



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

Date of Report: 5-9-18

Date of Next Status Update Report: 1-31-19

Date of Work Plan Approval: 06/05/2018

Project Completion Date: 6-30-2020

Does this submission include an amendment request? No

PROJECT TITLE: Expanding the State’s Reuse Economy to Conserve Natural Resources

Project Manager: Steve Thomas

Organization: ReUSE Minnesota

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Location:

Total ENRTF Project Budget:

ENRTF Appropriation: \$275,000

Amount Spent: \$0

Balance: \$275,000

Legal Citation: M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05j

Appropriation Language: \$275,000 the second year is from the trust fund to the commissioner of natural resources for an agreement with ReUSE Minnesota to provide outreach and technical assistance to communities and small businesses to create and expand opportunities for reusing, renting, and repairing consumer goods as an alternative to using new materials so solid-waste disposal and its impacts are measurably reduced and more local reuse jobs are created. Net income generated as part of this appropriation may be reinvested in the project if a plan for reinvestment is approved in the work plan.

I. PROJECT STATEMENT:

This project will improve the State's air, water, and land by expanding the reuse, rental, and repair sectors throughout Minnesota. The current practices of throwing away items and producing new goods consumes natural resources and pollutes the State's environment. Reuse, rental, and repair eliminates the consumption of virgin-materials, reduces solid waste, and decreases pollutants generated in the production or recycling of products and materials.

A 2015 MPCA report highlighted the urgent need for a more robust approach to solid waste management in Minnesota. Existing practices focus "too narrowly on recycling, rather than on the full range of waste management activities." The practice of rental, reuse, and repair significantly reduces solid waste and pollution. Currently, the reuse sector employs an estimated 77,834 Minnesotans and generates an estimated \$10.26 billion in total gross economic activity. But this sector is underdeveloped and has the potential to grow substantially in more communities statewide.

The overarching goal for this project is to promote the value and impact of reuse, repair, and rental throughout the State. This project will focus on creating a much more robust reuse economy throughout the State resulting in reduced solid waste, less pollution, more jobs, and small business development.

The project's key activities include:

1. Design and implement educational and business development events across the state
2. Further develop a reuse network of businesses, policymakers, educators, and consumers
3. Build and test methods for measuring the environmental and economic impact of reuse

ReUSE Minnesota intends to solicit bids, through the State -prescribed competitive bid process, for an association management company to provide the staffing, fiscal management, and consultant services outlined in this proposal. Since ReUSE Minnesota employs no staff, the hiring of a management company is a cost-effective way to attract quality personnel and secure access the robust systems needed to manage finances, maintain websites and social media, and host trainings and conferences. Under this scenario, the ReUSE Board is ultimately is responsible for the performance of the management company and the performance of the proposed LCCMR project.

Overall, by hiring a management company, ReUSE Minnesota minimizes the liabilities related to employing staff. This approach enables the organization to mature and position itself to employ people and manage it's finances directly in the future.

This management company is expected to provide the following staff expertise:

- an Education and Outreach Coordinator, responsible for developing and hosting business development sessions and educational orkshops about reuse statewide;
- an Event and Communications Coordinator, responsible for planning two reuse conferences (one regional and one national), and, drafting and distributing newsletters and blogs via multiple social media outlets
- a Website Redesign and Enhancement Consultant to improve the performance and accessibility of the ReUSE MN website in an effort to increase membership, promote reuse and enhance networking among business owners;
- and, a consultant to help develop impact measurement tools.

The ReUSE Minnesota Board will implement a range of policies and protocols to monitor performance and ensure accountability of the management association.

- The Board will approve an annual budget and receive monthly financial statements to review. In addition, the Board's Treasurer must approve all expenditures. The Treasurer will also have on-line access to a bank account used exclusively by ReUSE Minnesota.

- Annual performance goals for the program manager and other management association staff will be established by the Board. These goals will be used to review staff and the association’s overall performance each quarter. There will also be a performance scorecard, consisting of critical indicators of performance and progress in meeting the expectations of the LCCMR grant.
- The Board will maintain a full and routine engagement with staff. The Program Manager will attend all Board meetings and one staff person will attend all committee meetings. In addition, the Board will appoint a member to serve as a liaison to the Program Manager to provide advice and serve as a conduit for communication between Board meetings.
- The ReUSE Board will consult with a DNR contract manager in developing the RFP and selection process for hiring the association management company. ReUSE MN will also develop the contract with the association management company in consultation with the DNR.

If any income is generated during this project, the proceeds will be reinvested in the mission and activities of this project.

II. OVERALL PROJECT STATUS UPDATES:

First Update January 31, 2019

Second Update June 30, 2019

Third Update January 31, 2020

Final Update June 30, 2020

III. PROJECT ACTIVITIES AND OUTCOMES:

Activity 1: Design and Implement Education and Business Development Events Across the State

ReUSE Minnesota will advance this activity by providing technical assistance and business development sessions for existing and potential purveyors of reuse services. ReUSE MN will also offer education on the benefits of reuse, repair, and rental. Education techniques will include a mobile reuse education exhibit and an enhanced website to disseminate educational and business development information. Work in this area will also include outreach to policymakers and public agency personnel to promote the value of reuse.

Summary Budget Information for Activity 1:

ENRTF Budget: \$121,330

Amount Spent: \$ 0

Balance: \$121,330

Outcome	Completion Date
1. A part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired	Nov 2018
2. A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020	June 30, 2020
3. An enhanced ReUSE MN website offers access to education and business advice materials	June 30, 2020
4. 24 business development sessions and educational workshops are presented statewide	June 30, 2020
5. Reuse practices in 2 counties and 5 municipalities are developed and implemented	June 30, 2020
6. 4 webinars focused on promoting reuse and reuse business development are conducted	June 30, 2020

First Update January 31, 2019

Second Update June 30, 2019

Third Update January 31, 2020

Final Update June 30, 2020

Activity 2: Further Develop a Reuse Network of Businesses, Policymakers, Educators, and Consumers

ReUSE Minnesota will recruit a wide-range of practitioners, consumers, policymakers, and educators to expand a reuse network statewide. The organization will also develop and deliver network support services, such as a monthly newsletter and a forum for sharing creative reuse ideas/opportunities.

Summary Budget Information for Activity 2:

ENRTF Budget: \$94,208
Amount Spent: \$ 0
Balance: \$94,208

Outcome	Completion Date
1. Participation in ReUSE Minnesota increases from 31 (current) to 125 members	June 30, 2020
2. Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal	June 30, 2019
3. Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide	June 30, 2020
4. A "Minnesota Reuse, Repair, and Rental Business Locator" is created and maintained on the ReUSE Minnesota website	June 30, 2020

First Update January 31, 2019

Second Update June 30, 2019

Third Update January 31, 2020

Final Update June 30, 2020

Final Report Summary:

Activity 3: Build and Test Methods for Measuring the Environmental and Economic Impact of Reuse

ReUSE MN intends to develop methods and tools for measuring the environmental and economic impact for reuse/rental/repair activities statewide. The plan is to routinely share this impact data with policymakers, businesses, and consumers.

Summary Budget Information for Activity 3:

ENRTF Budget: \$59,462
Amount Spent: \$ 0
Balance: \$59,462

Outcome	Completion Date
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1. A reliable method for gathering and analyzing reuse impact data is tested and used routinely	June 30, 2019
2. A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed	June 30, 2020
3. Impact data is used to help frame reuse practices in 2 counties and 5 municipalities	June 30, 2020

First Update January 31, 2019

Second Update June 30, 2019

Third Update January 31, 2020

Final Update June 30, 2020

IV. DISSEMINATION:

Description:

As noted in the work plan, the partners intend to prepare marketing materials that promote the practice and multiple benefits of reuse, rental and repair. These materials will focus on residents, small and large businesses and government organizations throughout greater Minnesota and the metro area. The partners also intend to identify key gatherings such as trade shows, industry conventions, and the State Fair to promote the practice of reuse, rental and repair and the economic and environmental benefits in Minnesota.

ReUSE Minnesota will also provide regular updates about the purpose and status of this project through its Facebook page and website (www.reusemn.org). ReUSE Minnesota’s newsletter is another outlet for providing updates and promoting reuse, rental and repair. This newsletter is distributed monthly via email to all ReUSE Minnesota members and those passionate about our mission on our distribution list.

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:

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Professional/Technical/Service Contracts	\$265,163
Equipment/Tools/Supplies	\$1,500
Printing	\$1,000
Travel	\$6,534
Additional Budget Items	\$803
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$275,000

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 the ENRTF Appropriation:

Enter Total Estimated Personnel Hours: 0	Divide by 2,080 = TOTAL FTE: 0
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Total Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:

Enter Total Estimated Personnel Hours: 2,912	Divide by 2,080 = TOTAL FTE: 1.4
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B. Other Funds:

SOURCE AND USE OF OTHER FUNDS	\$ Amount Proposed	\$ Amount Spent	Status and Timeframe
Other Non-state \$ to be Applied to Project During Project Period:			
Private funders and organization membership fees	\$52,000	\$0	Funding secured from private sources by March 2019; Fees secured by Dec. 2018
Other State \$ to be Applied to Project During Project Period:			
N/A	0		
Past and Current ENRTF Appropriation:			
N/A	0		
Other Funding History:			
Minnesota Pollution Control Agency		\$124,889.12	2015-2017; Final report submitted in 2017 1) Development of interactive website to connect consumer with rental, reuse, and repair sector in Minnesota 2) Funding for part-time staff

VI. PROJECT PARTNERS:

A. Partners receiving ENRTF funding:

Name	Title	Affiliation	Role
N/A			

B. Partners NOT receiving ENRTF funding

Name	Title	Affiliation	Role
State MPCA Hennepin County Ramsey County Better Futures MN U of Minnesota Twin Cities and Duluth			

VII. LONG-TERM-IMPLEMENTATION AND FUNDING

A. Project Team/Partners

This project is sponsored by ReUSE Minnesota, a member-based, non-profit network promoting Minnesota's reuse, rental and repair sectors. ReUSE also works to measure the benefits of reuse for Minnesota's people and environment. Steve Thomas, a board member of ReUSE Minnesota and founder of Better Futures Minnesota, will serve initially as the project manager. The plan is for the newly hired Outreach Coordinator of this project to eventually assume the role of Project Manager. Board members also include Todd Tanner, President of ReUSE and the director of the University of Minnesota ReUse program, and Jenny Kedward, Vice President of ReUSE and Chair of the Education and Communications committee. ReUSE Minnesota intends to partner with a fiscal agent to ensure fiscal accountability, manage billing, produce monthly financial statements, and oversee an annual audit.

B. Project Impact and Long-Term Strategy

A robust reuse economy statewide will reduce the amount of waste buried in landfills, reduce emissions, and begin to change the mindset of throwing away materials. A culture of reuse will reduce the amount of virgin materials produced and consumed, and increase the lifetime of current materials. Strong networks of consumers and business owners across the State will establish a sustainable marketplace for reuse activities.

C. Timeline Requirements

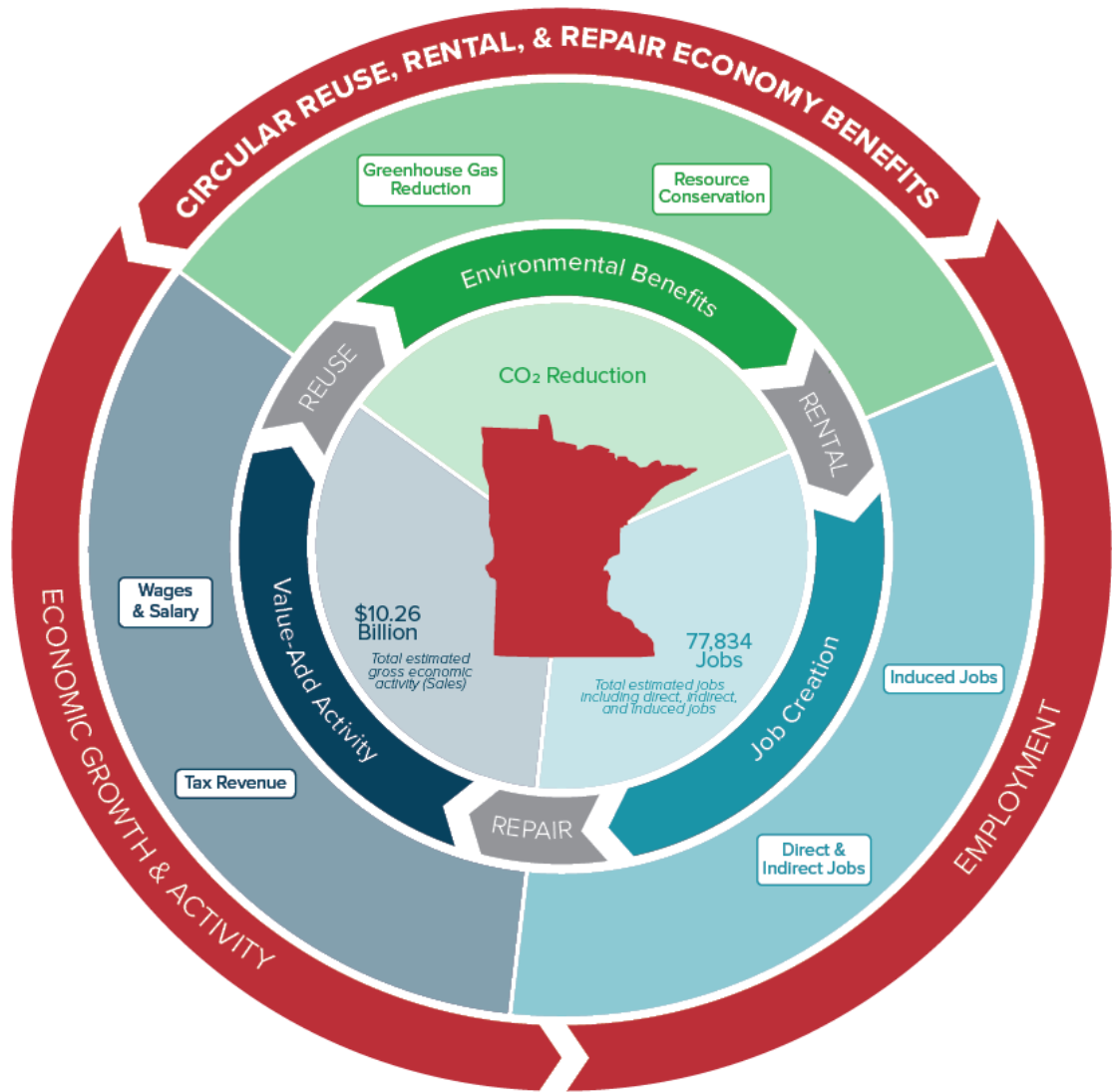
This is a two-year project. Year 1 will focus on hiring coordinators, retaining consultants, developing materials and vehicles for delivering technical assistance, and hosting education sessions statewide. During Year 2, the education and technical assistance sessions will continue and a report documenting the environmental and economic impact of the reuse economy will be produced.

VIII. REPORTING REQUIREMENTS:

- The project is for two (2) 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
- B. Visual Component or Map
- C. Parcel List Spreadsheet - N/A
- 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 the state's reuse economy to conserve natural resources
Legal Citation: M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05j
Project Manager: Steve Thomas
Organization: ReUSE Minnesota
College/Department/Division:
M.L. 2018 ENRTF Appropriation: \$275,000
Project Length and Completion Date: 2 years, June 2020
Date of Report: 5/09/2018



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	TOTAL BUDGET	AMOUNT SPENT	TOTAL BALANCE
BUDGET ITEM			
Personnel (Wages and Benefits)	\$0	\$0	\$0
Professional/Technical/Service Contracts	\$265,163	\$0	\$265,163
ReUSE Minnesota intends to solicit bids, through the State - prescribed competitive process, for a management company to provide the staffing, fiscal management, and consultant services outlined in this proposal. This management company is expected to provide an Education and Outreach Coordinator; an Event and Communications Coordinator; a Website Redesign and Enhancement Consultant; and, a consultant to help develop impact measurement tools.			
Equipment/Tools/Supplies	\$1,500	\$0	\$1,500
Laptop and projector			
Printing	\$1,500	\$0	\$1,500
printing of education and promotional material			
Travel expenses in Minnesota	\$6,534	\$0	\$6,534
Car travel for 24 educational/business development sessions: 5,200 miles x .54 cents per mile = \$2,808 (500 miles in Twin Cities Metro and 4,700 miles in Greater Minnesota). Food and lodging: \$3,726 (15 overnight trips in Greater Minnesota).			
Other	\$803	\$0	\$803
Webinar hosting: 4 sessions at \$200 per session			
COLUMN TOTAL	\$275,500	\$0	\$275,500

