

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

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**LCCMR ID: 196-F**

**Project Title:**

Working Together to Restore the Minnesota River

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**LCCMR 2010 Funding Priority:**

F. Environmental Education

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**Total Project Budget: \$** \$507,100

**Proposed Project Time Period for the Funding Requested:** 2 years, 2010 - 2012

**Other Non-State Funds: \$** \$172,000

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**Summary:**

Contribute to restoration of the Minnesota River by raising awareness of the beauty, recreational opportunities, and restoration efforts throughout the basin and training citizens to document local restoration projects.

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**Name:** John Hickman

**Sponsoring Organization:** Friends of the Minnesota Valley

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**Location:**

**Region:** Central, Metro, SW, SE

**County Name:** , Renville, Rice, Scott, Sibley, Steele, Stevens, Swift, Traverse, Waseca, Watonwan,  
Yellow Medicine

**City / Township:**

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

# Environmental Education Proposal

## Project Title: Working Together to Restore the Minnesota River

### Project Statement

In 1992, then-Governor Arne Carlson established the Minnesota River Citizens' Advisory Committee to develop recommendations for restoring the river, and in 1994 the committee published its final report, *Working Together: A Plan to Restore the Minnesota River*. One of the committee's recommendations was to "[E]ngage the general public." The Executive Summary of the report states: "Citizens throughout the basin need to come to understand the costs of a polluted river, the benefits of a clean river, and the actions they can take to make the river clean. Within each of the 12 major watersheds, citizens should be involved in developing shared visions of social, economic, and environmental health."

Despite considerable efforts, the Minnesota River remains impaired and is a major contributor of pollution to the Mississippi River. The Friends' "Working Together" project will:

- Raise awareness of the beauty, recreational opportunities, and restoration activities in the Minnesota River Basin.
- Develop citizen leaders who will document restoration activities taking place in their communities.
- Facilitate sharing of information about restoration activities among citizens, organizations, and government.

The project will achieve its goals by:

- Producing a one-hour video documentary about the history of the river from Glacial Lake Agassiz to the present, including an overview of current restoration activities.
- Recruiting and training high school and college groups to produce video documentaries about restoration projects taking place in their communities.
- Encouraging schools, nonprofit organizations, government agencies, and the general public to document restoration activities in a variety of formats including videos, PowerPoint presentations, and written reports.
- Making the documentaries and other reports widely available on public television and DVDs, and annually compiling them into a "State of the River" report.
- Creating and maintaining an interactive website.
- Hosting an annual awards show to publicly recognize the best videos and other reports.

### Description of Project Results

**Result 1:** Raise awareness of the beauty, recreational opportunities, and restoration activities in the Minnesota River Basin. **Budget:** \$xxx

<b>Deliverable</b>	<b>Completion Date</b>
1. Produce a one-hour video documentary about the geologic and cultural history of the river, including an overview of current restoration activities.	November 2010
2. Sponsor public presentations of the documentary in communities.	November 2010
3. Broadcast on public television.	January 2011
4. Distribute on DVD to schools, libraries, and agencies.	January 2011

**Result 2:** Develop citizen leaders who will document restoration activities taking place in their communities. **Budget:** \$xxx

<b>Deliverable</b>	<b>Completion Date</b>
1. Recruit 6 schools/colleges to participate (year 1) and 12 additional schools/colleges (year 2).	October 2010, October 2011
2. Provide training to the participants.	February 2011, February 2012
3. Provide ongoing technical support.	June 2012

**Result 3:** Facilitate sharing of information about restoration activities among citizens, organizations, and government. **Budget:** \$xxx

<b>Deliverable</b>	<b>Completion Date</b>
1. Create website where everyone can view and share documentaries and other reports.	October 2010
2. Maintain site.	June 2012
3. Produce annual "State of the River" documentaries. Make available on public television, DVDs, and website. Host annual awards show.	June 2011, June 2012

## Project Strategy

### Project Team/Partners

- Friends of the Minnesota Valley: Project sponsor, fiscal agent, administrative support
- Epic Media: Production of "Working Together" and "State of the River" documentaries; training for high schools/colleges
- Educational institutions, government agencies, nonprofit organizations, and the general public: Make onsite visits to restoration projects; produce videos and other reports
- TPT, Pioneer Public Television and local cable access stations: Air documentaries
- Portage Interactive: Create and help maintain interactive website
- Minnesota River Basin Data Center: Host and help maintain interactive website
- Minnesota Pollution Control Agency: Logistical support
- Minnesota Orchestra, St. Paul Chamber Orchestra, regional and school/college orchestras: Permission to use recordings in documentary soundtracks

### Timeline Requirements

Timeline requested is two years. First year will be spent producing the "Working Together" documentary, creating the website, and establishing relationships/assisting video production of six schools. Second year will enable enhancement of website and the addition of 12 school partners.

### Long-Term Strategy

The project may be considered complete as of June 2012, but the hope is that it would be carried on for many years. Primary funding would come from LCCMR. Matching funds would be solicited from a variety of partners including Clean Water, Land and Legacy Amendment revenues and regional and national foundations. It should also be noted that the project could be replicated in Minnesota's other major watersheds.

## Project Budget

### IV. TOTAL PROJECT REQUEST BUDGET (2 years)

<b>BUDGET ITEM</b>	<b>AMOUNT</b>
<b>Personnel:</b>	
Project Manager / Documentary writer (1 FTE)	\$ 104,000
Administrative support	\$ 8,500
<b>Contracts:</b>	
<b>Minnesota River Basin Data Center</b>	
Host and maintain interactive website	\$ 24,000
<b>Coalition for a Clean Minnesota River (CCMR)</b>	
Provide logistical support in the middle portion of the MN River Basin	\$ 9,600
<b>Clean Up our River Environment (CURE)</b>	
Provide logistical support in the upper portion of the MN River Basin	\$ 9,600
<b>EPIC Media</b>	
Produce initial "Working Together" one-hour documentary	\$ 71,000
Produce and distribute "Working Together" on DVD (1500 copies)	\$ 12,000
Recruit and train educational institutions to produce documentaries	\$ 58,000
Produce annual end-of-year "State of the River" documentaries	\$ 88,000
Produce and distribute "State of the River" on DVD (1500 copies each year)	\$ 24,000
Travel for location footage and one-day training sessions for educational institutions	\$ 5,300
<b>Portage Interactive</b>	
Design and create interactive website	\$ 72,000
<b>Equipment/Tools/Supplies:</b>	
Video hardware and software for educational institutions that lack it	\$ 12,000
<b>Travel:</b>	
Travel for location footage and one-day training sessions for educational institutions	\$ 5,300
Premiere showings of "Working Together"	\$ 800
Premiere showings of "State of the River"	\$ 1,600
Annual awards events	\$ 1,400
<b>Additional Budget Items:</b>	\$ -
<b>TOTAL PROJECT BUDGET REQUEST TO LCCMR</b>	<b>\$ 507,100</b>

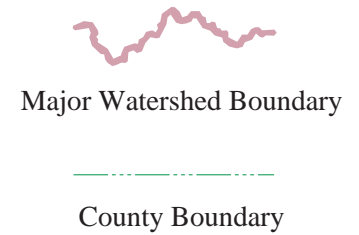
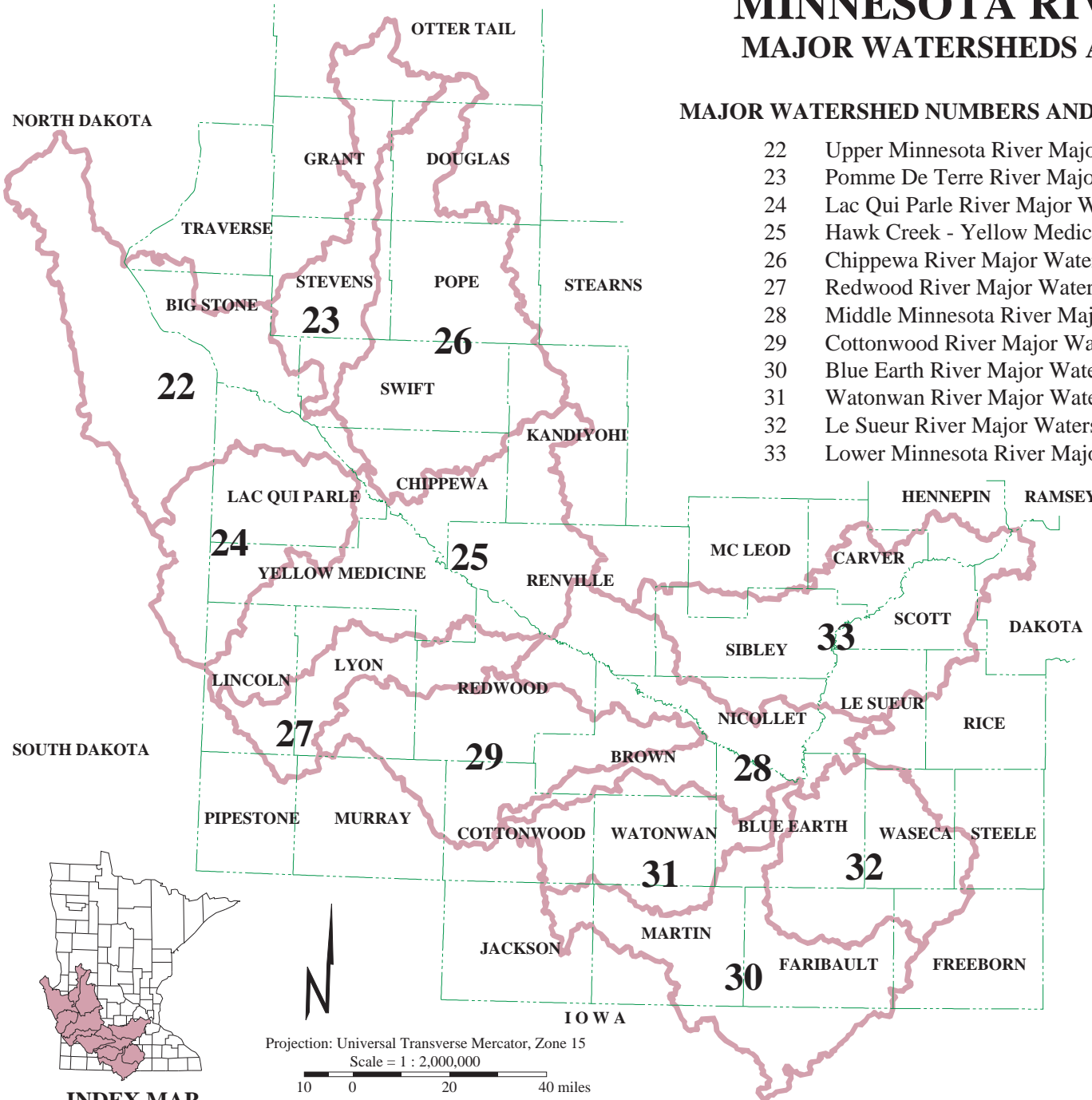
### V. OTHER FUNDS

<b>SOURCE OF FUNDS</b>	<b>AMOUNT</b>	<b>Status</b>
<b>Other Non-State \$ Being Applied to Project During Project Period:</b>		
Charles Stewart Mott Foundation: General project support	\$ 150,000	<i>Pending</i>
Canon Inc.: Video equipment	\$ 12,000	<i>Pending</i>
Crystal Pierz Marine: General project support	\$ 10,000	<i>Pending</i>
<b>Other State \$ Being Applied to Project During Project Period:</b>	\$ -	<i>Pending</i>
Full funding for this proposal is also being sought from the Clean Water, Land and Legacy Amendment funds		
<b>MN DNR: Helicopter for shooting footage for "Working Together"</b>	<b>\$ 5,600</b>	<i>Pending</i>
<b>In-kind Services During Project Period: compensation for Project Manager</b>	<b>\$ 66,000</b>	

# MINNESOTA RIVER BASIN MAJOR WATERSHEDS AND COUNTIES

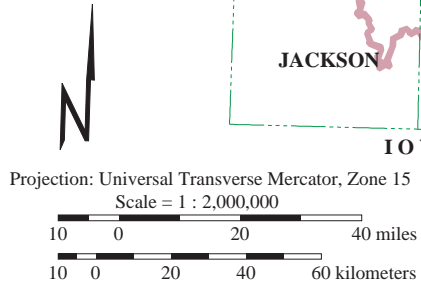
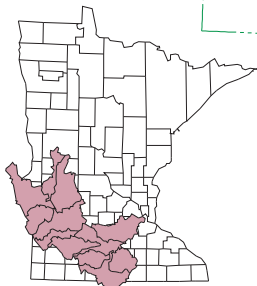
## MAJOR WATERSHED NUMBERS AND MAJOR WATERSHED NAMES

- 22 Upper Minnesota River Major Watershed
- 23 Pomme De Terre River Major Watershed
- 24 Lac Qui Parle River Major Watershed
- 25 Hawk Creek - Yellow Medicine River Major Watershed
- 26 Chippewa River Major Watershed
- 27 Redwood River Major Watershed
- 28 Middle Minnesota River Major Watershed
- 29 Cottonwood River Major Watershed
- 30 Blue Earth River Major Watershed
- 31 Watonwan River Major Watershed
- 32 Le Sueur River Major Watershed
- 33 Lower Minnesota River Major Watershed



Prepared for: The Minnesota River Basin  
Joint Powers Board.  
Prepared by: Mankato State University  
Water Resources Center  
Cartographic and GIS Section.  
Authors: Cis Berg and John Rongstad  
Date: January 15, 1996

Data for this map was prepared using  
ESRI ARC/INFO software and composed  
using ARC/INFO ARCPLOT.



## Project Manager Qualifications and Organization Description

### Project Manager Qualifications

John Hickman is a writer and project coordinator, most recently with Wells Fargo. Prior to that, he was for 10 years the senior writer for The Learning Company, a leading producer of educational software, where he helped develop such products as *Explore Yellowstone*, *Oregon Trail* and *Amazon Trail*. He has been on the board of directors of the Friends of the Minnesota Valley for 20 years and has served two terms as President. From 1992–94, he served on the Minnesota River Citizens Advisory Committee, created by then-Governor Arne Carlson to develop recommendations to clean up the river, and he wrote the recommendations for the committee's final report, *Working Together: A Plan to Restore the Minnesota River*. That report is used to this day as a framework for restoration efforts. Hickman was a founding member of the group that created the Minnesota River Valley Birding Trail and is also a member of the board of directors of the Audubon Center of the North Woods, a residential environmental learning center in Sandstone, MN.

The Friends will contract with EPIC Media and its Emmy Award-winning producer/director, Jon Carlson, to produce the documentaries and conduct training for the educational institutions. EPIC Media has produced more than a dozen 30-minute documentaries for broadcast about environmental and water quality issues and has received environmental education awards from the National Education Association and the Environmental Protection Agency. For the Minnesota Pollution Control Agency (with the cooperation of the MN River Board and the University of Minnesota Southern Research and Outreach Center), EPIC Media produced *Upland Water Retention on Agricultural Lands: Best Management Practices for Improving Drainage and Water Quality* (2002). One thousand copies were distributed to SWCDs, schools and agencies throughout the watershed. Carlson has taught video production and communication at the University of Minnesota, Augsburg College, Minneapolis Community and Technical College, and the College of Visual Arts, St. Paul. While on the management team at WCCO Television, Carlson organized a statewide network of high school video production teams to produce stories for the 5pm newscast.

### Organization Description

Citizen leaders in the Lower Minnesota River Valley were instrumental in helping establish the Minnesota Valley National Wildlife Refuge in 1976. The activities of this core group led to the founding of Friends of the Minnesota Valley six years later. The Friends of the Minnesota Valley is the primary private support group for the Refuge and the Lower Minnesota River Watershed.

Building on a strong tradition of citizens dedicated to the principles of individual responsibility for stewardship of our natural resources, The Friends' Leadership in Stewardship™ campaign focuses on working with a variety of stakeholders to find common ground and develop innovative conservation strategies on issues affecting the Minnesota Valley National Wildlife Refuge and the Lower Minnesota River Watershed. The Friends maintain strong relationships with other nonprofits focused on restoring the Minnesota River, including Coalition for a Clean Minnesota River, Clean Up our River Environment, and Rural Advantage. The Friends are a co-founder and active member of the Minnesota River Watershed Alliance.