

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

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**LCCMR ID: 134-E1**

**Project Title:**

Planning as if Nature Mattered

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**LCCMR 2010 Funding Priority:**

E. Natural Resource Conservation Planning and Implementation

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**Total Project Budget: \$** \$472,025

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

**Other Non-State Funds: \$** \$0

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**Summary:**

Through demonstration projects in the Mississippi River growth area, develop a model process for precision conservation planning for optimal development and conservation activities at watershed, community, and site levels.

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**Sponsoring Organization:** CR Planning, Inc.

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**Location:**

**Region:** Metro

**County Name:** Anoka, Hennepin, Sherburne, Wright

**City / Township:**

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

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# MAIN PROPOSAL

**PROJECT TITLE: Planning as if Nature Mattered:** Using natural resource information for better land use decisions in the Upper Mississippi River growth corridor

## I. PROJECT STATEMENT

Influencing management and development choices on private lands offers great opportunity for improving Minnesota's land and water resources. Publicly-owned lands, where agencies with natural resource missions make management decisions, will always cover a minor percentage of the state. Private land development decisions are made by landowners, developers, and local governments who do not necessarily prioritize natural resource outcomes.

During the explosive growth period of the last 15 years, many communities used a land use decision-making model that responded almost exclusively to economic drivers, with natural resource considerations taking a far back seat. The Upper Mississippi River growth corridor from the Twin Cities to St. Cloud is projected to add one million people in the next 20 years. A significant portion of the River in this area is impaired due to multiple impairments. Nearly 2/3rds of Minnesota citizens draw drinking water from the Mississippi. These factors alone demand a change in the land use decision-making model to produce better natural resource and development outcomes. This project identifies critical points in the land use decision-making process then targets improved natural resource information (e.g. cumulative impacts of development on watersheds) and improved communication techniques to these critical points to produce better natural resource outcomes.

The goal is to partner with local governments in the River corridor to develop and demonstrate a more effective land use decision-making model leading to reduced cumulative impacts on land and water resources. The result will be a model process for precision conservation planning determining optimal development and conservation activities at regional, watershed, community and site levels. Planning as if nature matters does not preclude nor deter development, but rather raises natural resource considerations to an equal level with economic considerations.

By working directly with three communities, this project will field test a communicative/systemic model developed by a companion project funded by the University of Minnesota's Institute on the Environment. The model aims to increase stakeholder and decision-maker understanding of ecological, biophysical, economic, political, legal, and cultural factors that create negative cumulative impacts on land and water resources. It will improve both the *process* that engages multiple stakeholders in the management of cumulative impacts and the shared *understanding of resource systems* that are at stake. Through increased understanding of these factors and modifications in the decision-making process, better land use decisions will be made producing better outcomes for land and water resources.

After completing the demonstration projects, the learning and process will be transferred to other communities in the corridor through workshops. Our goal is to have a critical mass of communities within the corridor embrace the new natural resource based decision-making process so that the process reinforces and sustains itself for better natural resource outcomes into the future.

## II. DESCRIPTION OF PROJECT RESULTS

**Result 1:** Work with partner communities to create and implement a model natural resource-based land use information, communication, and decision-making process **Budget:** \$362,800

A project team comprised of experts in natural resources, local government, and communication will work with 3 partner communities to:

- Increase understanding of biophysical processes, economic, political, legal and cultural

factors influencing land use decisions and natural resource outcomes

- Increase capacity for communication and deliberation for all participants in land use decisions leading to increased mutual understanding of outcomes, including cumulative impacts and cross-jurisdictional impacts
- Create new systems for land use decision-making for better natural resource outcomes

The 3 communities selected will demonstrate a range of natural resources, demographic trends, and formal and informal decision-making processes. The project team will work to influence these decision-making processes to accept new information, new communication strategies, new partnerships, and new outcomes. The work in each community will culminate in the modification of processes, policies, programs, or regulations to support long-term commitment to natural resource-based land use decision-making. The project provides some reimbursement to communities for costs to enable them to participate whereas they may not otherwise participate.

#### **Deliverables**

	<b>Completion Date</b>
1. Choose partner communities	November 2010
2. Assemble natural resource data and conduct cumulative watershed impact analysis for the corridor and partner communities. Data would include ENRTF-funded projects such as the DataWorkshop and Statewide Ecological Ranking of CRP and Other Critical Lands	June 2011
3. Identify and document critical natural resource and land use decision-making points for each partner community	June 2011
4. Develop and implement communication strategies with partner communities targeted at critical decision-making points	June 2012
5. Modify policies, processes, programs, and regulations in each partner community to institutionalize changes in the decision-making process	June 2012

**Result 2:** Create a report and educational materials documenting the process and conduct 5 outreach workshops in the River corridor. **Budget:** \$109,225

This project uses a tiered approach to engaging communities in the River corridor. First is the intensive, hands-on work with 3 communities (Result 1) resulting in a new natural resource-based land use decision-making model and direct results in the three communities. The second tier engages additional communities in the corridor through 5 outreach workshops. A report and educational materials documenting the process will be created and used in the workshops. The goal of Results 1 and 2 is to ensure widespread and sustained implementation of the new decision-making process by engaging a majority of communities in the corridor

#### **Deliverables**

	<b>Completion Date</b>
1. Create report and educational materials documenting the process	December 2012
2. Organize and facilitate 5 outreach workshops	June 2013

### **III. PROJECT STRATEGY**

**A. Project Team/Partners** – CR Planning, Inc., University of Minnesota, Local Governments within the River Corridor, National Park Service, MN DNR Central Region

**B. Timeline Requirements** – The 3 year timeline accommodates development of information, customized work with partner communities, development of report and educational materials, and outreach workshops.

**C. Long-Term Strategy** – The strategy is to empower communities and provide them the tools to take additional implementation actions to protect land and water resources in the River corridor after the project is complete. The model will also be relevant to other Minnesota growth areas. The workshops will be designed so that they can be used in other areas of the state.

## Project Budget

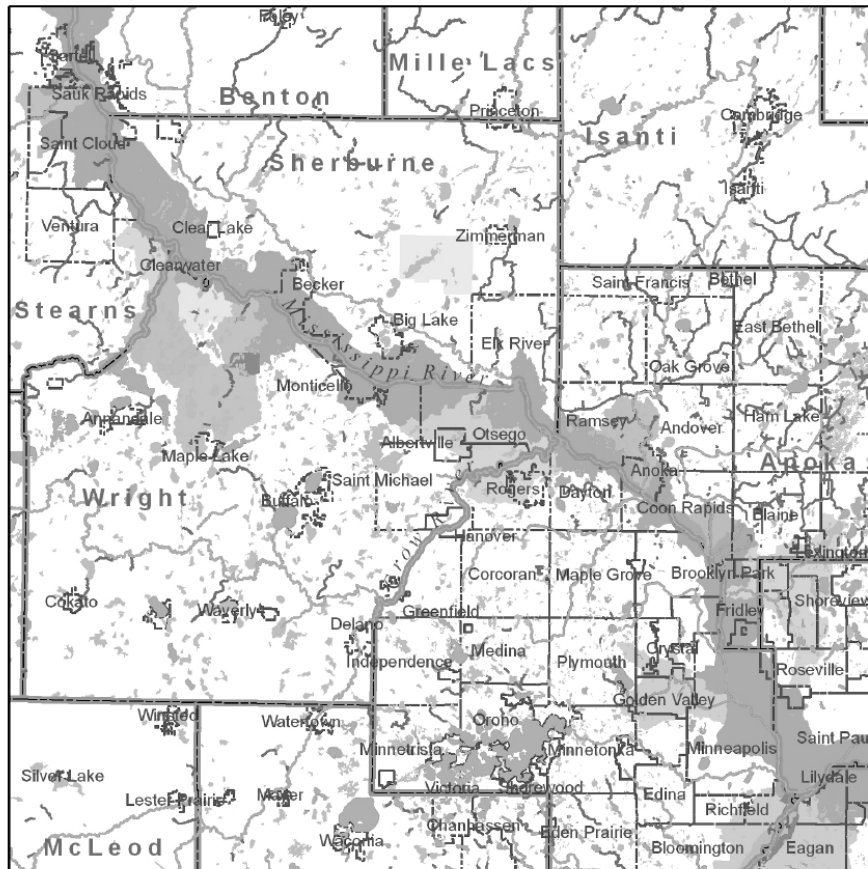
### IV. TOTAL PROJECT REQUEST BUDGET (3 years)

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
<b>Personnel: Project manager</b> - Jean Coleman, Attorney/Land Use Planner, CR Planning, Inc.; project management; project team expert; educational workshop coordinator; 40% FTE; Salary 80%; Benefits 20%; June 2010 to June 2013	\$ 120,000
<b>Contract: University of Minnesota Lead</b> - Carissa Schively Slotterback, PhD, AICP, Assistant Professor, Urban and Regional Planning Program, Humphrey Institute of Public Affairs; Prof. Schively is on a 9 month appointment; 15% FTE; June 2010 to June 2012	\$ 30,000
<b>Contract: University Faculty Project Team Experts</b> ; David Pitt, Landscape Architecture; Valentine Cadieux, Geography; Laura Schmitt Olabisi, Michigan State University; All on 9 month appointments; 10% FTE; June 2010 to June 2012 Other faculty who will participate on the project but not be compensated are: David Mulla, Soil, Water, and Climate; Nicholas Jordan, Agronomy and Plant Genetics; Brad Karkkainen, Law School; Steve Manson, Geography; and Stephen Polasky, Applied Economics	\$ 52,500
<b>Contract: 1 Post-doctorate Researcher</b> for data assembly and cumulative watershed impact analysis; 100% FTE; June 2010 to June 2011	\$ 75,000
<b>Contract: 1 Graduate-level Research Assistant</b> for data assembly, GIS support, and graphic representation of data; 50% FTE; June 2010 to June 2011	\$ 32,000
<b>Contract: Outside experts-</b> Not yet identified; provide customized technical assistance to partner communities; June 2010 to June 2012	\$ 30,000
<b>Contract: Educational materials writer</b> - Debra Elias-Morse, Technical Writer; create final report and educational materials; June 2012 to December 2012.	\$ 35,000
<b>Contract: Graphic designer</b> - Not yet identified; design educational materials and invitation for educational workshops; June 2012 to December 2012	\$ 5,000
<b>Reimbursement contracts with partner communities</b> to support community implementation activities directly related to the project such as additional GIS analysis, public outreach expenses, other contract staffing needs. 3 communities at \$20,000 each	\$ 60,000
<b>Travel to partner communities:</b> 60 trips @ 100 miles round-trip @ \$0.55 per mile	\$ 3,300
<b>Travel to educational workshops:</b> 25 trips @ 500 miles round-trip @ \$0.55 per mile	\$ 6,875
<b>Printing and mailing costs for invitations to educational workshops.</b> Printing at \$.07 per copy = \$1,050. Mailing at \$0.42 per piece = \$6,300.	\$ 7,350
<b>Printing costs for educational workshop materials and other workshop materials.</b> 60 attendees per workshop (5) at \$30.00 per person printing costs = \$9,000. Additional meeting materials (flip charts, folders, etc.) total of \$1,000.	\$ 10,000
<b>Speaker stipends.</b> \$250 stipends for 4 speakers at each of 5 educational workshops.	\$ 5,000
<b>TOTAL PROJECT BUDGET REQUEST TO LCCMR</b>	<b>\$ 472,025</b>

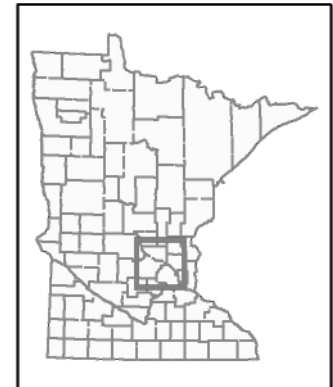
### V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
<b>In-kind Services During Project Period:</b> Partner community in-kind staff services. These services are estimated at \$20,000 per community.	\$ 60,000	Pending
<b>Funding History:</b> The concept for this project was developed in 2008 under a Synthesis Grant from the University of Minnesota Institute on the Environment	\$ 97,500	Awarded
<b>Funding History:</b> Companion project has requested additional funding from the University of Minnesota Institute on the Environment Minnesota Futures Fund - \$250,000 for 2009/2010.	\$250,000	Pending

# Planning as if Nature Mattered

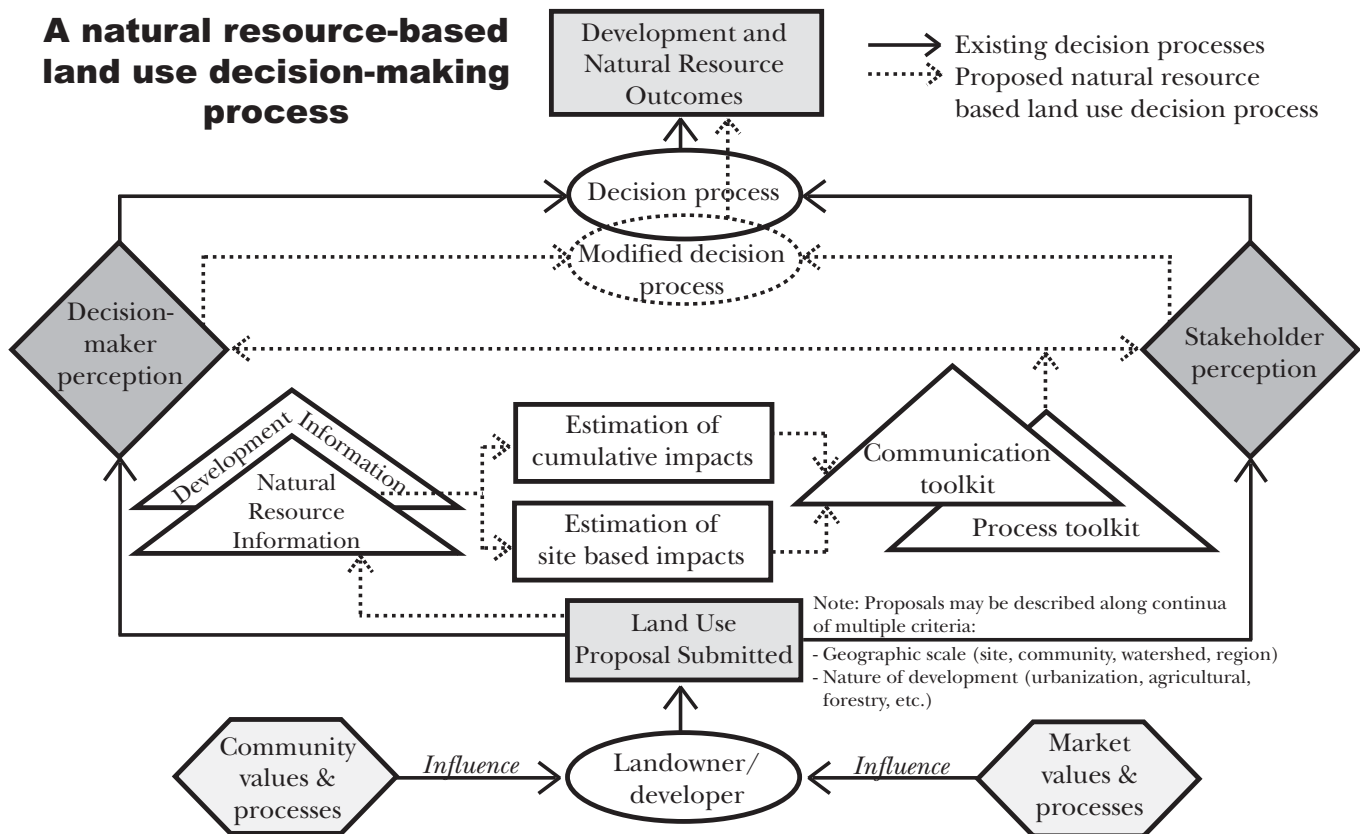


## Project Area



- Rivers and Streams
  - Impaired Waters (Streams)
  - Impaired Waters (Lakes)
  - Public Waters
  - Municipalities
- Minor watersheds immediately adjacent to Mississippi are highlighted

## A natural resource-based land use decision-making process



## **Planning as if Nature Mattered**

### **Project Manager Qualifications and Organization Description**

#### **Project Manager: Jean Coleman, President, CR Planning, Inc.**

Ms. Coleman is an attorney and land use planner with over twenty years of experience managing complex policy development and natural resource protection programs in Minnesota, the upper Midwest and northeast states. Most recently Jean served as project coordinator for the ENRTF-funded *Minnesota Statewide Conservation and Preservation Plan* and project manager for the MPCA's Minnesota Stormwater Steering Committee Roadmap project. Jean is currently managing research on the use of conservation easements to mitigate forest parcelization for the Minnesota Forest Resources Council. Prior to working as a consultant, Jean was Midwest Director for the American Farmland Trust and project manager with the Mid-Atlantic office of the Trust for Public Land. Jean holds a J.D and M.A. in Urban and Regional Planning from the University of Iowa, and a B.A. in Political Science from the University of Northern Iowa.

Jean Coleman, CR Planning, Inc.  
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#### **Organization Description: CR Planning, Inc.**

CR Planning, Inc. is a firm providing consultant services in the following disciplines:

- Natural Resources and Energy Policy and Planning
- Sustainable Development
- Urban and Rural Land Use Planning and Zoning
- Geographic Information Systems (GIS)

CR Planning principals have facilitated planning processes on behalf of county, township, city, and state governments in rural areas, metropolitan regions and neighborhoods. CR Planning, Inc. was formed in 2003 by individuals committed to inclusive, stakeholder-driven planning processes. CR Planning principals have over 40 years of project management experience. They bring extensive experience in project management to meet clients' needs, in addition to technical expertise and knowledge of natural resource, economic, and community systems. Principals have managed large, complex, and long-term planning projects as well as focused projects on a short time frame.