

**Environment and Natural Resources Trust Fund
2010 Request for Proposals (RFP)**

LCCMR ID: 131-E1

Project Title:

Building Local Partnerships to Enhance Shoreland Conservation

LCCMR 2010 Funding Priority:

E. Natural Resource Conservation Planning and Implementation

Total Project Budget: \$ \$269,677

Proposed Project Time Period for the Funding Requested: 3 years, 2010 - 2013

Other Non-State Funds: \$ \$0

Summary:

We will build the capacities of environmental professionals and local communities to work together on shoreland conservation. Outputs include workshops and toolkits for community partnering, engagement, implementation and evaluation.

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Sponsoring Organization: U of MN

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Location:

Region: Statewide

County Name: Statewide

City / Township:

| | | |
|----------------------|------------------|------------------|
| _____ Knowledge Base | _____ Broad App. | _____ Innovation |
| _____ Leverage | _____ Outcomes | |
| _____ Partnerships | _____ Urgency | _____ TOTAL |

MAIN PROPOSAL

PROJECT TITLE: Building Local Partnerships to Enhance Shoreland Conservation

PROJECT SUMMARY

We will build the capacities of environmental professionals and local communities to work together on shoreland conservation. Outputs include workshops and toolkits for community partnering, engagement, implementation and evaluation.

I. PROJECT STATEMENT

There have been many recent advances in shoreland conservation outreach and extension efforts in Minnesota, as well as substantive work in social marketing, shoreland buffer training and materials, and publications. While these efforts are very encouraging, long-term results and outcomes have not yet been evaluated. We have identified certain gaps that warrant further research and development. Many shoreland professionals, especially those working at the local government unit (LGU) level, are trained in the biophysical sciences. They are not familiar with basic participatory planning tools, social engagement approaches, social research, or project evaluation. For example, 88% of water projects in Minnesota cannot identify their target audiences, nor determine project impacts on their intended audience. A poll of twenty-five municipal and county shoreland conservation staff showed that only a few had basic skills or training in working with a target audience. Conversely, many communities are difficult to engage, but their barriers to participation and partnership are not well known.

This applied research and training proposal aims to bridge the gap between local communities and shoreland professionals. Project objectives are to build local partnerships by (1.) building the capacities of local shoreland professionals to engage with their target audiences, and (2.) to improve the capacity of communities and citizen groups to engage in shoreland conservation programs. Outputs will include (a.) a *research report highlighting best practices* and summarizing the most effective/efficient strategies for building local partnerships; (b.) *training workshops for shoreland professionals and for community leaders and groups*; and (c.) a *web-based tool-kit of guidelines, practices, methods and techniques* for engagement, partnering, and evaluation/impact assessment.

II. DESCRIPTION OF PROJECT RESULTS

Result 1: Research on partnering and engagement

Budget: \$90,571

We will research the engagement strategies used by shoreland conservation professionals for cost, motivation and effectiveness. We will conduct a survey and focus groups of professionals to determine best practices, gaps and needs when working with their target audiences. We will identify what works and what doesn't work, along with lessons learned. We will also conduct research with local communities, groups and local leaders to identify their needs, barriers and constraints to participation and partnering. We will identify best practices, gaps and needs in community-based partnering with public agencies on shoreland conservation. From this assessment we will develop a pilot workshop series and web-based toolkit.

Deliverable 1

Research report identifying gaps and needs for both groups

Completion Date

June 2011

Result 2: Workshops for shoreland conservation professionals

Budget: \$47,941

We will organize four workshops in greater Minnesota for professionals, covering the following: *Identifying and Understanding your Target Audience*; *Engagement Strategies for Local Stakeholders*; and *Practical Tools for Impact Assessment and Evaluation*.

Deliverable 2 **Completion Date**
Completion of four workshops for professional staff June 2012

Result 3: “How-to” workshops for community groups **Budget: \$56,903**
We will organize eight workshops in greater Minnesota for local communities, sporting groups, lake associations, tribal bands, local leaders and others on partnering and engagement.

Deliverable 3 **Completion Date**
Completion of eight workshops for community groups December 2012

Result 4: Web-based toolkit **Budget: \$ 36,981**
The toolkit will include curricula and materials on stakeholder engagement, working with target audiences, and guidance on measuring the social outcomes and impacts of shoreland conservation programs (evaluation/impact assessment).

Deliverable 4 **Completion Date**
Completion of web-based toolkit March 2013

Result 5: Evaluation **Budget: \$ 37,281**
Based upon findings and lessons learned, we will prepare an evaluation report and recommendations for building local conservation partnerships.

Deliverable **Completion Date**
Evaluation report with recommendations July 2013

III. PROJECT STRATEGY

A. Project Team/Partners:

- **Water Resources Center**, University of Minnesota (project coordination; survey research)
- **Minnesota Extension Shoreland Team** (facilitation; focus groups; training workshops)
- **Fortin Consulting, Inc. (FCI)** (metro-area facilitation, focus groups; training workshops)
- **Minnesota Conservation Corps (MCC)** (administer pre/post surveys at all sites; data collection and entry)
- **Initiative Foundation** (identifying local stakeholders and sites; workshop hosting)

B. Timeline Requirements

Months 1-12: Conduct surveys of shoreland communities and professionals
Months 12-30: Conduct training workshops for professionals and local groups
Months 30-36: Completion of on-line toolkit and evaluation report

C. Long-Term Strategy

This proposal builds upon our prior experience with winter maintenance training (Fortin Consulting), the *Native Shoreland Buffer Incentives* project (MN DNR, MN Extension and U of M WRC), and the MPCA and EPA-funded *Developing Social Indicators for Nonpoint Source Pollution* (U of M WRC). We will develop and test an iterative pilot approach that builds the capacity of both sides to work effectively together on shoreline initiatives. Lessons will be shared on-line and at conferences and other fora, and distributed widely to improve future shoreland management.

Project Budget: Building Local Partnerships to Enhance Shoreland

IV. TOTAL PROJECT REQUEST BUDGET (three years)

| Project Budget | AMOUNT |
|--|-------------------|
| Personnel: | \$184,904 |
| U of M WRC staff: Karlyn Eckman, PI @ 10%. 3-yr total \$24,727 + Fringe @ 32.3% (7,987) = \$ 32,714 | |
| U of M WRC staff: Barbara Liukkonen @10%. 3yr total \$21892 + Fringe @ 32.3% (7071) = \$28,963 | |
| U of M graduate student research assistant 32,000 year 1, 33,000 year 2, 34,000 year 4 includes Fringe = \$99,000 | |
| MN Extension staff: Mary Blickenderfer @5%. 3-yr total \$10,957 + Fringe @ 32.3% (3,539) = \$14,496 | |
| MN Extn staff: Eleanor Burkett @ 5%. 3-yr total \$7,355+ Fringe @ 32.3% (2,376) = \$9,731 | |
| Contracts: Fortin Consulting for focus groups and workshops 24,000; Minnesota Conservation Corps five-person crew for four weeks of survey research 24,000 | \$48,000 |
| Equipment/Tools/Supplies: | |
| Supplies, duplication, and materials for 4 professional staff workshops (\$1,000) and 8 community workshops (\$2,000) | \$3,000 |
| Acquisition (Fee Title or Permanent Easements): | None |
| Travel (in-state): Deliverable 1 Ground transportation/lodging/per diem for two U of M researchers at four areas in greater MN, Subtotal: \$18,820; Deliverable 2 Ground transportation, lodging and per diem for four workshops Subtotal: \$1,960; Deliverable 3 Ground transportation, lodging and per diem for eight workshops in greater MN Subtotal: \$5,923; Deliverables 4 and 5 No travel anticipated; Local travel for team meetings, local parters, agencies etc. allow \$300 | \$27,003 |
| Additional Budget Items: Survey of local communities (questionnaire duplication, postage, supplies) \$1,170; Eight focus groups in greater MN allow 1,600; Total 2,770 MN extension fees: \$500/workshop costs for Blickenderfer and for Burkett x 4 workshops each = \$4,000 | \$6,770 |
| TOTAL PROJECT BUDGET REQUEST TO LCCMR | \$ 269,677 |

V. OTHER FUNDS

| SOURCE OF FUNDS | AMOUNT | Status |
|---|---------------------|---------|
| Other Non-State \$ Being Applied to Project During Project Period: | Not applicable | |
| Other State \$ Being Applied to Project During Project Period: | Not applicable | |
| In-kind Services During Project Period: Initiative Foundation will host some of the workshops (to be determined), and provide refreshments to participants. We will seek in-kind match from local groups, natural resources professionals and volunteers | \$20,000 (estimate) | Pending |
| Remaining \$ from Current Trust Fund Appropriation (if applicable): | Not applicable | |
| Funding History: The proposed project builds directly upon the experience of the LCCMR-funded Native Shoreland Buffer Incentives Project (NSBI) | \$225,000 | Secured |

Project Manager Qualifications & Organization Description

BUILDING LOCAL PARTNERSHIPS TO ENHANCE SHORELAND CONSERVATION

Project Manager:

Karlyn Eckman, Ph.D., Senior Fellow
Water Resources Center (WRC), University of Minnesota
173 McNeal Hall, 1985 Buford Avenue, Saint Paul, MN 55108

Project Manager Qualifications

Karlyn Eckman is a researcher and experienced project manager, and will be responsible for managing the proposed project. She will coordinate all activities with collaborators and stakeholders. She is responsible for executing contracts, tracking expenses, submitting program updates, facilitating meetings, and managing the overall progress of the project. She will be assisted by Barbara Liukkonen and a graduate student research assistant. This U of M WRC team will design all project research (baseline and follow-up surveys).

Karlyn Eckman has experience managing and directing multiple international, federal, state and local grant projects. She has been the PI on grants from the United Nations, USEPA, USDA-CSREES, MPCA, MN DNR, LCCMR, a local community group, and others. Prior to joining the U of M WRC, Karlyn was the Chief Technical Advisor for the United Nations Food and Agriculture Organization (FAO), directing an interdisciplinary \$4.1 million water project in Cambodia, Nepal and Zambia. Karlyn has a B.E.S., M.S. and Ph.D. (forestry and watershed management) from the University of Minnesota, and an M.A. from Johns Hopkins University (agricultural planning and management). Karlyn is trained in both the biophysical sciences and social science research. She has worked on a variety of water, conservation and forestry projects and research efforts for nearly thirty years.

Organization Description

The University of Minnesota Water Resources Center works to improve and protect the quality and value of water resources by increasing knowledge and understanding through the integration of interdisciplinary research, education, and public engagement. As the focal point for work related to water resources, the WRC links faculty and student researchers with practicing professionals and citizens to address water resources issues. This facilitates effective delivery of research results to citizens and decision-makers and opens new avenues for multi-disciplinary and interagency partnerships.

Project partners and collaborators

- **Minnesota Extension Shoreland Team** (Mary Blickenderfer, Extension Educator, Shoreland Education; Eleanor Burkett, Regional Extension Educator). Along with FCI, this group will review engagement strategies, and facilitate focus groups and workshops for both target audiences (greater MN).
- **Barbara Liukkonen**, Water Resources Educator, U of M WRC; retired MN Extension educator working on shoreland issues.
- **Fortin Consulting, Inc.** (Connie Fortin and Carolyn Dindorf). FCI will facilitate focus groups and workshops for both target audiences, especially in the metro and central MN areas.
- **Minnesota Conservation Corps (MCC) Young Adult Program.** MCC workers will be trained by WRC in survey interviewing and data entry. WRC and MCC have previously worked together on survey research in Duluth.
- **Don Hickman, Initiative Foundation**, to assist in identifying local sites and communities; and hosting some project workshops (to be determined).

