



Environment and Natural Resources Trust Fund (ENRTF) M.L. 2014 Work Plan

Date of Report: December 15, 2013
Date of Next Status Update Report:
Date of Work Plan Approval:
Project Completion Date: June 30, 2016
Does this submission include an amendment request? No

PROJECT TITLE: Educating Minnesotans about Potential Impacts of a Changing Climate

Project Manager: Kristen Poppleton
Organization: Will Steger Foundation
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Location: Statewide

Total ENRTF Project Budget:	ENRTF Appropriation:	\$325,000
	Amount Spent:	\$0
	Balance:	\$325,000

Legal Citation: M.L. 2014, Chp. 226, Sec. 2, Subd. 09e

Appropriation Language:

\$325,000 the second year is from the trust fund to the commissioner of natural resources for an agreement with the Will Steger Foundation to plan and conduct forums, workshops, and trainings on Minnesota's changing climate and the potential impacts on ecosystems and natural resources. An accompanying television program and information spots must be produced for broadcast and use at the forums.

I. PROJECT TITLE: Educating Minnesotans about Potential Impacts of a Changing Climate

II. PROJECT STATEMENT:

Climate change has and will have profound effects on Minnesota’s economy, agriculture, tourism, and natural resources, as well as our cultural identity. The story of climate change has been told at a national level, but research shows that effective climate change education and behavior change happens when the issue is made local and relevant, thereby resonating with an audience. Within our state we are rich in experts who can share their knowledge and describe these changes, in addition to stories of solutions. In order to build a meaningful conservation ethic and to change behavior, however, individuals need to develop more than their knowledge base. In person, ongoing peer support and specific and measurable action items are important and best introduced at the community level, through public forums, in classrooms, and in the media. In addition, recent research has shown that although a large percentage of Minnesotan’s acknowledge that climate change is happening and human induced, they are not likely to share this with their family, friends or community members. Development of the confidence and competence of Minnesotan’s to talk to their communities about climate change should be an important outcome of any forum or outreach.

Educating Minnesotans about the Potential Impacts of a Changing Climate responds to the urgent need to share the knowledge of local experts and the stories of individuals’ experiences to increase climate literacy and change awareness and behaviors of Minnesotans. Recognizing the power of media for sharing stories and the importance of personal contact to reach a broader, diverse audience, as well as to highlight local resources and establish behavior norms, the Project deliverables include: 1) a series of 12 public forums that includes municipal officials and 2-4 educator workshops that highlight local experts and resources and build capacity; 2) establishment and ongoing support of peer groups focused on telling “climate stories” and behavior change to mitigate climate change; 3) educational materials including a new television production and video segments, and a website that features the resources, shared at events and online. Workshop materials created in 2010 with ENRTF support will be updated, and the video productions will enhance the materials to be used in the educator workshops. The public forums will be held in communities, places of worship, and on higher education campuses and reservations to broaden and diversify audience reached. All events will use a new video production highlighting stories of Minnesota’s changing climate developed in collaboration with Twin Cities Public Television (TPT), broadcast statewide and repeated frequently on a regional network of 6 PBS stations. A series of information shorts on TPT-2, on the web and in social media will highlight climate change impacts through stories of climate change affecting iconic places, activities and individuals. This project is likely to reach over 100,000 households statewide.

III. PROJECT STATUS UPDATES:

Project Status as of January 31, 2015:

Project Status as of August 31, 2015:

Project Status as of January 31, 2016:

Project Status as of June 30, 2016:

Overall Project Outcomes and Results:

IV. PROJECT ACTIVITIES AND OUTCOMES:

ACTIVITY 1: Develop, Plan, Implement and Support Public Forums and Educator Workshops

Description: Using our established contacts statewide of educators, faith and community leaders, scientists and universities and colleges, we will identify locations around the state to host public engagement forums and educator workshops. Locations will be chosen deliberately to represent a diversity of communities within all four biomes. Educator workshops will occur in conjunction with forums. Forums will feature the television program with discussion guide, information shorts, and local experts on climate science and solutions. Forum participants will include community members, experts and municipal representatives. Local resources and organizations focused on energy efficiency and sustainability will be featured to connect participants with tools and resources for behavior change. Participants will form peer support groups focused on telling climate stories

and behavior change to be supported throughout the project via webinars, conference calls and in some cases follow up visits. Educator workshops will feature workshop materials and information shorts and ideally be held for entire schools or districts.

Summary Budget Information for Activity 1:

ENRTF Budget: \$ 135,686.00
Amount Spent: \$ 0
Balance: \$ 135,686.00

Activity Completion Date: June 2016

Outcome	Completion Date	Budget
1. Research and develop forum and workshop materials including discussion guide, Minnesota's Changing Climate workshop materials and behavior change activities.	March 2015	\$38,723.33
2. Schedule and implement 12 Forums and 2-4 educator workshops in conjunction with forums around the state.	March 2016	\$39,380.00
3. Recruit local experts in climate science and solutions to speak at forums.	January 2016	\$32,443.33
4. Provide support to peer and educator groups via web, phone and in person.	June 2016	\$25,139.34

Activity Status as of January 31, 2015:

Activity Status as of August 31, 2015:

Activity Status as of January 31, 2016:

Activity Status as of June 30, 2016:

Final Report Summary:

ACTIVITY 2: Develop, Broadcast and Share One 60-Minute Television Program and Six-Nine 60-second to 2 minute Information Spots

Description: The Will Steger Foundation will provide content guidance to TPT to develop, produce and broadcast one 60-minute television program featuring local experts and Minnesota community members, on climate science and solutions in Minnesota. Program will be featured at forums held around the state, staggered over 2 years. In addition the Will Steger Foundation will provide content guidance to TPT to identify footage to develop information spots on climate change in Minnesota featuring iconic places and spaces, activities and individual stories.

Summary Budget Information for Activity 2:

ENRTF Budget: \$ 143,676.00
Amount Spent: \$ 0
Balance: \$ 143,676.00

Activity Completion Date: June 2016

Outcome	Completion Date	Budget
1. Design, Research, Film and Produce Television Program and information spots.	October 2015	\$85,566.00
2. Broadcast television program and information spots and disseminate.	June 2016	\$32,740.00
3. Share Program at forums and workshops around the state and Information Spots via Web, forums and workshops.	June 2016	\$25,370.00

Activity Status as of January 31, 2015:

Activity Status as of August 31, 2015:

Activity Status as of January 31, 2016:

Activity Status as of June 30, 2016:

Final Report Summary:

ACTIVITY 3: Behavior Change Integration and Evaluation

Description: To measure the climate literacy and behavior change of forum and workshop attendees we will implement a robust evaluation including a literature review, survey tools and focus groups. I-clickers, an interactive polling technology, will be purchased to assess and evaluate community members at forums and workshop participants.

Summary Budget Information for Activity 4:

ENRTF Budget: \$ 45,638.00
Amount Spent: \$ 0
Balance: \$ 45,638.00

Activity Completion Date: June 2016

Outcome	Completion Date	Budget
1. Review behavior change literature for project integration.	March 2015	\$8,814.50
2. Develop evaluation tool and focus group questions to measure public climate literacy and behavior change.	March 2015	\$12,514.50
3. Implement evaluation and focus group interviews.	April 2016	\$14,354.50
4. Final evaluation report and recommendations.	June 2016	\$9,954.50

Activity Status as of January 31, 2015:

Activity Status as of August 31, 2015:

Activity Status as of January 31, 2016:

Activity Status as of June 30, 2016:

Final Report Summary:

V. DISSEMINATION:

Description: Products of this project will include a television program with discussion guide, short video segments highlighting stories of Minnesotans, a website, and workshop materials. Additionally we will be determining through research and evaluation best practices in public education and behavior change as it relates to climate change. We will disseminate our products and findings via the 6 PBS stations, TPT-2, websites (www.willstegerfoundation.org, <http://climateminnesota.org>, www.tpt.org), the Will Steger Foundation listserv, TPT's listserv, Education Minnesota Statewide Educator Conference, Minnesota Science Teacher's Association Conference, MNCERTS (Minnesota Certified Energy Teams) Conference, social media outlets including facebook and twitter, as well as through the many partners associated with the 12 statewide forums and 4-6 educator workshops.

Status as of January 31, 2015:

Status as of August 31, 2015:

Status as of January 31, 2016:

Status as of June 30, 2016:

Final Report Summary:

VI. PROJECT BUDGET SUMMARY:

A. ENRTF Budget Overview:

Budget Category	\$ Amount	Explanation
Personnel:	\$ 188,920.00	1 project manager at .75 FTE for project period; 1 education coordinator at .75 FTE for project period; 1 project assistant at 0.375 FTE for project period; Seasonal interns at 0.25 FTE for project period
Professional/Technical/Service Contracts:	\$ 90,700.00	1 Webmaster/Technology support person at 0.125 FTE for project period; 1 Contract with a professional evaluator or evaluation team at 0.125 FTE for project period; 1 Contract with Twin Cities Public Television 0.25 FTE for project period
Equipment/Tools/Supplies:	\$ 7,500.00	Web based meeting tools for forum follow up, clickers for evaluation and education, paper, markers, posters
Printing:	\$ 20,000.00	Workshop materials, dissemination materials and handouts
Travel Expenses in MN:	\$ 12,280.00	Mileage, lodging, meals for travel to and from forums and filming locations for WSF personnel, honorariums for forum speakers
Other: Facility Rental	\$ 2000.00	Facility rental for forums
Other: Dissemination	\$ 3,600.00	Education Conference exhibits, final report
TOTAL ENRTF BUDGET:	\$ 325,000.00	

Explanation of Use of Classified Staff: N/A

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

Number of Full-time Equivalent (FTE) Directly Funded with this ENRTF Appropriation: 2.125 FTEs

Number of Full-time Equivalent (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation: 0.5 FTE

B. Other Funds:

Source of Funds	\$ Amount Proposed	\$ Amount Spent	Use of Other Funds

Non-state			
WSF Executive Director (In-Kind support)	\$37,500.00	\$	Advising and guidance during project
Will Steger/President (In-Kind support)	\$16,000.00	\$	Speaking at 4 forums
Associate Director (In-Kind support)	\$16,667.00	\$	Advising and guidance during project
Facility Costs (In-Kind support)	\$22,500.00	\$	Donated space for forums
Volunteers (In-Kind support)	\$5,500.00	\$	Volunteer staffed events and general support
Food (In-Kind support)	\$5,000.00	\$	Donated food for events
Twin Cities Public Television (In-Kind support)	\$4,800.00	\$	TPT project management, donated time
TOTAL OTHER FUNDS:	\$107,967.00	\$	

Add or remove rows as needed

VII. PROJECT STRATEGY:

A. Project Partners:

Project Partners Not Receiving Funds:

- Institute on the Environment: Providing Facility Space and logistical Support
- University of MN STEM Education Center: Expertise and Consulting
- School of Environmental Studies: Facility, consulting and logistical support
- Southwestern Minnesota Synod ELCA: Facility and logistics
- St Paul Public Schools: Dissemination
- Minnesota Department of Commerce: Dissemination, Materials, Speaker
- Fresh Energy: Expertise, speakers, dissemination
- City of Minneapolis: speakers, dissemination, expertise
- CURE: expertise, dissemination, materials

Project Partners Receiving Funds:

- Twin Cities Public Television: \$60,000.00
- David Riviera, Webmaster and Technology Support: \$20,700.00
- Professional Evaluator TBD: \$10,000.00
- Guest Expert Speakers (approx 25): \$150 honorarium

B. Project Impact and Long-term Strategy: This project is important because climate change is and will have extreme impacts on Minnesota's economy, agriculture, natural world and our identities. Additionally, Minnesotans are concerned about climate change, but want and need to learn more about the impacts, solutions and how to talk about this with their students, friends, families and neighbors. In part due to the work we were able to do because of our 2010 ENRTF allocation, the Will Steger Foundation has become the go to trusted resource for climate change education and information in Minnesota with a strong and deep network of partners to work with and help to ensure our materials are scientifically accurate and educationally sound and to reach a broad spectrum of audiences. Finally recognizing the power of media to communicate important information, we have partnered with TPT,

the only statewide television provider with a demonstrated track record of high quality media production to produce television and short segments to share via the website and at our forums and on all TPT stations.

WSF's education program mission is to provide resources on climate change impacts and solutions to educators, students and the public to achieve climate literacy. The outcomes of this project will be shared well beyond the funding cycle via workshops, our website and included in our climate change education programming. Additionally, evaluation results related to behavior change will prove useful in establishing effective behavior change norms and the peer support groups will be maintained via our network. Future financial support from diverse revenue sources will sustain this program.

C. Spending History:

Funding Source	M.L. 2008 or FY09	M.L. 2009 or FY10	M.L. 2010 or FY11	M.L. 2011 or FY12-13	M.L. 2013 or FY14
ENRTF appropriation for Engaging Students in Environmental Stewardship Through Adventure Learning			\$250,000 Chp. 362, Sec. 2, Subd. 8b		
Mississippi River Fund/National Park Foundation				\$15,000	
General Mills Foundation				\$30,000	
Center for Energy and the Environment					\$75,000
Aveda Corporation				\$10,000	
Anonymous Donor				\$15,000	

(add or remove rows and columns as needed)

VIII. ACQUISITION/RESTORATION LIST: N/A

IX. VISUAL ELEMENT or MAP(S): See Attached Logic Model

X. ACQUISITION/RESTORATION REQUIREMENTS WORKSHEET: N/A

XI. RESEARCH ADDENDUM: N/A

XII. REPORTING REQUIREMENTS:

Periodic work plan status update reports will be submitted no later than January 31, 2015; August 31, 2015; January 31, 2016; and June 30, 2016. A final report and associated products will be submitted between June 30 and August 15, 2016.



Environment and Natural Resources Trust Fund

M.L. 2014 Project Budget

Project Title: Educating Minnesotans about Potential Impacts of a Changing Climate

Legal Citation: M.L. 2014, Chp. 226, Sec. 2, Subd. 09e

Project Manager: Kristen Poppleton

Organization: Will Steger Foundation

M.L. 2014 ENRTF Appropriation: \$ 325,000

Project Length and Completion Date: 2 Years, June 30, 2016

Date of Report: 01/14/2014

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
BUDGET ITEM	Activity 1: Plan, Implement and Support 12 Public and Educator Engagement Forums			Activity 2: Develop, Broadcast and Share One 60 Minute Television Programs and Six-Nine 30 second-2 minute Information Spots			Activity 3: Behavior Change Integration and Evaluation				
Personnel (Wages and Benefits)	\$ 103,906.00	\$ -	\$ 103,906.00	\$ 56,676.00	\$ -	\$ 56,676.00	\$ 28,338.00	\$ -	\$ 28,338.00	\$ 188,920.00	\$ 188,920.00
<i>Kristen Poppleton, Project Manager: \$86,400 (100% salary, 0% benefits); 0.75 FTE for 2 years</i>		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
<i>Education Coordinator: \$60,800 (87% salary, 13% benefits); 0.75 FTE for 2 years</i>		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
<i>Megan Van Loh, Project Assistant: \$34,520 (77% salary, 23% benefits) 0.375 FTE over 2 years</i>		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
<i>Intern: \$7200 (\$300/month stipend) 0.25 FTE over 2 years</i>		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
Professional/Technical/Service Contracts		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
David Riviera: Webmaster and Technology Support	\$ 4,000.00	\$ -	\$ 4,000.00	\$ 14,000.00	\$ -	\$ 14,000.00	\$ 2,700.00	\$ -	\$ 2,700.00	\$ 20,700.00	\$ 20,700.00
Evaluator: Formative and summative assessment of project and behavior change of participants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Twin Cities Public Television; Media Production, Development and Broadcasting of 60 minute program and information shorts	\$ -	\$ -	\$ -	\$ 60,000.00	\$ -	\$ 60,000.00	\$ -	\$ -	\$ -	\$ 60,000.00	\$ 60,000.00
Equipment/Tools/Supplies	\$ -	\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
Web based Meeting Tools: Peer suport group interaction and support	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
Workshop and Forum supplies: Markers, paper, posters, polling technology for evaluation and assessment (ie i-clickers)	\$ 1,500.00	\$ -	\$ 1,500.00	\$ -	\$ -	\$ -	\$ 4,000.00	\$ -	\$ 4,000.00	\$ 5,500.00	\$ 5,500.00
Printing		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
Printing of workshop, outreach materials and handouts	\$ 9,000.00	\$ -	\$ 9,000.00	\$ 11,000.00	\$ -	\$ 11,000.00	\$ -	\$ -	\$ -	\$ 20,000.00	\$ 20,000.00
Travel expenses in Minnesota		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
Mileage, lodging, meals for staff travel to and between forums and filming locations, approx 25 \$150 honorariums for speakers	\$ 10,280.00	\$ -	\$ 10,280.00	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 12,280.00	\$ 12,280.00
Other		\$ -	\$ -		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -
Facility Rental for forums and workshops	\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
Dissemination/Recruitment (education conference exhibiting, final report)	\$ 3,000.00	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ 600.00	\$ -	\$ 600.00	\$ 3,600.00	\$ 3,600.00
COLUMN TOTAL	\$ 135,686.00	\$ -	\$ 135,686.00	\$ 143,676.00	\$ -	\$ 143,676.00	\$ 45,638.00	\$ -	\$ 45,638.00	\$ 325,000.00	\$ 325,000.00

05/29/2014

Educating Minnesotans about Potential Impacts of a Changing Climate Logic Model

Objectives	Resources	Outputs		Intended Outcomes	
		Activities	Products/ Deliverables	Short-term	Medium and Long Term Outcomes
<p>Increase climate literacy of Minnesotans of all ages, economic levels and backgrounds statewide</p> <p>Highlight and share knowledge of local climate science and solutions experts</p> <p>Build community capacity in climate change engagement</p> <p>Positive behavior change related to climate change mitigation and adaptation</p>	<p>ENRTF Allocation (\$325,000 total)</p> <p>Contract and Paid Staff</p> <p><i>Minnesota's Changing Climate Project</i> and other WSF workshop materials</p> <p>TPT TV Production Experts</p> <p>Established contacts statewide of Educators, Faith and community leaders, scientists, university and colleges</p>	<p>Plan, implement and support forums, workshops and trainings statewide</p> <p>Revise Minnesota's Changing Climate workshop materials</p> <p>Develop research based Behavior Change Activities and Peer Support Group Facilitation Norms</p> <p>Develop Discussion Guide for <i>Minnesota Stories in a Changing Climate (MSCC)</i> 60 minute TV program</p> <p>Develop TPT 60 minute Television Program and Six Information Shorts</p> <p>Develop climate literacy and behavior change evaluation tools</p>	<p>Revised <i>Minnesota's Changing Climate</i> Workshop Materials for Grades 3-12</p> <p>12 statewide public forums including municipal leaders</p> <p>2-4 educator workshops</p> <p>TPT 60-minute TV program and Information Shorts for statewide broadcast and web</p> <p>MSCC discussion guide for educators, forum and municipal leaders</p> <p>Support of Peer Behavior Change Support Groups</p> <p>Evaluation Report Results</p>	<p>All Contact Participants; includes Forum, Workshop Attendees, TPT Viewers</p> <ul style="list-style-type: none"> Increased climate literacy Awareness of local climate science and solutions resources <p>Educators</p> <ul style="list-style-type: none"> Comfort, confidence, competence integrating climate change into their classrooms <p>Municipal Leaders</p> <ul style="list-style-type: none"> Comfort, confidence, competence communicating about climate change with their constituents <p>Peer Support Group Members</p> <ul style="list-style-type: none"> Commitment to climate change action project and/or telling climate stories Connected with peers with similar commitment Connected with resources to implement 	<p>All Contact Participants; includes Forum, Workshop Attendees, TPT Viewers</p> <ul style="list-style-type: none"> Positive behavior change related to climate change mitigation and/or adaptation Access community climate change resources Identification of barriers to behavior change <p>Educators</p> <ul style="list-style-type: none"> Regularly include climate change as a topic, including solutions based activities and/or mitigation projects <p>Municipal Leaders</p> <ul style="list-style-type: none"> Use MSCC with constituents as a tool to connect them with mitigation/adaptation measures <ul style="list-style-type: none"> Buy in from constituents on measures <p>Peer Support Group Members Implement climate change action projects and/or tell climate stories</p>

