# Lawns to Legumes

**Demonstration Program** 

#### Goals:

- A. Increase populations of rusty patched bumble bee and other at-risk pollinators
- Restore important pollinator corridors/pathways through residential areas
- C. Develop high profile demonstration projects and build overall interest in ecological landscaping
- D. Assist landowners (LOs) with funding to restore valuable pollinator habitat (1,050-1,500 LOs) as well as assist landowners planning to conduct projects on their own with technical expertise (<5,000 LOs)</p>
- E. Involve a wide range of conservation partners
- F. Track long-term success of projects
- G. Establish a pilot effort that has continuing success

# **Demonstration Neighborhoods (RFP)**

High profile community-wide projects in pollinator pathways

LCCMR funding + Match

**Approx 300 landowners** 

**WHAT:** 10-15 awards for plantings in targeted areas and/or demonstration projects with technical and financial assistance

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**WHO:** LGUs, nonprofits, Tribes and conservation groups

#### HOW:

- Competitive Request for Proposals (RFP) to build pathways in targeted areas in partnership with landowners
- A BWSR-led advisory team ranks the projects

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## **Individual Support** (Contract)

Native Plant/Pollinator Lawn LCCMR funding + Match

Approx 700-1,200 landowners

## A. Coaching + Cost-share

**WHAT:** Reimbursement for native plant pocket plantings and pollinator lawns. Amount based on strategic mapping.

WHO: Blue Thumb Partnership

#### HOW:

- Answer landowner questions
- Manage reimbursement cost-share
- Provide long-term maintenance guidance
- Before/after photos + sign distribution
- Review and approve applications
- Coaching call, assess skill level

300-700 landowners

#### or

# B. Workshops + Coaching + Cost-share

**WHAT:** 20 landowner workshops + reimbursement for native plants

WHO: Blue Thumb Partnership

#### HOW:

- Answer landowner questions
- Manage reimbursement and cost-share
- Provide long-term maintenance guidance
- Before/after photos + sign distribution
- Schedule and coordinate workshops
- Detailed presentations
- Individual design coaching
- Manage content and educational materials
- Follow up on coaching calls/ check-in

400-500 landowners

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### **Public Education Collaboration**

Promote public adoption of residential pollinator habitat BWSR in kind

Target: 5,000 landowner:

## A. BWSR Led Outreach

#### WHAT:

- Communications Plan: develop and refine communications/marketing plan with partners and marketing experts
- Social media: Facebook, Instagram, blog
- Events: tabling and outreach at events
- Articles: Northern Gardener and Conservation Volunteer
- Signs: Develop with LCCMR logo

## **B.** Outreach Collaboration

#### Partners may include:

- Blue Thumb Partnership
- Master Gardeners
- Master Water Stewards
- Wild Ones
- Cities and Counties
- Other conservation partners

#### Outreach activities may include:

- Create web page + garden mapping platform
- Social media: Facebook, Instagram, blog
- Assist outreach efforts
- Distribute technical resources
- Help landowners source native plants

# How will residents access this program?

Demonstration Neighborhoods

# LGUs, Tribes, Non-profits or conservation groups

- Apply for project funds
- If the project is selected, the landowner receives in-depth residential support including funding and technical support
- Reimbursement and sign/recognition

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**Collaboration and Guidance** 

**Individual Support** 

# A. Coaching

- Apply
- Assessment/approval: first come, first serve
- Coaching call with Blue Thumb
- Receive long-term maintenance guidance
- Install project, before and after photos
- Reimbursement and sign/recognition
- Sample site visits

# **B.** Workshops

- Register: first come, first serve
- Approval: first come, first serve
- Attend workshop
- Develop designs at workshop; receive coaching and long-term maintenance guidance
- Install project, before and after photos
- Follow-up coaching calls with Blue Thumb
- Reimbursement and sign/recognition
- Sample site visits

We believe the best way to ensure long-term success for the program is to provide outreach and education in a variety of platforms to promote widespread adoption and support for residential pollinator habitat.

This will help support program components and offer online resources to Minnesotans who may not be interested in program participation, but want to learn more about pollinators on residential lawns.

#### **BWSR** technical resources:

- Lawns to Legumes web page
- Planting for Pollinators program guide
- Pollinator planting templates
- Recommended plant lists

#### Blue Thumb partnership resources:

- Blue Thumb Website
- Fact sheets on pollinator lawns, et.al.
- Pollinator lawn fact sheets from partner orgs
- Plant information and sourcing

# **Best Practices**

- Presentations and workshops
- Media campaigns
- Websites
- Written materials
- Inter-agency partnerships
- Local partnerships

# **Ensuring Success**

## **Project maintenance**

BWSR recognizes that the long-term success of this program will directly correspond to the knowledge and understanding residents have about installing and maintaining their pollinator habitat projects.

This program has the potential to shift public perception and widen adoption of residential pollinator habitat in Minnesota.