Shoreland Protection project
  - July 1, 2016: Sent to over 800 landowners in the St. Croix Valley

- City of Lakeland Newsletter: Information about riverway history and regulations
  - July 1<sup>st</sup>: Sent to over 1,100 residents of Lakeland, Minnesota

#### **Status as of January 1, 2017**

- Updated information on riverway rules has been added to the St. Croix River Association's Lands Page on the website.
- River Corridor Steward interviewed for a University of Minnesota Podcast
- St. Croix 360 feature
- Working with St. Croix County to secure funding for the dissemination of riverway resources on the Wisconsin side of the St. Croix River.

#### **Status as of July 1, 2017**

- *Landowner's Guide to the Lower St. Croix Riverway*, Riverway panel card, GIS layer of the Riverway, who to contact, history and significance of Riverway rules, native plant information, raingarden information, and information on how to manage bluff land have all been added to the St. Croix River Association's Land Protection Page on the website. <https://www.stcroixriverassociation.org/land-protection/>
  - *Landowner's Guide to the St. Croix Riverway* featured in Star Tribune article <http://www.startribune.com/booklet-about-st-croix-river-regulations-helps-landowners-go-with-the-flow/427507373/>
- 1,000 copies of the *Landowner's Guide to the Lower St. Croix Riverway* distributed to city halls and realtor offices
- 1,000 copies of the Riverway panel card distributed to realty offices, city halls, and businesses
- Over 25 presentations have been given about the Riverway and new resources to city councils, communities, and realty offices.

#### **Status as of January 1, 2018**

- St. Croix 360 article: [Public River, Private Property: Balancing the St. Croix's Scenery and Real Estate](#)
- St. Croix 360 article: [Helpful tips for Lower St. Croix landowners looking to modify their property in protected zones](#)
- *Considering Changes to Your Property?* article was included in 5 Riverway city newsletters.
- Over 40 presentations have been given about the Riverway and new resources to city councils, communities, and realty offices.

#### **Final Report Summary:**

- Over 3,000 copies of the *Landowner's Guide to the Lower St. Croix Riverway* have been disseminated to landowners either directly or through local governments and realtors.
- 1,000 copies of the Lower Riverway panel cards were distributed to businesses along the River
- Over 50 presentations were given to landowners, realtors, and local governments about Riverway history, significance, protections, and best practices for landowner stewardship
- All media over the course of the project:
  - St. Croix 360 articles:
    - [Public River, Private Property: Balancing the St. Croix's Scenery and Real Estate](#)
    - [Helpful tips for Lower St. Croix landowners looking to modify their property in protected zones](#)
  - Star Tribune articles:

- <http://www.startribune.com/booklet-about-st-croix-river-regulations-helps-landowners-go-with-the-flow/427507373/>
- <http://www.startribune.com/river-steward-helps-people-understand-protective-regulations/373512501/>
- Three NPS Easement Newsletters
- Radio interview with Laura Martin, KBK 95.5 FM
- Podcast interview University of Minnesota, Communication Studies
- *Considering Changes to Your Property?* Article included in 5 Riverway community newsletters

**VI. PROJECT BUDGET SUMMARY:**

**A. ENRTF Budget Overview:**

Budget Category	\$ Amount	Overview Explanation
Personnel Budget	\$148,000	Staff time to complete goals and objectives.
Outreach Materials and Professional Contract Services	\$32,000	Outreach materials such as printing, training services, web development, online resources, graphic design work, and videography.
Travel Expenses in MN:	\$ 10,000	18,500 miles at \$0.535/mile for data gathering, meeting with partners, implementing training sessions, landowner outreach and easement activities
<b>TOTAL ENRTF BUDGET:</b>	<b>\$190,000</b>	

**Explanation of Use of Classified Staff:** N/A

**Explanation of Capital Expenditures Greater Than \$5,000:** N/A

**Number of Full-time Equivalents (FTE) Directly Funded with this ENRTF Appropriation:** 3 FTEs

**Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:** N/A

**B. Other Funds:**

Source of Funds	\$ Amount Proposed	\$ Amount Spent	Use of Other Funds
<b>Non-state</b>			
St. Croix River Association staff time - cash	\$40,000	\$6,281.12	SCRA administrative and general project support
<b>State</b>			
	\$	\$	
<b>TOTAL OTHER FUNDS:</b>	<b>\$40,000</b>	<b>\$6,281.12</b>	

**VII. PROJECT STRATEGY:**

**A. Project Partners:**

SCRA will hire a land protection steward to coordinate and manage this project and develop the team to complete the work strategies and long-term goals. No other partner requests funds from the Environment and Natural Resources Trust Fund. The Minnesota Department of Natural Resources area hydrologist (currently Molly Shodeen) and the land use section (currently Jennifer Shillcox) and the National Park Service lands and law enforcement staff, currently Laura Hojem & Mat Jacobsen, will provide technical support. They are key partners

on the project design team. Other partners already identified include Lee Sather with the Baglio Real Estate Group, and Bill Palmquist, city council member and landowner in Afton, MN.

Project Partner Receiving Funds

- St. Croix River Association, project management & coordination, long-term program implementation

Project Partner Not Receiving Funds

(All will provide technical support, be part of the LSCWSR protection team, and implement strategies)

- Minnesota Department of Natural Resources
- Baglio Real Estate Group
- Local Units of Government
- National Park Service at the St. Croix National Scenic Riverway
- Homeowners in the 52 by ¼ mile protected zone, constituting the LSCWSR

**B. Project Impact and Long-term Strategy:**

In the long term, this shoreland protection program will protect, improve and restore natural vegetation adjacent to the St. Croix River, to protect water quality, provide wildlife habitat and retain the magnificent views from this nationally designated, wild and scenic river. We will create a citizen team that is the first line of defense for the St. Croix River, committed to the long-term protection of the LSCWSR. Once the program is established, we will work with other government and non-government organizations that can provide financial and technical support to landowners for permanent land protection, and habitat restoration services. This project has potential to be highly visible to the public, and if successful it could be duplicated along any waterway.

**C. Funding History:** N/A

**VIII. FEE TITLE ACQUISITION/CONSERVATION EASEMENT ACQUISITION/RESTORATION REQUIREMENTS:**

**A. Parcel List:** N/A

**B. Acquisition/Restoration Information:** N/A

**IX. VISUAL COMPONENT or MAP(S):** See attached map of project area.

**X. RESEARCH ADDENDUM:** N/A

**XI. REPORTING REQUIREMENTS:**

**Periodic work plan status update reports will be submitted no later than July 2015, January 2016, July 2016, January 2017, July 2017, and January 2018. A final report and associated products will be submitted between June 30 and August 15, 2018.**

**Environment and Natural Resources Trust Fund  
M.L. 2015 Project Budget**

**Project Title:** Shoreland Protection for the Lower St. Croix River  
**Legal Citation:** M.L. 2015, Chp. 76, Sec. 2, Subd. 8j  
**Project Manager:** Deb Ryun  
**Organization:** St. Croix River Association  
**M.L. 2015 ENRTF Appropriation:** \$190,000  
**Project Length and Completion Date:** 3 Years, June 30, 2018  
**Date of Report:** 7/1/2018



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	Activity 1 Budget	Amount Spent	Activity 1 Balance	Activity 2 Budget	Amount Spent	Activity 2 Balance	Activity 3 Budget	Amount Spent	Activity 3 Balance	Total Budget	TOTAL BALANCE
<b>BUDGET ITEM</b>											
<b>Personnel (Wages and Benefits)</b>											
Project Manager and Coordinator: (75% Salary, 25% Benefits) 1 FTE for three years	\$49,120.00	\$44,306.67	\$4,813.33	\$55,005.00	\$43,172.11	\$11,832.89	\$43,875.00	\$35,174.29	\$8,700.71	\$148,000.00	\$25,346.93
<b>Professional/Technical/Service Contracts</b>											
Videographer selected through competitive bid process to create a series of short educational videos (9/22/2016)	\$8,000	\$8,000	\$0							\$8,000	\$0
Graphic Designer selected through competitive bid process to create 10 educational resources (3/1/17)	\$5,000	\$5,000	\$0							\$5,000	\$0
Web Developer selected through competitive bid process to create online resources (3/1/17)				\$1,000	\$980	\$20				\$1,000	\$20
Contract Training Services (3/1/2017)	\$500	\$0	\$500	\$4,000	\$2,855	\$1,145	\$500	\$374	\$126	\$5,000	\$1,771
<b>Printing</b>											
Estimated printing costs for 3,000 copies of different outreach materials (11/1/17)	\$13,000	\$13,000	\$0							\$13,000	\$0
<b>Travel expenses in Minnesota</b>											
Mileage \$10,000	\$3,000.00	\$2,454.34	\$545.66	\$3,300.00	\$2,410.16	\$889.84	\$3,700.00	\$1,881.45	\$1,818.55	\$10,000.00	\$3,254.05
<b>Other</b>											
<b>COLUMN TOTAL</b>	<b>\$78,620.00</b>	<b>\$72,761.01</b>	<b>\$5,858.99</b>	<b>\$63,305.00</b>	<b>\$49,417.17</b>	<b>\$13,887.83</b>	<b>\$48,075.00</b>	<b>\$37,429.83</b>	<b>\$10,645.17</b>	<b>\$190,000.00</b>	<b>\$30,391.99</b>

