

**Environment and Natural Resources Trust Fund  
2011-2012 Request for Proposals (RFP)**

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**LCCMR ID: 197-G**

**Project Title:** Community Clean-Ups for Water Quality

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**Category:** G. Environmental Education

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**Total Project Budget:** \$ \$364,480

**Proposed Project Time Period for the Funding Requested:** 2 yrs, July 2011 - June 2013

**Other Non-State Funds:** \$ 73,300

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**Summary:**

Through the Community Clean-Ups for Water Quality, Friends of the Minnesota Valley and the Freshwater Society will train citizens statewide to measurably reduce phosphorus pollution in lakes, rivers and streams.

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**Name:** Lori Nelson

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

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**Location**

**Region:** Statewide

**Ecological Section:** Statewide

**County Name:** Statewide

**City / Township:**

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_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ Employment	_____ TOTAL _____%

# 2011-2012 MAIN PROPOSAL

**PROJECT TITLE:** Community Clean-Ups for Water Quality

## I. PROJECT STATEMENT

1. Citizens throughout Minnesota will help stem nonpoint pollution to water bodies by conducting spring and fall community cleanups that remove leaves and organic debris before they combine with storm water and pollute our valuable water bodies with phosphorus and nitrogen. The Minnesota Pollution Control Agency estimates that 40% of the state's waters violate state water quality standards. Eighty-six percent (86%) of that impairment is due to non-point sources, including rain water runoff from streets and parking lots. Nutrients in organic debris such as leaves, dirt, and grass clippings--common on streets and parking lots--create and fuel harmful aquatic plant and algae growth to the detriment of fish, wildlife and recreation. Excessive algae shades rooted macrophytes, destroying food for waterfowl. It also slowly deprives desirable fish species, such as walleye, sauger and bass, of the oxygen they need to survive.

2. The Community Clean-Ups for Water Quality (Clean-Ups) are part of a water quality improvement program initiated by Friends of the Minnesota Valley. Recently awarded a Governor's Award for Excellence in Pollution Prevention, Clean-Ups have removed over 8,400 pounds of phosphorus pollution from the Minnesota River Watershed (MRW). Clean-Ups are expanding statewide through a partnership with the Freshwater Society. Citizens collect and remove organic debris from streets, parking lots and residential yards during critical times of the year. For every five bags of organic material collected and composted, one pound of phosphorus pollution is prevented and a cost of \$300 for wastewater treatment is eliminated (source: MPCA). We will conduct clean-ups in each of six regions within the state. The clean-ups will also continue in the MRW. In 2011, the partners will conduct a minimum of 20 clean-ups in the MRW, 5 clean-ups in each of the 5 non-metro regions, and 15 clean-ups in the metro region. In 2012, we will conduct a minimum of 20 clean-ups in the MRW, 10 clean-ups in each of the 5 non-metro regions, and 25 clean-ups in the metro region. We will insert individual clean-up response cards in newspapers so that citizens can do their own Clean-Ups near their homes. Through these activities, we will remove a minimum of 3,600 pounds of phosphorus, equal to 3.6 million pounds of algae, in 2011. In 2012, we will remove a minimum of 5,700 pounds of phosphorus, equal to 5.7 million pounds of algae. We will save Minnesota communities a minimum of \$2.79 million dollars in wastewater treatment costs. Our target is to involve a minimum of 3,000 volunteers in 2011 and 5,000 volunteers in 2012.

3. We have divided the State of Minnesota into six regions: Northwest, Northeast, Southwest, Southeast, Central and Metro. We will conduct trainings in each region to introduce the program and provide toolkits. Toolkits include an informational DVD and a reference manual to assist Clean-Up organizers. We will work with water resource non-profit organizations to identify partners and implement Clean-Ups. In addition to regional group trainings, we will provide one-on-one training and technical assistance to groups where needed. We will provide materials such as t-shirts, door hangers, and yard signs to assist organizers, recognize participants, and educate the public about the benefits of Clean-Ups. We will also develop a website for Clean-Up participants to post results. Finally, we will compile, evaluate, and report pollution reduction results.

## II. DESCRIPTION OF PROJECT ACTIVITIES

### Activity #1: Project Recruitment and Training

**Budget: \$157, 470**

<b>Outcome</b>	<b>Completion Date</b>
Prepare and distribute sponsor recruitment mailing	August 2011, January 2012, August 2012, January 2013

Prepare 360 Community Clean-Ups Toolkits for distribution	August 2011, April 2012, August 2012 and April 2013
Conduct six (6) regional training sessions/ year	August 2011, April 2012, August 2012 and April 2013

**Activity #2: Project Implementation**

**Budget: \$ 183, 250**

<b>Outcome</b>	<b>Completion Date</b>
Procure Clean-Up equipment and supplies	October 2011, April 2012, October 2012, Apr. 2013
Conduct 60 Clean-Ups statewide	October 2011, April 2012
Conduct 95 Clean-Ups statewide	October 2012, April 2013
Prepare and distribute individual response forms	October 2011, April 2012, October 2012, Apr. 2013

**Activity #3: Project Evaluation and Reporting**

**Budget: \$ 23, 760**

<b>Outcome</b>	<b>Completion Date</b>
Develop interactive Clean-Ups website	October 2011
Evaluate and report results to MPCA, public media	December 2011, May 2012, December 2012, May 2013

**III. PROJECT STRATEGY**

**A. Project Team/Partners**

Project team leaders are Friends of the Minnesota Valley and the Freshwater Society. Team leaders will jointly conduct regional training sessions. Friends of the Minnesota Valley is responsible for individualized training and Clean-Up implementation assistance. The Freshwater Society is responsible for procuring equipment and supplies and producing training materials. Team leaders request \$182,240 per year for two years from LCCMR. Through our organizations and our association with other partners (10 public and private partners), we will provide a minimum match of \$73,300 in cash and \$137,800 in in-kind contributions (20% cash match and 57% total match). Please see attached budget for details.

**B. Timeline Requirements**

The Clean-Ups are perennial and seasonal, conducted in the fall and spring when they are most effective. There are three program components, each with its own timeline (please see Section II). Recruitment and training occur primarily during the fall and winter months; Clean-Up implementation occurs in the spring and/or fall, and evaluation and reporting follow as information is received from Clean-Up participants and later processed and evaluated by the project partners. The program is going into its eighth year of operation and, if funded by LCCMR, we anticipate that additional future funding will be needed for continued statewide expansion [please see Section III(C), *infra*, for more information].

**C. Long-Term Strategy and Future Funding Needs**

The partnership between the team leaders is a multi-year collaboration. Since Minnesota has over 12,000 lakes and over 92,000 miles of rivers and streams, there is great potential for replication and increased funding. This year, the Friends received a 319 grant from the EPA, administered by the Minnesota Pollution Control Agency, providing us with \$110,000 over three years, but this money is limited to the Minnesota River Watershed. Team leaders have developed and are refining a long-term funding strategy to sustain and increase program funding by focusing on contributions from other partners, community groups, corporations, foundations, and individual donors. Our goal is to double our statewide match by the end of the grant period.

## 2011-2012 Detailed Project Budget (FMV)

### IV. TOTAL TRUST FUND REQUEST BUDGET: 2 years

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
<b>Personnel:</b> Friends of the Minnesota Valley, Executive Director (.3 FTE): 1 person, July 2011-June 2013, salary-90%, benefits-10% (\$54,380); Friends of the Minnesota Valley, Watershed Initiative Coordinator (.3 FTE): 1 person, July 2011-June 2013, salary-100%, benefits-0% (\$18,540); Friends of the Minnesota Valley, Community Clean-Ups Program Coordinator (1 FTE): 1 person, July 2011-June 2013, salary-90%, benefits-10% (\$110,000)	\$182,920
<b>Contracts:</b> Freshwater Society, Executive Director (.05 FTE): 1 person, July 2011-June 2013, salary-86% benefits-14% (\$11,400); Freshwater Society, Project Manager (.15 FTE): 1 person, July 2011-June 2013, salary-86%, benefits-14% (\$18,240)	\$29,640
<b>Equipment/Tools/Supplies:</b> Clean-Up Supplies: rakes (\$1,000), gloves (\$2,000), bags (\$6,000), vests(\$3,500), signs (\$4,000), door hangers (\$2,160), t-shirts (\$50,000), post-Clean-Up food and beverages (\$6,000)	\$74,660
<b>Acquisition (Fee Title or Permanent Easements):</b>	N/A
<b>Travel:</b> mileage (\$15,400), lodging (\$1,400), meals (\$800)	\$17,600
<b>Additional Budget Items:</b> printing of training and educational materials, including toolkit (\$7,160); newspaper inserts--printing and insertion (individual Clean-Up response forms) (\$30,000); Community Clean-Up mailings (\$20,000); website development (\$2,500)	\$59,660
<b>TOTAL ENVIRONMENT &amp; NATURAL RESOURCES TRUST FUND \$ REQUEST</b>	<b>\$364,480</b>

### V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
<b>Other Non-State \$ Being Applied to Project During Project Period:</b> EPA Section 319 DER grant (3-year funding; 2-years applied to this grant)	\$73,300	<i>Secured</i>
RBC Foundation (\$100,000); Xcel Energy (\$20,000); Bloomington Rotary Foundation (\$5,000); Bloomington Community Foundation (\$10,000); Eden Prairie Community Foundation (\$2,000)	\$137,000	<i>Pending</i>
<b>Other State \$ Being Applied to Project During Project Period:</b>	N/A	<i>N/A</i>
<b>In-kind Services During Project Period:</b> In-kind professional and volunteer services--Coalition for a Clean Minnesota River (\$10,800); Clean Up the River Environment (\$8,000); City of Arlington (\$26,000); City of Le Sueur (\$22,000); City of New Ulm (\$30,000); Freshwater Society (\$31,000), Friends of the Minnesota Valley (\$10,000)	\$137,800	<i>Secured</i>
<b>Remaining \$ from Current ENRTF Appropriation (if applicable):</b>	N/A	<i>N/A</i>
<b>Funding History:</b> Cash funding from non-state Clean-Up partners (other than EPA) from 2007 to present: Archibald Bush Foundation (\$75,000); McKnight Foundation (\$103,300); Xcel Energy (\$20,000); Bloomington Rotary (\$7,000); Bloomington Community Foundation (\$2,000); Eden Prairie Community Foundation (\$1,000)	\$208,300	<i>N/A</i>

**PROJECT MANAGER QUALIFICATIONS  
AND ORGANIZATION DESCRIPTION:  
COMMUNITY CLEAN-UPS FOR WATER QUALITY**

**Project Manager Qualifications:**

**LORI M. NELSON, EXECUTIVE DIRECTOR**

Lori Nelson came to Friends of the Minnesota Valley as Executive Director in March 2002. Prior to joining the Friends, Ms. Nelson was the Heartland Regional Director for the National Parks Conservation Association. In this capacity, she led national park protection efforts in twelve states for over seven years. Lori is a licensed attorney with legislative and political experience at both the state and federal levels, including a campaign for the Minnesota State Senate in 1992. Lori received a Juris Doctor degree from Hamline University School of Law in 1991, and graduated *summa cum laude* with a Bachelor of Arts degree in Political Science from St. Cloud State University in 1987.

As Executive Director, Ms. Nelson led the creation and development of the Community Clean-Ups for Water Quality Program. The Friends' most recent Strategic Plan identified the Clean-Ups as the flagship conservation program for the organization. With the help of the Friends' Watershed Initiative Coordinator, Ms. Nelson secured funding from the Archibald Bush Foundation to develop the Clean-Ups into a model program that can be replicated by other groups across the State of Minnesota and elsewhere. The Friends exclusively implemented the Clean-Ups (a trademarked program) within the Lower Minnesota River Watershed and the Minnesota River Basin for seven years prior to joining forces with the Freshwater Society in 2009 to expand the program statewide. Since the beginning of the Friends' collaboration with the Freshwater Society to develop a Community Clean-Ups Toolkit and expand the program statewide, Ms. Nelson has continued to be the project manager for the Community Clean-Ups for Water Quality Program. The toolkits were developed in 2009 and two regional training sessions, organized and led by Friends and Freshwater Society staff, have been held so far this year. With additional assistance provided by the LCCMR, Ms. Nelson and the Friends will continue to take the lead on the Community Clean-Ups by administering the grant, continuing our Clean-Ups activities in the Minnesota River Watershed, taking the lead on training citizens at regional training sessions throughout Minnesota, providing individualized consultation and training to organizing groups and communities where needed, developing informational materials and website development, procuring data, and tabulating results. The Freshwater Society will utilize its resources and statewide watershed organization connections to add value to the Friends' existing program.

**Organizational Description:**

Friends of the Minnesota Valley is the only nongovernmental organization dedicated solely to the conservation and enhancement of natural resources within the Lower Minnesota River Watershed, including the 14,000-acre Minnesota Valley National Wildlife Refuge. Founded in 1982, the Friends currently have over 1,800 members. Some of the Friends' accomplishments include the establishment of the Minnesota Valley National Wildlife Refuge, serving as a leader in the successful effort to enroll over 100,000 acres of formerly-cropped land in the Conservation Reserve Enhancement Program in the Minnesota River Basin, playing a lead role in the establishment of the Minnesota Valley National Wildlife Refuge Trust, and preventing the construction of a 19,250-seat outdoor amphitheater next to the Refuge's most ecologically-sensitive land unit. The Friends are currently a partner in the LCCMR-funded Metropolitan Conservation Corridors Habitat Restoration Project.

