Environment and Natural Resources Trust Fund

M.L. 2023 Approved Work Plan

General Information

ID Number: 2023-185

Staff Lead: Corrie Layfield

Date this document submitted to LCCMR: May 22, 2023

Project Title: Sharing Minnesota's Biggest Environmental Investment

Project Budget: $628,000

Project Manager Information

Name: Joy Hobbs

Organization: Science Museum of Minnesota

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Project Reporting

Date Work Plan Approved by LCCMR: June 22, 2023

Reporting Schedule: April 1 / October 1 of each year.

Project Completion: June 30, 2026

Final Report Due Date: August 14, 2026

Legal Information

Legal Citation: M.L. 2023, Chp. 60, Art. 2, Sec. 2, Subd. 05e

Appropriation Language: $628,000 the first year is from the trust fund to the Science Museum of Minnesota, in coordination with the Legislative-Citizen Commission on Minnesota Resources (LCCMR), to increase public access to the results of LCCMR-recommended research, including through a free online interactive map, in-depth videos, and public events.

Appropriation End Date: June 30, 2026

Narrative

Project Summary: The Science Museum of Minnesota will relay the results of LCCMR-funded research to public audiences; dissemination will include a free online interactive map, in-depth videos, and public events.

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

According to the LCCMR website, "since 1963, approximately $1.0 billion has been appropriated to more than 2,300 projects recommended to the legislature by the Commission to protect and enhance Minnesota's environment and natural resources." Although project summaries and final reports are available online, the extensive body of work that the Commission has funded for more than 50 years remains largely unknown to most citizens of Minnesota. LCCMR has been instrumental in conserving, protecting, and enhancing MN's resources by funding projects ranging from research to the creation of trails. Minnesotans are proud of their natural resources, yet most are largely unaware of the enormous environmental investment that LCCMR has made. The general public lacks a way to engage with these projects, and most of the stories from this vast body of work remain untold. We believe that a small investment in dissemination to a public audience would provide LCCMR with an even greater return on the investment they've made and help achieve their goal of building a long-lasting and action-based conservation ethic in the state.

What is your proposed solution to the problem or opportunity discussed above? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & Milestones.

We are proposing to use The Science Museum of Minnesota's (SMM) expertise in communicating science to public audiences to tell the stories of LCCMR-funded research. The goal is to make LCCMR projects accessible to citizens across the state, and beyond. We will select projects from each of Minnesota's Ecoregions, and gather input from past and present LCCMR commissioners, to ensure a broad representation of projects. Our product development and dissemination will include the following: 1) Online Map - We will create a free, online interactive map (story map), which will contain 100 stories of LCCMR projects told through a summary of interesting findings, photos, and short video clips. 2) Exhibits - The story map will be made available on a large touchscreen in the SMM gallery. 3) Short Films - In-depth films will be produced for a subset of projects; they will be included on the story map, and will be available for use in formal and informal learning environments. 4) Events - We will use SMM's breadth of scientific programming for additional dissemination; programs and facilities include Coffee with a Curator, News from the Field, the Omni theater, as well as dissemination through social media.

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?

This work will instill citizens with a sense of pride in Minnesota's natural resources and LCCMR's environmental investment. We will showcase the impact that public money has had, and we will leave public audiences with an appreciation for the integral role that LCCMR has played in conserving, protecting, and enhancing MN's resources. We will ask project PIs to suggest ways that the public could engage with their work, and we will weave those suggestions into the story map. This call to action will encourage citizens to do their part to protect and enhance Minnesota's natural resources.

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 and In the Future

Activities and Milestones

Activity 1: Online story map: this interactive map will feature the results of 100 LCCMR stories, spanning all of Minnesota's ecoregions

Activity Budget: $282,296

Activity Description:

The searchable, interactive story map will teach public audiences what we have learned about Minnesota's natural resources over the years. It will allow users to zoom in on a particular region, or sort by keyword, to quickly learn about projects of interest. This product will be available free on the SMM website and to SMM visitors as a touchscreen. We will disseminate the results of at least 100 LCCMR projects on the story map, and a range of project categories will be covered. To ensure broad geographic distribution, we will select at least 10 projects from each of Minnesota's eight Ecoregions (seven natural Ecoregions, plus the Twin Cities metro). Project selection will rely heavily on SMM's expertise in telling stories to a public audience, as well as suggestions from current and former LCCMR committee members, and consultation with LCCMR staff (through in-person or virtual meetings from fall 2023 through each phase of project selection). We will reach out to project PIs to learn about their findings, and then program this information for a public audience. Users of the story map will learn findings from the projects, view photos and short videos, learn what LCCMR is, and where funding comes from.

Activity Milestones:

Description	Approximate Completion Date
Selection of the first 15 projects; begin the process of reaching out to researchers.	December 31, 2023
Selection of the first 50 projects, and consultation with associated researchers, completed.	December 31, 2024
Creation of the story map, and addition of the first 50 projects.	June 30, 2025
Project selection and consultation with researchers for the remaining 50 projects.	December 31, 2025
Addition of the remaining 50 projects to the story map.	June 30, 2026

Activity 2: Short films: Spotlight Films and Ecoregion Films will be available on the story map and disseminated through SMM programming.

Activity Budget: $345,704

Activity Description:

In addition to the 100 stories, we will select a subset of projects to cover in greater detail. These projects will be selected in consultation with LCCMR staff during both selection phases. We will create 16 Spotlight films (two from each Ecoregion; each approximately five minutes in length). For each of these Spotlight films, our film crew will travel to the LCCMR project PI to interview them and learn more about their project, the results, and the impact that LCCMR has had on their work. In addition, a separate overview film will be created for each of the eight Ecoregions. These Ecoregion films will weave together pieces of the Spotlight films and 100 stories to showcase LCCMR work in each Ecoregion. Spotlight and Ecoregion films will be added to the story map created in Activity 1; however, they can also serve as a stand-alone product. This will allow for many avenues of dissemination, including playing before Omni Films at SMM, in SMM's News from the Field exhibit, use in SMM's STEM Education programming, SMM's social media platforms, and SMM special events (such as Coffee with a Curator). The films will also be available for use by LCCMR, researchers, and educators.

Activity Milestones:

Description	Approximate Completion Date

Selection of projects, filming, and editing of the first half of the Spotlight films.	December 31, 2024
Selection of projects, filming, and editing of the second half of the Spotlight films.	December 31, 2025
Create overview Ecoregion Films using work from the Spotlight Films and 100 stories.	June 30, 2026
Dissemination through SMM programs and exhibits, such as News from the Field.	June 30, 2026

Project Partners and Collaborators

Name	Organization	Role	Receiving Funds
Bette Schmit	Science Museum of Minnesota	Oversee story map project management; manage exhibit experience	Yes
Adam Heathcote	Science Museum of Minnesota	Assist with Project Selection; Scientific Content Advisor for Story Map and Films	Yes
Stephanie Long	Science Museum of Minnesota	Direct and Produce Spotlight Videos and Ecoregion Stories; Assist in Project Selection	Yes
Laurie Fink	Science Museum of Minnesota	General oversight and advising	No

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.
Dissemination is a focal point of this proposal, and we will make use of the Science Museum of Minnesota's (SMM) breadth of scientific programming to help with those efforts. The story map that we create for this project will be free to the public on the SMM website, and it will be free for other institutions to use in their own programming. In the SMM galleries, the story map will be made available on a large touchscreen; we will also weave these stories into other existing SMM gallery experiences, such as our interactive "News from the Field" desk. The short films that are produced will be freely available for use in formal and informal learning environments. We will also work with SMM's STEM Education group; this group visits K-12 classrooms in all 87 of MN's counties, and they will share our stories as part of their process.

All video content will live on after the project ending date and will be hosted on YouTube, Vimeo, or a similar platform. This will make these stories easily accessible and available to any groups that wish to use them in their own programming.

Per the ENRTF Acknowledgment Requirements and Guidelines, the trust fund will be acknowledged through the use of the trust fund logo and/or attribution language on project print and electronic media, publications, signage, and all other communications.

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 work be funded?
All content will be created and disseminated during the course of the project. One of the strengths of this project is that video content will live on after the project ending date. We will host all video content on YouTube, Vimeo, or a similar platform, making it easily accessible and available to anyone who wishes to incorporate into their own platform, or use in informal or formal educational programming.

Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	$ Amount
Personnel								
Joy Hobbs, Project Manager, Associate Scientist SMM		Project Manager; Will provide general project management, and will oversee project selection as well as science content for story map, Spotlight, and Ecoregion videos			43.7%	0.75		$79,902
Bette Schmit, Director of Experience Development, SMM		Oversee story map project management			43.7%	0.09		$8,594
Adam Heathcote, Senior Scientist, SMM		Assist with project selection, scientific content advisor for story map and films			43.7%	0.3		$37,852
Stephanie Long, Science Live Program Director, SMM		Direct and produce spotlight videos and regional stories for website and in-museum use			43.7%	0.69		$64,727
Aleah Vinick, Mission Advancement Events Specialist, SMM		Host LCCMR researchers and disseminate results through SMM's Coffee with a Curator event; 8 online events			43.7%	0.09		$6,724
SMM Experience Developer		Copy writing, editing, proofing, project support for website content and exhibit experiences			43.7%	0.6		$46,138
SMM Graphic Designer		Design website graphic interface and brand elements, and display graphics for in-museum experiences			43.7%	0.3		$22,495
SMM Exhibit Production Manager		Oversee timeline and budget, maintain museum standards in design, production and installation of			43.7%	0.2		$20,447

		exhibit components (Story Map Kiosk & News from the Field interactive)					
SMM Exhibition Fabricators		Test, build, install, and troubleshoot initial operations of interactive exhibit components (Story Map Kiosk & News from the Field interactive)		43.7%	0.9		$69,163
SMM Outreach and Social Media Coordinator		Coordinate social media based outreach of Story Map		43.7%	0.1		$7,468
SMM Story Map Media Developer		Website design and programming, content population, troubleshooting		43.7%	1.2		$89,610
						Sub Total	**$453,120**
Contracts and Services							
TBD	Professional or Technical Service Contract	Translation services for the 100 stories on the story map.			0.1		$5,000
TBD	Professional or Technical Service Contract	Videographer to film and edit Spotlight videos			1.2		$108,312
						Sub Total	**$113,312**
Equipment, Tools, and Supplies							
	Tools and Supplies	Media Kits (16 @ $78 each)	Will be sent to a subset of researchers highlighted in the 100 stories so they can send us video clips				$1,248
	Tools and Supplies	Fabrication and graphic production materials	Needed for the story map kiosk at SMM and to incorporate LCCMR stories into the News from the Field exhibit (all items under $5,000)	X			$17,250
	Equipment	Electronic Equipment for SMM Exhibit Components	Needed for the story map kiosk at SMM and to incorporate LCCMR stories into the News from the Field exhibit (all items under $5,000)	X			$18,000
						Sub Total	**$36,498**

Capital Expenditures								
							Sub Total	-
Acquisitions and Stewardship								
							Sub Total	-
Travel In Minnesota								
	Miles/ Meals/ Lodging	19 trips, 3 people per trip, one overnight stay per trip, mileage at $0.55 per mile (number of miles estimated, exact destinations unknown until projects are selected), per diem for 3 people at GSA rate for MN	Travel to researchers to film in-depth Spotlight and Ecoregion videos. One trip per Spotlight video (16 trips), 3 trips for Ecoregion videos (2-3 regions per trip)					$16,070
							Sub Total	$16,070
Travel Outside Minnesota								
							Sub Total	-
Printing and Publication								
							Sub Total	-
Other Expenses								
		Honorariums (18 x $500); SMM has a practice of offering a $500 honorarium to researchers devoting a significant amount of unpaid time and expertise to exhibit work in order to remove any potential financial barriers that might unequally effect researchers in earlier career stages or from historically underrepresented groups.	Honorariums will be offered to the 16 researchers in the Spotlight films for their time; two honorariums will be given to project advisors					$9,000
							Sub Total	$9,000
							Grand Total	$628,000

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
Equipment, Tools, and Supplies		Fabrication and graphic production materials	This includes AV equipment which will be necessary to bring the LCCMR stories and videos to a public audience at SMM.
Equipment, Tools, and Supplies		Electronic Equipment for SMM Exhibit Components	This includes AV equipment which will be necessary to bring the LCCMR stories and videos to a public audience at SMM.

Non ENRTF Funds

Category	Specific Source	Use	Status	$ Amount
State				
-			**State Sub Total**	-
Non-State				
In-Kind	All indirect project costs are provide in-kind by the Science Museum of Minnesota (federal indirect rate 40.09% on all direct costs = $251,765)	In-kind contribution of indirects	Pending	$251,765
			Non State Sub Total	**$251,765**
			Funds Total	**$251,765**

Attachments

Required Attachments

Visual Component

File: [5e665f92-44e.pdf](5e665f92-44e.pdf)

Alternate Text for Visual Component

Title: LCCMR Stories: Sharing Minnesota's Biggest Environmental Investment
Summary of the project: Bringing the stories of LCCMR-funded projects to a public audience across Minnesota
1) Events - Online live public events, 2) LCCMR Stories - Free, online interactive map-based stories from each of MN's Ecoregions, 3) Exhibits and Omni Theater - SMM gallery experiences and Omni Theater presentations, and 4) Shared Content - Free videos for formal and informal learning settings....

Optional Attachments

Support Letter, Photos, Media, Other

Title	File
SMM 990 FY20	fcafb7c4-460.pdf
Letter of Support from SMM President Alison Brown	[b21c22bc-fd4.pdf](b21c22bc-fd4.pdf)
SMM FY21 Audited Financial Statements	[ae631147-4b8.pdf](ae631147-4b8.pdf)
Background Check Certification Form	[03459ec1-90c.pdf](03459ec1-90c.pdf)

Difference between Proposal and Work Plan

Describe changes from Proposal to Work Plan Stage

At the time of submission, SMM employed an in-house media developer, who planned to film and edit the spotlight videos. This role no longer exists at SMM and will instead be contracted out to a videographer. Project personnel Stephanie Long (SMM) will still direct, produce, and retain creative control over the videos, and she has experience working with outside contractors for videography. Because of this change we have removed the Media Developer line under Personnel ($102,835) and associated video equipment that SMM had planned to purchase for the project (a video camera for $2,996 and AV equipment for filming, $2,481; these items were under Equipment, Tools, and Supplies). The total of these three line items ($108,312) has been applied to a Videographer under Professional/Technical Contracts.

November 2022, response to comment from LCCMR staff on Activity 1: There will be a lot of overlap in personnel time in selecting stories and programming them for the story map, so we feel it makes sense from a budgetary standpoint to keep these under the same activity. However, we agree that more milestones should be added; we have reworked the milestones under activity 1 to better represent the workflow over the course of the project.

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?
> Yes, I agree to the Commissioner's Plan.

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