



## Environment and Natural Resources Trust Fund (ENRTF) M.L. 2018 ENRTF Work Plan (Main Document)

---

**Today's Date:** February 20, 2018

**Date of Next Status Update Report:** January 31, 2019

**Date of Work Plan Approval:**

**Project Completion Date:** June 30, 2020

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

---

**PROJECT TITLE:** Expanding Nature Knowledge and Experience with New Interactive Exhibits at North Mississippi Regional Park

**Project Manager:** MaryLynn Pulscher

**Organization:** Minneapolis Park & Recreation Board

**College/Department/Division:** Environmental Management

**Mailing Address:** 3800 Bryant Ave S

**City/State/Zip Code:** Minneapolis MN 55409

**Telephone Number:** 612 313 7784 or 612 499 9240

**Email Address:** mpulscher@minneapolisarks.org

**Web Address:** www.minneapolisarks.org

---

**Location:** Metro Region. Hennepin and Anoka County serving Brooklyn Center, Columbia Heights, Fridley, Minneapolis, Robbinsdale

---

**Total Project Budget:** \$500,000

**Amount Spent:** \$0

**Balance:** \$500,000

---

**Legal Citation:** M.L. 2018, Chp. xx, Sec. xx, Subd. Xx

**Appropriation Language:**

## I. PROJECT STATEMENT:

The Minneapolis Park & Recreation Board proposes to create compelling, new, interactive exhibits at North Mississippi Regional Park to spark curiosity about Nature, increase knowledge about Nature, entice visitors to explore the outdoors, and become better stewards of the environment.

The exhibits at North Mississippi Regional Park's Carl Kroening Interpretive Center are old and worn, and one-third of them have been removed due to safety concerns. The old exhibits focus on human relationships to the river (transportation corridor, job source, and recreational use). However, the last 15 years of on-site public programs prove this is not what most park visitors are interested in. People want to learn more about the natural resources found in the park - the land, the water, animals, birds and insects - and connect with Nature in a hands-on, immersive way.

The goal of the project – **Expanding Nature Knowledge and Experience with New Interactive Exhibits at North Mississippi Regional Park** – is to better serve the park's visitors, and respond to interests of diverse user groups. The exhibits will feature current research, compelling interpretation and visuals, and interactive components to spark wonder and curiosity. Utilizing hands-on elements, technology, and equipment, the exhibits will engage visitors on these major themes:

- Water: the Mississippi River & Shingle Creek, what impacts its health, who lives there
- Native plants and pollinators: wild bees and honey bees, butterflies and moths
- Wildlife and their adaptations to city living: coyotes, crows, and beavers
- Flight: dragonflies, monarch migration, flight mechanisms, the Mississippi flyway
- Citizen science: phenology, sharing data, opportunities to take action

Portions of the exhibits will change with the seasons, and will also promote ways people can take action to benefit land and water. Supporting components of the exhibits will allow park visitors to apply new knowledge in the park, engaging them in citizen science work while using hip waders, dip nets, turbidity tubes, binoculars, and beekeeper suits. The exhibits will encourage visitors to get outside and explore the park, and make better decisions to positively impact the natural world.

North Mississippi Regional Park attracts 326,000 visitors a year, serves the north metro and Minneapolis, and is adjacent to a Racially Concentrated Area of Poverty (RCAP) with 50% or more of the residents below the poverty line. There is no entrance fee to enjoy the park or to visit the Kroening Interpretive Center and its exhibits. Kroening Center staff lead public programs, school fieldtrips, summer and winter break camps, and free pop-up programs for all ages. Many of the Centers programs are free, and scholarships are readily available. New exhibits will provide a means to better serve the park's visitors, and respond to interests of diverse user groups.

## II. OVERALL PROJECT STATUS UPDATES: See Activity 1 below

## III. PROJECT ACTIVITIES AND OUTCOMES:

### **ACTIVITY 1: Create interactive nature exhibits for north Minneapolis and north suburban residents**

**Description:** New exhibits will be created beginning with concept development and schematic design and ending with fabrication and installation. Each phase has specific tasks and deliverables; details below.

#### **Secure exhibit design firm (3 months)**

**TASKS:** Issue an RFP and select an exhibit design firm; secure MPRB Board approval; award contract.

**DELIVERABLES:** Selection of exhibit development firm; MPRB Board approves contract; contract signed.

#### **Concept development, schematic design and development (6 months)**

**TASKS:** Develop messages and strategies to engage audiences; review with community; make models or prototypes; test prototypes with potential audiences; develop floor plan and exhibit arrangement; develop

graphic design for signage; research images; draft sign text; describe interactive components and any audiovisual needs.

**DELIVERABLES:** statement of exhibits' learning goals and strategies; floor plan with sketches and elevations; final inventory of exhibit components; overall graphic look finalized and list of required signs; refined budget.

**Final design (3 months)**

**TASKS:** Develop construction/fabrication drawings; finalize lighting and electrical plan; select images and artifacts; finalize sign text including scientific review; select props; create production schedule; review budget.

**DELIVERABLES:** Final components list; construction/fabrication drawings for each component; production ready graphic design for signs and other elements; prop list; artifact list; specs for lighting and electricity; fabrication schedule; installation schedule; cost estimates; final budget allocation.

**Fabrication and installation (6 months)**

**TASKS:** locate fabricators and secure bids; award contracts; build exhibits; create or purchase props; purchase and/or mount artifacts; produce signs and window graphics; compile audiovisuals (if doing); install exhibits.

**DELIVERABLES:** Exhibits are fabricated and installed; as-builts and graphic files turned over to MPRB; staff trained on care and use of exhibits.

Within the Kroening Interpretive Center, the exhibit space will be divided into different zones with the overarching theme of Nature in the City. Final zone designations will be decided during the design phase and it is anticipated the zones will include Water: the Mississippi River & Shingle Creek; Native plants and pollinators; Wildlife and their adaptations to city living; Flight (dragonflies, monarch migration, and more); and Citizen Science incorporated throughout the exhibits. Exhibit content will be reviewed by science experts including Dr. Elaine Evans, Amy Thompson (PhD student), and others to be determined.

**ENRTF BUDGET: \$500,000**

<b>Outcome</b>	<b>Completion Date</b>
1. RFP and selection process complete	October 1, 2018
2. Exhibits concept development, schematic design, and design development complete	April 1, 2019
3. Exhibits final design phase complete	July 1, 2019
4. Exhibits production and installation complete	February 1, 2020

**First Update January 31, 2019**

**Second Update June 30, 2019**

**Third Update January 31, 2020**

**Final Update June 30, 2020**

**IV. DISSEMINATION:**

The new interactive exhibits at North Mississippi Regional Park will serve all ages, and be available for free to all visitors when the Kroening Interpretive Center is open. Currently the building is open seven days a week from May to October, and is open six days a week November to April. The building is closed for some major holidays. The Center offers summer day camps for children, weekend programs for families and adults, school field trips, drop-in programs, teen adventures, and summer school classes. The Center offers both free and fee-based programs, and program fee waivers are available. In 2016, the overall park served 326,000 visitors.

**First Update January 31, 2019**

**Second Update June 30, 2019**

**Third Update January 31, 2020**

**Final Update June 30, 2020**

**V. PROJECT BUDGET SUMMARY:****A. Preliminary ENRTF Budget Overview:** See attached budget spreadsheet**Explanation of Capital Expenditures Greater Than \$5,000:** N/A**Explanation of Use of Classified Staff:** N/A**Total Number of Full-time Equivalents (FTE) Directly Funded with this ENRTF Appropriation:** 0

Enter Total Estimated Personnel Hours:	Divide by 2,080 = TOTAL FTE:
--	------------------------------

**Total Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:** 6

Enter Total Estimated Personnel Hours: 12,500	Divide by 2,080 = TOTAL FTE: 6
---	--------------------------------

**B. Other Funds:**

SOURCE OF AND USE OF OTHER FUNDS	Amount Proposed	Amount Spent	Status and Timeframe
<b>Other Non-State \$ To Be Applied To Project During Project Period:</b>			
Mississippi Watershed Management Organization	\$100,000	\$	Secured. Available FY 2018–2020
City of Minneapolis	\$50,000	\$	Secured. Available 2018–2019
<b>Other State \$ To Be Applied To Project During Project Period: N/A</b>			
	\$	\$	
<b>In-Kind Services To Be Applied To Project During Period:</b>			
MPRB, Project Management	\$31,000	\$	Secured
MPRB, Mississippi River Green Team (concept review, prototype testing)	\$8,000	\$	Secured
MPRB, North Mississippi Kroening Center Program Staff (concept review, prototype testing, community engagement)	\$18,000	\$	Secured
City of Minneapolis (clarity, message relevance, technical review of water exhibit content)	\$5,000		Secured
<b>Past and Current ENRTF Appropriation:</b>			
Invasive Carp Applied Research in Lake Nokomis Subwatershed. Legal citation: M.L. 2016, Chp. 186, Sec. 2, Subd. 06g	\$189,936		Legally obligated
<b>Other Funding History: N/A</b>			

	\$	\$	
--	----	----	--

## VI. PROJECT PARTNERS:

### A. Partners receiving ENRTF funding

Name	Title	Affiliation	Role
Elaine Evans, PhD	Extension Educator	Dept. of Entomology, University of Minnesota	Scientific review
Amy Thompson	Conservation Biology PhD Student (researching dragonflies)	Monarch Lab, Univeristy of Minnesota	Scientific review

### B. Partners NOT receiving ENRTF funding

Name	Title	Affiliation	Role
MaryLynn Pulscher	Manager, Environmental Education	Minneapolis Park & Recreation Board	Project Manager
Abby Moore	Training and Community Learning Specialist	Mississippi Watershed Management Organization	Part of project team, inform and review exhibits for clarity & messages
Elizabeth Stout, PE, CFM	Water Resources Regulatory Coordinator	City of Minneapolis Public Works – Surface Water & Sewers Division	Inform and review water focused exhibits, provide technical review, message clarity

## VII. LONG-TERM- IMPLEMENTATION AND FUNDING:

In 2016, the MPRB's long term partner at North Mississippi Regional Park's Karl Kroening Interpretive Center reallocated their staff and resources to other sites. Beginning in 2017, the MPRB approved new funding of \$130,000 (slated to increase to \$190,000 in 2018) to support on-site staff and programs.

Our long-term strategy is to continue to fund programming staff at North Mississippi Park and utilize the new exhibits as inspiration for enhanced public programs, improved visitor self-directed exploration, and richer programs for schools and summer camps. The impacts of the project will be tangible for many years to come: park visitors will gain new Nature knowledge that impacts their decision making and changes their behavior; new user groups feel comfortable in Nature and spend more time engaged in outdoor experiences; and the number and diversity of citizen scientists increases.

The impact and use of the new exhibits will be tracked using existing MPRB systems including annual attendance and participation reports of center visitors and program participants, plus evaluations from participants, teachers, and volunteers. In addition, exhibits include social marketing components to help track what kinds of action people are willing to take to be better stewards of the environment.

## VIII. REPORTING REQUIREMENTS:

- The project is for two years, will begin on July 1, 2018, and end on June 30, 2020.
- Periodic project status update reports will be submitted January 31 and June 30 of each year.
- A final report and associated products will be submitted between June 30 and August 15, 2020.

**IX. SEE ADDITIONAL WORK PLAN COMPONENTS:**

**A. Budget Spreadsheet:** attached

**B. Visual Component or Map:** attached

**D. Acquisition, Easements, and Restoration Requirements:** N/A

**E. Research Addendum:** N/A

Attachment A:  
 Environment and Natural Resources Trust Fund  
 M.L. 2018 Budget Spreadsheet



Project Title: Expanding Nature Knowledge and Experience with  
 New Interactive Exhibits at North Mississippi Regional Park

Legal Citation:

Project Manager: MaryLynn Pulscher

Organization: Minneapolis Park & Recreation Board

College/Department/Division: N/A

M.L. 2018 ENRTF Appropriation:

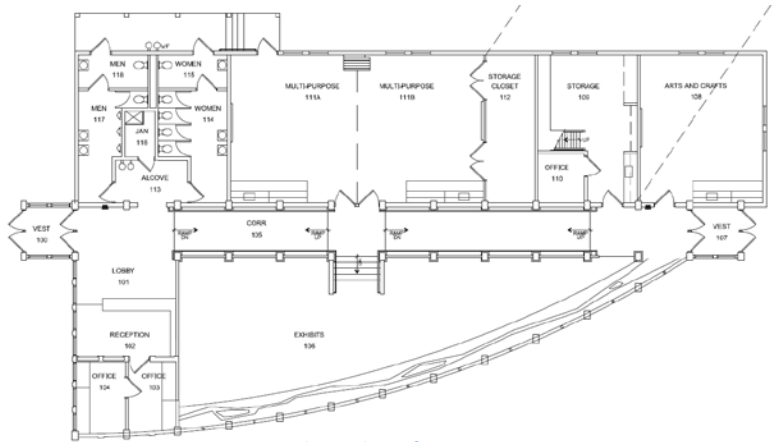
Project Length and Completion Date: July 1, 2018 to June 20, 2020

Date of Report: 20 February 2018

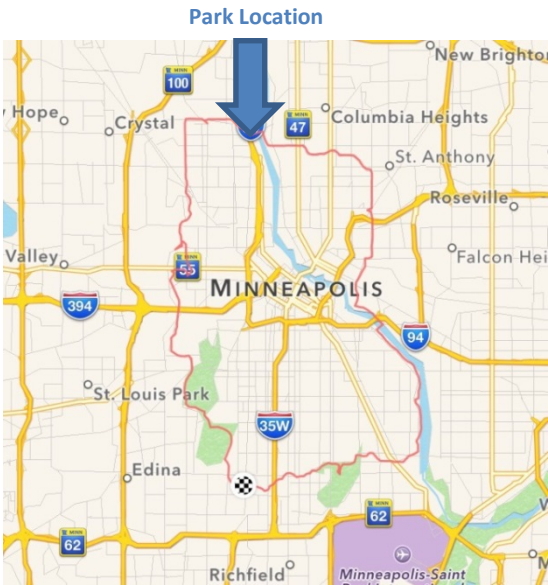
ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	TOTAL BUDGET	AMOUNT SPENT	TOTAL BALANCE
BUDGET ITEM			
Professional/Technical/Service Contracts			
<i>Exhibit design estimated at \$70,000; exhibit fabrication and installation estimated at \$425,000; these contracts will be determined using a competitive process</i>	\$495,000		
<i>Scientists: review exhibit content for accuracy and messaging</i>	\$5,000		
COLUMN TOTAL	\$500,000		



**New exhibits at the Carl Kroening Interpretive Center  
in North Mississippi Regional Park**



Floor plan of Kroening Interpretive Center



Park Location



Be inspired inside  
to go exploring  
outside!

