



# Environment and Natural Resources Trust Fund

M.L. 2021 Draft Work Plan

## General Information

**ID Number:** 2021-337

**Staff Lead:** Michael Varien

**Date this document submitted to LCCMR:** April 30, 2021

**Project Title:** Lawns To Legumes Program Phase 2

**Project Budget:** \$993,000

## Project Manager Information

**Name:** Dan Shaw

**Organization:** Board of Water and Soil Resources

**Office Telephone:** (612) 236-6291

**Email:** dan.shaw@state.mn.us

**Web Address:** <https://bwsr.state.mn.us>

## Project Reporting

**Date Work Plan Approved by LCCMR:**

**Reporting Schedule:** December 1 / June 1 of each year.

**Project Completion:** June 30, 2024

**Final Report Due Date:** August 14, 2024

## Legal Information

**Legal Citation:**

**Appropriation Language:**

**Appropriation End Date:** June 30, 2024

## Narrative

**Project Summary:** Phase Two of the Lawns to Legumes Program builds on current momentum to further engage residents across Minnesota to establish pollinator habitat and expands into community parks and school landscapes.

**Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.**

Minnesota's State Bee, the Rusty patched bumble bee, as well as many other pollinators, are at risk and Minnesota residents are motivated to support these species. The Lawns to Legumes Program has received significant attention in Minnesota and nationally as an effective model for benefiting pollinators on residential landscapes and providing other environmental benefits. The first phase of the program established strong partnerships, technical resources and coaches around the state. Having this structure and public awareness in place, as well as a large number of applications submitted statewide for assistance creates a well-timed opportunity to further engage and assist Minnesota communities and residents. In Phase one, the program had funding to support only 13 of 34 Demonstration Neighborhood applications, and many additional communities have expressed interest. There is also strong interest for the Demonstration Neighborhood grant expansion into school and community park landscapes. Over 10,000 applications are expected by late fall of 2020 for the phase one Individual Support component of the program, but current program resources allow only around 1000 applicants to be funded.

**What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.**

Phase two of this project builds on program momentum to further engage residents statewide to establish pollinator habitat through funding opportunities and technical assistance. The program has high demand for grant assistance from both Demonstration Neighborhoods and Individual Landowner Support. Phase 2 will help meet the demand for grant assistance from communities and residents by expanding outreach to greater-Minnesota through online workshops and webinars, and expanding Demonstration Neighborhood projects to include community parks and school properties to create larger pollinator corridors and refuge areas.

To meet its goals the program will continue to focus on the following three components:

- 1) A competitive RFP for Local Partners to Build Targeted "Demonstration Neighborhoods" focused on establishing projects across neighborhoods in pollinator corridors that provide high value to the Rusty Patched Bumblebee and other at-risk pollinators. Phase two will expand to provide opportunities to fund pollinator habitat in community parks and schools landscapes.
- 2) Individual Landowner Support provides a combination of cost share funding, workshops, webinars, coaching, signage, and free planting guides to residents across Minnesota.
- 3) A Social Media and Education Campaign partners with conservation organizations across Minnesota to increase awareness about at-risk pollinators and the importance of creating pollinator habitat.

**What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?**

- 1) Increase populations of the endangered Rusty patched bumblebee and other at-risk pollinators.
- 2) Develop 13-16 high profile Demonstration Neighborhood projects that restore important pollinator corridors/pathways and include a combination of residential, school and community park landscapes that build overall interest in ecological landscaping.
- 4) Assist approximately 900 -1,300 landowners with funding and technical assistance while also supporting landowners who want to conduct projects on their own through technical information and guidance (involving over 10,000 landowners).
- 5) Involve a wide range of conservation partners in the program as volunteer Coaches, including Master Gardeners, Master Water Stewards, etc.

## Project Location

**What is the best scale for describing where your work will take place?**

Statewide

**What is the best scale to describe the area impacted by your work?**

Statewide

**When will the work impact occur?**

During the Project

## Activities and Milestones

### Activity 1: Competitive RFP for Local Partners to Build Targeted “Demonstration Neighborhoods”

**Activity Budget:** \$567,156

**Activity Description:**

This component of the program will involve development of a competitive RFP for local partners to build targeted “Demonstration Neighborhoods” with landowners. Eligible applicants will include cities, counties, watershed districts, conservation districts, tribes and non-profit organizations. They will provide technical and financial assistance to around 330 landowners and 13 schools or community parks to establish plantings that build pollinator pathways and provide high quality habitat for at-risk pollinators.

A technical advisory team hosted by BWSR will rank proposals based on:

- A) Location within rusty-patched bumble bee priority areas and the range of other at-risk pollinators
- B) Location within or connecting to other key habitat corridors and/or public investments in habitat
- C) Technical Expertise involved in projects
- D) Likely longevity of projects
- E) Strength of partnerships and match
- F) Demographic, social equity, geographic distribution
- G) Potential to build community interest/momentum

After grants are awarded the recipients will coordinate with landowners to plan, install and provide reimbursements for the pollinator-friendly plantings. Landowners will have access to technical resources developed through Activity #3 of this workplan, including the program guide, and planting templates, as well as signage (part of activity #2) to increase their engagement and knowledge about pollinator conservation.

**Activity Milestones:**

Description	Completion Date
Development of grant criteria and request for proposal	November 30, 2021
Award thirteen to sixteen projects (\$20,000 - \$40,000 each) for plantings in pollinators	March 31, 2022
Distribute Lawns to Legumes pollinator planting signage to Demonstration Neighborhood grantees	December 31, 2022
Approximately 13-16 Demonstration Neighborhoods established with new plantings within high priority pollinator corridors	June 30, 2024
Collect all required final reporting documentation	June 30, 2024

### Activity 2: Individual Landowner Support

**Activity Budget:** \$418,984

**Activity Description:**

This component of the program is focused on providing a combination of cost share funding, workshops, coaching, signage and free planting guides to residents across Minnesota. This component will be coordinated through the Blue Thumb Partnership that has run the Individual Support component of Phase one of Lawns to Legumes. Support will be provided to 800-1,300 landowners as well as project recognition through signage to all participants. Landowners can apply for up to \$300 of cost-share funding and are expected to provide at least 25% cash or in kind match. Thirteen online workshops will be initiated in the fall of 2021 focused on Rochester, Duluth, St. Cloud, Moorhead, Brainerd, Bemidji, Albert Lea, Worthington, New Ulm and Mankato, and other greater Minnesota communities to be identified, involving 450-500 residents and 80 – 100 coaches. The 75 minute workshop is followed by 30 minutes for question and answers, and one-on-one assistance from a volunteer coaches (Master Gardeners and Master Water

Stewards). Homeowners come away with knowledge about establishing pollinator habitat and a personalized plan for incorporating native plants in their yard. Two statewide webinars will also be conducted with an estimated audience of 1000 participants.

**Activity Milestones:**

Description	Completion Date
Targeted distribution of Individual Support grants to 300-400 residents	March 31, 2022
Targeted distribution of Individual Support grants to 300-400 residents	June 30, 2022
Statewide webinars and 6-7 workshops across greater Minnesota for 250 residents and 40 coaches	September 30, 2022
Statewide webinar and 6-7 workshops across greater Minnesota for 250 residents and 40 coaches.	September 30, 2023
Lawns to Legumes pollinator planting signs distributed to Individual grantees after reimbursement request submitted.	December 31, 2023
Targeted distribution of Individual Support grants to 300 - 400 residents	December 31, 2023
Final collection of Individual Support program reimbursement request items and summary of program report.	June 30, 2024

**Activity 3: Social Media Outreach and Education Campaign**

**Activity Budget:** \$6,860

**Activity Description:**

The Social Media Outreach and Education Campaign involves a partnership with conservation organizations across Minnesota to increase awareness about at-risk pollinators and the importance of creating pollinator habitat. This component will encourage and assist landowners who want to conduct habitat projects on their own through outreach, technical information and guidance (involving over 10,000 landowners). Key aspects of this component will include implementation of the program’s communications and marketing plan, social media, articles, displays and other communication with residents, as well as promotion of the program habitat guide. These resources will also support activity 1 and 2 of this program.

**Activity Milestones:**

Description	Completion Date
Conduct partner coordinated outreach to the public at least six times a year	June 30, 2024
Implementation of the program’s communications plan to guide the social media campaign and collaboration between Partners	June 30, 2024

## Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Becky Rice	Metro Blooms/Blue Thumb Partnership	The Blue Thumb Partnership consists of 50+ conservation members that have been conducting landowner workshops since 2007 and coordinated the Individual Support component of phase 1. They will continue with the same role in phase 2	Yes

## Dissemination

**Describe your plans for dissemination, presentation, documentation, or sharing of data, results, samples, physical collections, and other products and how they will follow ENRTF Acknowledgement Requirements and Guidelines.**

The final report to LCCMR will summarize the final outcomes of this pilot program. BWSR will also present the results of the program at regional presentations and likely at national conferences. The Minnesota Environment and Natural Resources Trust Fund (ENRTF) will be acknowledged through use of the trust fund logo or attribution language on project print and electronic media, publications, signage, and other communications per the ENRTF Acknowledgement Guidelines.

## Long-Term Implementation and Funding

**Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?**

This project builds upon ongoing work of Lawns to Legumes Phase 1 that includes Demonstration Neighborhoods, Individual Support, and Outreach components. Both Phases of funding will focus on these three components and will overlap efforts in 2021, 2022 and 2023. Phase 2 will fund additional Demonstration Neighborhoods (including expansion into school and park landscapes) and individual residents through the Individual Support Component of the program. Additional funding sources are being pursued to continue Lawns to Legumes as a key BWSR program into the future, as it has a strong structure with its partnerships, technical resources and trained coaches.

## Other ENRTF Appropriations Awarded in the Last Six Years

Name	Appropriation	Amount Awarded
Northeast Minnesota White Cedar Restoration - Phase 2	M.L. 2014, Chp. 226, Sec. 2, Subd. 06d	\$335,000
Minnesota Conservation Apprenticeship Academy	M.L. 2014, Chp. 226, Sec. 2, Subd. 09a	\$392,000
Acceleration of Minnesota Conservation Assistance - Final Phase	M.L. 2015, Chp. 76, Sec. 2, Subd. 08d	\$1,000,000
Conservation Reserve Enhancement Program (CREP) Outreach and Implementation	M.L. 2017, Chp. 96, Sec. 2, Subd. 08k	\$6,000,000
Lawns to Legumes	M.L. 2019, First Special Session, Chp. 4, Art. 2, Sec. 2, Subd. 08f	\$900,000

## Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
<b>Personnel</b>								
Program Staff		Program Implementation, Grant oversight, approval of activities and approval of payments			22%	0.51	X	\$36,000
Program Coordinator		Coordination of the Grant Program			22%	0.81		\$59,000
Grant Coordinator		Processing and distribution of funding			22%	0.12	X	\$3,000
							<b>Sub Total</b>	<b>\$98,000</b>
<b>Contracts and Services</b>								
Blue Thumb/Metro Blooms Partnership	Sub award	Metro Blooms coordinates the Individual Support component of the program including awarding \$307,000 of individual support funding (\$41,000), conducting 13 workshops and 2 webinars (\$15,000); coordinating coaching of individual support recipients (\$18,000), and printing signs (\$19,500) and shipping (\$1,500) of 2000 signs				0.78		\$402,000
Grant Funding for Demonstration Neighborhoods Component of Program	Professional or Technical Service Contract	Demonstration Neighborhood grant recipients (12-15 recipients) are responsible for working with individual residents, schools and community park staff that are part of demonstration neighborhood projects to guide their project planning, installation and management.				0.99		\$490,000
							<b>Sub Total</b>	<b>\$892,000</b>
<b>Equipment, Tools, and Supplies</b>								
							<b>Sub Total</b>	-
<b>Capital Expenditures</b>								
							<b>Sub Total</b>	-

<b>Acquisitions and Stewardship</b>								
							<b>Sub Total</b>	-
<b>Travel In Minnesota</b>								
							<b>Sub Total</b>	-
<b>Travel Outside Minnesota</b>								
							<b>Sub Total</b>	-
<b>Printing and Publication</b>								
	Printing	Printing of approximately 400 habitat guides	Outreach to be used at tabling events for the program					\$2,000
	Printing	Lawns to Legumes Stickers (1000)	Outreach at events					\$500
	Printing	2000 brochures	Outreach at events					\$500
							<b>Sub Total</b>	<b>\$3,000</b>
<b>Other Expenses</b>								
							<b>Sub Total</b>	-
							<b>Grand Total</b>	<b>\$993,000</b>



## Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
Personnel - Program Staff		Program Implementation, Grant oversight, approval of activities and approval of payments	<b>Classified</b> : This position is essential to the program to conduct program implementation, and grant oversight for Demonstration Neighborhood recipients. ENRTF funds are not being used to supplant other sources of funds traditionally used to pay for that classified staff salary.
Personnel - Grant Coordinator		Processing and distribution of funding	<b>Classified</b> : This position is necessary for the project to develop grant agreements and oversee the distribution of grants for Demonstration Neighborhoods. ENRTF funds are not being used to supplant other sources of funds traditionally used to pay for that classified staff salary.

## Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
<b>State</b>				
In-Kind	General Fund Appropriation to BWSR (citation to be determined)	MN BWSR Senior Ecologist 9% FTE of time over three years. BWSR has and will be contributing additional time from field, communications, contract and leadership staff	Pending	\$36,450
			<b>State Sub Total</b>	<b>\$36,450</b>
<b>Non-State</b>				
In-Kind	City of Minneapolis	City of Minneapolis sponsored Blue Thumb workshops	Secured	\$79,000
In-Kind	25% Match from residents for pollinator plantings as part of Individual Support and Demonstration Neighborhood components of the Program	Funding will be used as part of the installation and management of the pollinator plantings.	Pending	\$292,500
In-Kind	City of Minneapolis	Blue Thumb boulevard planting program	Pending	\$174,000
In-Kind	Blue Thumb - Planting for Clean Water Partners	Sponsorship of Lawns to Legumes Workshops	Pending	\$23,000
			<b>Non State Sub Total</b>	<b>\$568,500</b>
			<b>Funds Total</b>	<b>\$604,950</b>

Acquisition and Restoration

Parcel List

Name	County	Site Significance	Activity	Acres	Miles	Estimated Cost	Type of Landowner	Easement or Title Holder	Status of Work
				-	-	-			
				-	-	-			
<b>Totals</b>				<b>0</b>	<b>0</b>	-			

## Restoration

**1. Provide a statement confirming that all restoration activities completed with these funds will occur on land permanently protected by a conservation easement or public ownership.**

Public schools and parks that are funded through this program will be the areas where ecological restoration activities will be conducted and protected by public ownership. The smaller residential plantings will occur on private property as was conducted as part of phase one of Lawns to Legumes.

**2. Summarize the components and expected outcomes of restoration and management plans for the parcels to be restored by your organization, how these plans are kept on file by your organization, and overall strategies for long-term plan implementation.**

A restoration plan template that includes site preparation, installation and management guidance and developed to be adapted for individual projects will be used for the public school and park landscapes that will be restored through the program. These plans will be required to be uploaded to BWSR's eLINK reporting system. The plan templates will also act as long-term stewardship plans to provide guidance to landowners for long-term management of the restoration.

**3. Describe how restoration efforts will utilize and follow the Board of Soil and Water Resources "Native Vegetation Establishment and Enhancement Guidelines" in order to ensure ecological integrity and pollinator enhancement.**

Projects will require that high quality native seed and appropriate species are selected for the project and that the seed source sequence, diversity recommendations, seed specifications and climate considerations in the Native Vegetation Establishment and Enhancement Guidelines be followed for projects. Seed tags must also be retained for documentation of what seed was installed.

**4. Describe how the long-term maintenance and management needs of the parcel being restored with these funds will be met and financed into the future.**

The restoration plan developed for projects will include long-term management guidance. Any projects being restored through the program will be required to sign a stewardship agreement stating that long-term management will be conducted and how the work will be funded in the future.

**5. Describe how consideration will be given to contracting with Conservation Corps of Minnesota for any restoration activities.**

Conservation Corps of Minnesota's website link will be added to BWSR's Lawns to Legumes website so that program participants can contact them as a resource.

**6. Provide a statement indicating that evaluations will be completed on parcels where activities were implemented both 1) initially after activity completion and 2) three years later as a follow-up. Evaluations should analyze improvements to the parcel and whether goals have been met, identify any problems with the implementation, and identify any findings that can be used to improve implementation of future restoration efforts at the site or elsewhere.**

Evaluations of projects will be completed initially after activity completion and three years later to assess goals, identify problems and gather information about successful strategies that can be included in BWSR's What's Working webpage. This evaluation is consistent with site assessments conducted for BWSR funded projects.

## Attachments

### Required Attachments

#### *Map*

File: [b8303e8c-719.pdf](#)

#### *Alternate Text for Map*

This graphic shows current phase one accomplishments for the Lawns to Legumes program including 7500 resident applications for funding support, launch of the program at the state fair, Oprah Magazine feature with a circulation of 2.4 million, pollinator planting DIY tools accessed 33,351 times, and 14 resident workshops with 815 residents trained. The back side of the graphic includes the lawn sign for the program....

### Difference between Proposal and Work Plan

#### *Describe changes from Proposal to Work Plan Stage*

Original funding request was \$1,389,000. The new recommend funding is \$993,000, which is a \$396,000 reduction ( 28%). The items that were changed are the following:

1. Demonstration neighborhood grant component of the program can now fund between 12-15 grants (15-20 was listed in the original application). Grants available would be \$20K - \$40K (grants of \$40K - \$60K were listed in the original application). The original amount in the application for demonstration neighborhoods was \$770,000. The new amount is \$490,000 ( \$280,000 reduction, 36% reduction).
2. Individual Support grant can now fund between 800 – 1,300 people (1100-1600 was listed in the original application). Grants available are \$300 (was \$350 in the original application). Webinars were reduced from three to two. The original amount for Individual Support grants was \$489,000 and is now \$402,000 ( \$87,000 reduction, 18% reduction).
3. BWSR staff time has been reduced from original amount of \$127,000 to a new amount of \$98,000 ( \$29,210 reduction, 22.8% reduction).

## Additional Acknowledgements and Conditions:

The following are acknowledgements and conditions beyond those already included in the above workplan:

**Do you understand and acknowledge the ENRTF repayment requirements if the use of capital equipment changes?**

N/A

**Do you agree travel expenses must follow the "Commissioner's Plan" promulgated by the Commissioner of Management of Budget or, for University of Minnesota projects, the University of Minnesota plan?**

N/A

**Does your project have potential for royalties, copyrights, patents, or sale of products and assets?**

No

**Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?**

N/A

**Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?**

N/A

**Does your project include original, hypothesis-driven research?**

No

**Does the organization have a fiscal agent for this project?**

No



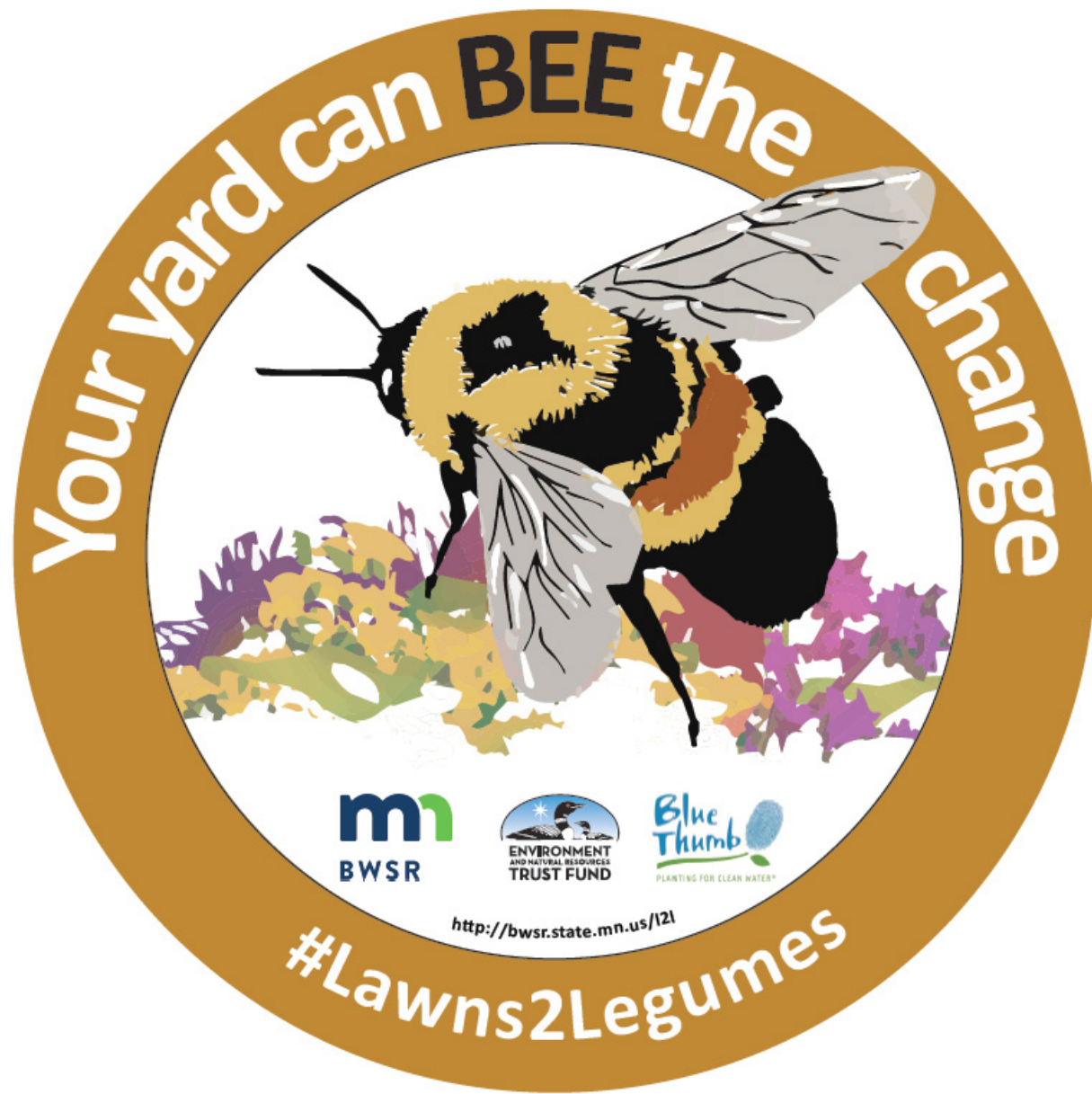
# Lawns to Legumes

your yard  
**CAN BEE**  
the **CHANGE**

#Lawns2Legumes

Lawns to Legumes seeks to establish pollinator-friendly habitats across Minnesota.





Your Yard can **BEE** the change



<http://bwsr.state.mn.us/l2l>

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