

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

LCCMR ID: 212-G

Project Title: RSPT: Reaching Out to Engage & Affect Change

Category: G. Environmental Education

Total Project Budget: \$ \$150,000

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

Other Non-State Funds: \$ 0

Summary:

The RSPT plans to launch a community-based social marketing campaign that will create awareness, educate specific audiences, and motivate positive behavior changes to improve the health of area streams.

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Sponsoring Organization: City of Duluth

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Web Address: _____

Location:

Region: NE

Ecological Section: Southern Superior Uplands (212J), Western Superior Uplands (212K), Northern Superior Uplands (212L)

County Name: St. Louis

City / Township: Duluth & surrounding communities

_____ 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: RSPT: Reaching Out to Engage & Affect Change

I. PROJECT STATEMENT

In the Duluth-Superior metropolitan area, urban runoff is dramatically affecting the quality and quantity of water in nearby streams and rivers. Conditions are such that the area has been identified in the *Great Lakes Regional Collaboration Strategy to Restore and Protect the Great Lakes* as one of eight critical locations for hydrologic improvement. By all accounts, the time to act is now.

The Regional Stormwater Protection Team (RSPT) believes improvements in stream health can be made now by creating awareness, shifting attitudes, and, most importantly, changing behaviors around the issue of stormwater. Working together over the next 10 years, the 25 members of the RSPT believe they can achieve:

- A quantifiable increase in awareness among key segments of adults living in the RSPT service area.
- A quantifiable increase in the number of adults engaging in specific behaviors.
- A 15% increase in the use and maintenance of low impact development (LID) techniques within the RSPT service area.

To help realize these outcomes, the RSPT plans to launch an innovative community-based social marketing campaign focused on stormwater. In the near term (July 2011 – June 2013), it will: (1) identify barriers and benefits to change; (2) educate target audiences and engage them in specific actions and behaviors that both reduce runoff and prevent pollutants from entering local streams and rivers; and (3) evaluate the effectiveness and impact of its efforts.

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: Identify and Analyze Target Audiences **Budget:** \$25,000

The RSPT will conduct a knowledge, attitude and practice (KAP) survey of residents living in the RSPT's service area. With it, the organization will gather highly valuable information about what respondents know about stormwater; what they think about the environmental, social, and economic impacts of stormwater; and what they actually do or are willing to do to prevent stormwater pollution. Survey results and findings will be disseminated locally and throughout the state and nation, as appropriate, using a variety of media.

Outcome	Completion Date
1. A full understanding of the target audiences including barriers to action	Feb. 28, 2012

Activity 2: Engage Audiences and Affect Change **Budget:** \$100,000

The RSPT will start the on-going work of engaging its target audiences in actions that both reduce runoff and prevent pollutants from entering local streams and rivers. The organization, under the direction of its new coordinator, will use a variety of conventional (e.g. website, workshops) and slightly unconventional (e.g. prompts) methods to create awareness, educate specific audiences, and promote positive behavior change. It will also aggressively work to remove barriers to action.

Outcome	Completion Date
1. 20 businesses have taken steps to prevent stormwater pollution	June 30, 2013
2. An 8% increase in the use and maintenance of LID techniques	June 30, 2013
3. A quantifiable increase in awareness among key segments of adults	June 30, 2013
4. A quantifiable increase in the no. of adults engaging in specific behaviors	June 30, 2013

Activity 3: Evaluate Effectiveness

Budget: \$25,000

The RSPT will assess the impact of its efforts with a random digit telephone survey of households within the RSPT service area. The survey, which will incorporate many of the same elements as the KAP survey described in Activity 1, will help to determine changes in behavior and increased awareness. The RSPT coordinator will also look at other process, impact and context indicators to evaluate the campaign's overall effectiveness.

Outcome	Completion Date
1. A quantified assessment and measure of campaign impact & effectiveness	April 30, 2013

III. PROJECT STRATEGY

A. Project Team/Partners

The proposed project will be carried out by the following individuals and organizations:

<i>Name</i>	<i>Affiliation</i>	<i>Role</i>
Mr. Chris Kleist	City of Duluth	Project management and administration
1.0 FTE RSPT Coordinator	To be hired (City of Duluth contractor)	Oversee development and delivery of surveys, campaign communications, outreach tools and trainings
Mr. Rich Axler	Natural Resources Research Institute	Contracted to update and maintain the RSPT section of www.lakesuperiorstreams.org
RSPT (25 stormwater professionals)		Assist coordinator as requested

The City of Duluth and NRRI will be receiving funds; the RSPT will be contributing funds and/or resources.

B. Timeline Requirements

The total project time is 2 years (July 2011 – June 30, 2013).

C. Long-Term Strategy and Future Funding Needs

Since its inception in 2002, the RSPT has been promoting the protection of Lake Superior's high quality waters. With the recent adoption of nine new objectives, the RSPT is taking its efforts a step further; it has committed itself to changing behaviors and developing responsible attitudes among citizens over the next 10 years. Furthermore, it is resolute in evaluating the effectiveness of its programs. To be successful, it intends to use its membership dues (approximately \$13,000 annually) judiciously. It will also leverage these funds with federal and non-federal grants whenever possible. Finally, RSPT members will continue to give of their time and talents.

2011-2012 Detailed Project Budget

IV. TOTAL TRUST FUND REQUEST BUDGET FOR 2 YEARS

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
Personnel:	
1 Project Manager (Chris Kleist, City of Duluth) dedicating approximately 5% of his time for 2 years (\$36.00/hr [salary and fringe] for approximately 208 hours)	\$ 7,500
1 RSPT Coordinator (To be hired on a contract basis) dedicating 100% of his/her time for 2 years (\$2,500/month [base salary; no fringe] for 24 months)	\$ 60,000
Contracts:	
Natural Resources Research Institute (NRRI) of the University of Minnesota - Duluth to update and maintain RSPT sections of www.lakesuperiorstreams.org. Work will be directed by Dr. Rich Axler.	\$ 20,000
Survey research center to design and deliver pre- and post-campaign surveys. Possible contractors include the Minnesota Center for Survey Research (University of Minnesota, Minneapolis, MN) and Zenith Research Group, Inc. (Duluth, MN)	\$ 50,000
University of Minnesota - Stormwater U, Metro WaterShed Partners, and others to deliver outreach and education programs aimed at creating awareness, educating specific audiences, and changing behaviors	\$ 8,000
Equipment/Tools/Supplies:	
Instructional and outreach materials	\$ 2,500
Printing (e.g. brochures, stickers, lawn signs, magnets)	\$ 2,000
TOTAL ENVIRONMENT & NATURAL RESOURCES TRUST FUND \$ REQUEST	\$ 150,000

V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other Non-State \$ Being Applied to Project During Project Period		
RSPT membership dues (\$13,000/yr for 2 years)	\$ 26,000	Secured
In-kind Services During Project Period:		
Monthly RSPT meetings (an average of 15 professionals attending 10, 1-hour meetings annually for 2 years; average \$20.00/hr)	\$ 6,000	

PROJECT MANAGER QUALIFICATIONS AND ORGANIZATION DESCRIPTION

I. Project Manager Qualifications and Responsibilities

Duluth has held dozens of large grants from many different granting agencies including the Environmental Protection Agency, Minnesota Pollution Control Agency, and the Minnesota Department of Natural Resources. Grants have ranged in amounts from \$5000 to over one million dollars.

The City of Duluth always makes any data generated by its programs or projects open and available to the public.

The City has a well-established stormwater utility which funds operation and maintenance of infrastructure, but also shows Duluth's commitment to maintaining the high quality water found in our region. Many City of Duluth staff actively participates in Duluth's public education programs for stormwater pollution prevention. Duluth is committed to protecting the tremendous resource that is Lake Superior, the St. Louis River and the sixteen trout streams within the municipal boundaries.

II. Organization Description

The Regional Stormwater Protection Team (RSPT) is a highly effective coalition of 25 local governments, state agencies, educational institutions, and no-profit organization actively promoting the protection of Lake Superior's high quality waters. Its mission is simple: protect and enhance the region's shared water resources through stormwater pollution prevention by providing coordinated educational programs and technical assistance.

