GREEN COMMUNITIES

Engaging Homeowners’ Associations (HOAs) in Clean Water programs
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Land of 10,000 Lakes

- Minnesota has 11,842 lakes and 69,200 miles of natural rivers and streams
- 1/4th of the state’s area is covered in lakes, streams, and wetlands – 13 million acres total!
Washington County

- Mississippi & St. Croix Rivers
- 260 lakes
- 12+ designated trout streams
- LOTS of wetlands
- 100% of drinking water from groundwater
Green Communities Grant

$50,000 Clean Water Fund Grant from the Minnesota Board of Water and Soil Resources (BWSR)

1. Audience research + 3 focus groups
   • HOA board members
   • Property managers
   • Lawn care companies

2. Stormwater reduction projects at 5 HOAs

3. Green Communities Guidebook
Focus Group Feedback

Barriers
1. Lack of interest
2. Member turnover and generational tension
3. Limited funding
MONEY ISN'T EVERYTHING
FALSE. IT'S THE ONLY THING.
Focus Group Feedback

Barriers
1. Lack of interest
2. Member turnover and generational tension
3. Limited funding
4. Maintenance
RAINGARDENS Need Maintenance
Focus Group Feedback

**Barriers**
1. Lack of interest
2. Member turnover and generational tension
3. Limited funding
4. Maintenance
5. Conventional landscape aesthetics
Focus Group Feedback

**Barriers**
1. Lack of interest
2. Member turnover and generational tension
3. Limited funding
4. Maintenance
5. Conventional landscape aesthetics
6. Liability
TELL ME SOMETHING GOOD
Focus Group Feedback

Opportunities
1. Reducing irrigation expenses
2. Improving erosion and drainage problems
Focus Group Feedback

Opportunities
1. Reducing irrigation expenses
2. Improving erosion and drainage problems
3. Working with developers during design and construction
Case Study: Evergreen Country Homes
### PROJECTS INSTALLED

Total P reduction = 1.95lb

<table>
<thead>
<tr>
<th>HOA</th>
<th>Watershed</th>
<th>BMP Type</th>
<th>P Reduction</th>
<th>Area (sf)</th>
<th>Grant Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evergreen Country Homes</td>
<td>RWMWD</td>
<td>Vegetated Swales (2)</td>
<td>.23 lb/yr TP</td>
<td>2,275 sf</td>
<td>CWF: $1,700, WD: $11,400, LO: $6,672</td>
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<tr>
<td>Lakeridge Townhomes</td>
<td>RWMWD</td>
<td>Raingarden &amp; Bioinfiltration</td>
<td>.08 lb/yr TP</td>
<td>150 sf</td>
<td>CWF: $550, WD: $12,112, LO: $3,488</td>
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<tr>
<td>Powers Lake Townhomes</td>
<td>SWEW</td>
<td>Vegetated Swale</td>
<td>.14 lb/yr TP</td>
<td>600 sf</td>
<td>CWF: $700, WD: $700, LO: $2,752</td>
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<tr>
<td>Tanners Lake Townhomes</td>
<td>SWEW</td>
<td>Shoreline Buffer</td>
<td>.27 lb/yr TP</td>
<td>3,094 sf</td>
<td>CWF: $1,350, WD: $8,934, LO: $0</td>
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<tr>
<td>Heritage Glen</td>
<td>SWEW</td>
<td>Plant Buffer/Vegetated Swale</td>
<td>1.2 lb/yr TP</td>
<td>5,200 sf</td>
<td>CWF: $6000, WD: $6000, LO: $4,998</td>
</tr>
</tbody>
</table>

CWF: Clean Water Fund ($5000/lb of P removed)  
WD: Watershed District Match  
LO: Landowner Match
Tips for HOA Outreach

1. Identify HOAs in your community
2. Utilize existing contacts
3. Call them
Tips for HOA Outreach

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4. Focus on the benefits to them
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5. Keep the big picture in mind.
1. Think about utilities, space, and project feasibility before you create a design for your project.

2. Consider offering maintenance assistance.

3. Design for easier maintenance.

4. Stay inside the box.

5. Consider offering cost-share assistance for water conservation projects.

6. Set reasonable expectations.

7. Celebrate your success!
Conclusions:
Focus your efforts on HOAs in high-priority areas;
Consider funding water efficiency projects;
Work with developers to do it right the first time; and
Learn from your OUR mistakes.
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