

**Environment and Natural Resources Trust Fund
2012-2013 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 111-F

Leveraging Retired Experts to Improve Environmental Performance

Topic Area: F. Outreach/Education/Training

Total Project Budget: \$ 455,500

Proposed Project Time Period for the Funding Requested: 3 yrs. July 2013 - June 2016

Other Non-State Funds: \$ 0

Summary:

Deploy 25 retired experts to deliver non-regulatory environmental assistance to 220 small businesses and local governments, resulting in documented pollution and energy reductions that go beyond environmental requirements.

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Location

Region: Statewide

County Name: Statewide

City / Township:

<input type="checkbox"/>	Funding Priorities	<input type="checkbox"/>	Multiple Benefits	<input type="checkbox"/>	Outcomes	<input type="checkbox"/>	Knowledge Base
<input type="checkbox"/>	Extent of Impact	<input type="checkbox"/>	Innovation	<input type="checkbox"/>	Scientific/Tech Basis	<input type="checkbox"/>	Urgency
<input type="checkbox"/>	Capacity Readiness	<input type="checkbox"/>	Leverage	<input type="checkbox"/>	Employment	<input type="checkbox"/>	TOTAL <input type="checkbox"/> %

2012-2013 MAIN PROPOSAL

PROJECT TITLE: Leveraging Retired Experts to Improve Environmental Performance

I. PROJECT STATEMENT

While great progress has been made in addressing industrial sources of pollution, a key remaining challenge is to better address environmental impacts caused by large numbers of unregulated pollution sources. Examples of these generators include small commercial/service businesses, pollution resulting from energy use and transportation, government operations, and residential households. Non-regulatory assistance that targets these sources and results in catalyzing cost-effective environmental practices is urgently needed.

One promising low-cost means of delivering assistance, which has been demonstrated and tested in recent years, involves leveraging the expertise and strong service ethic of retired professionals in Minnesota. This underutilized pool of motivated and skilled Minnesotans represents a rapidly growing segment of our population.

This proposed program would expand current efforts to match retired experts with small businesses, public institutions, and others where together they will identify and implement cost-effective and practical environmental solutions. Assistance will be targeted to:

- Prevent waste and improve recycling;
- Lower energy use through conservation measures;
- Better manage and reduce stormwater runoff;
- Improve fleet fuel efficiency; and
- Implement local government best practices focusing on cost savings and energy use reduction.

Based on several years of experience with retiree-based assistance delivery, the average estimated savings from implementation is over \$11,000 per year per client.

Businesses and other organizations wanting assistance will apply to the Minnesota Pollution Control Agency (MPCA), and will be assigned retired experts. Working together, opportunities to improve environmental performance will be identified and data on projected and actual results will be recorded.

The program will tap 25 retired experts to assist 200 small businesses and 20 local governments over a three year period. Retirees will be compensated with a modest hourly stipend and will also be encouraged to donate volunteer time.

From program inception through completion, MPCA will guide and assist the retired experts in utilizing an outcomes-based performance measurement system. The program will employ a user-friendly electronic tablet in the assistance delivery process and to facilitate scheduled client follow up and track results.

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: Recruit, select and train retired experts

Budget: \$18,000 (equipment)

Outcome	Completion Date
25 retired experts selected	November 2013
Orientation and training for retired experts	January 2014
Train retired experts on use of electronic tablets and other equipment	February 2014

Activity 2: Retired experts provide assistance to small businesses and local government clients

Budget: \$437,500

Outcome	Completion Date
Offer small business and local governments assistance; schedule appointments	November 2013-ongoing
Assign retired experts	February 2014 – May 2016

Activity 3: Ongoing training and outcomes-based performance management **Budget:** non-trust funds

Outcome	Completion Date
Quarterly trainings	May 2014 - ongoing quarterly
Retired expert use of electronic performance management system, MPCA monitoring of results	May 2014

Activity 4: develop long-term program strategy

Budget: non-trust funds

Outcome	Completion Date
Options identified for continuing program after LCCMR grant	March 2016
Preferred option pursued for continuing program after LCCMR grant	June 2016

III. PROJECT STRATEGY

A. Project Team/Partners

MPCA's Resource Management & Assistance Division will be responsible for successfully carrying out this project. All requested trust fund dollars will be allocated to retired expert compensation, equipment and travel.

The essential project team members are the 25 retired experts recruited to carry out small business and local government assistance activities. Past and current experts are retired engineers, scientists, managers, or other professionals from companies and organizations such as 3M, Honeywell, Flint Hills Resources, General Motors and the University of Minnesota.

Partners also include 200 small businesses and 20 local governments in Minnesota. No trust fund dollars will be transmitted to these partners.

B. Timeline Requirements

This LCCMR project is proposed to be conducted over a three-year timeframe. This timeframe allows for recruiting and further training retired experts, securing small business/local government clients, delivery of technical assistance, scheduled follow ups, and results tracking.

C. Long-Term Strategy and Future Funding Needs

It is envisioned that this program will continue after LCCMR funding. MPCA will analyze several options for continuing support of the program. Options to be explored include a fee for service model, partnering with another program, or creating a new organization.

2012-2013 Detailed Project Budget

IV. TOTAL ENRTF REQUEST BUDGET 3 years

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
Personnel: MPCA contributes staff to administer program without use of trust funds	N/A
Contracts: 25 retired experts compensated at \$14/hr for approximately 1 day per week over 3 years, not including projected in-kind volunteer time by retired experts	\$ 400,000
Equipment/Tools/Supplies: 25 electronic tablets @ \$600 each (\$15,000 total) for retired experts to guide assessment process, gather and analyze data, generate client reports, and track projected and actual environmental and economic outcomes; technical meters and monitors for environmental assessments at approximately \$3,000 in total	\$ 18,000
Travel: Reimbursement for work-related in-state travel costs by retired experts estimated at approximately \$500 per individual annually over three year period as per Commissioners Plan	\$ 37,500
Additional Budget Items:	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 455,500

V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other State \$ Being Applied to Project During Project Period: MPCA program coordinator (\$75,000/yr, inclusive of benefits from the State Environmental Fund); MPCA management (\$7,500/yr, inclusive of benefits from the State Environmental Fund); recruitment/marketing/training costs (\$25,000, in total, over 3 years from the State Environmental Fund)	\$ 272,500	<i>Pending</i>
In-kind Services During Project Period: Estimated value of in-kind labor of small business and Local Governmental Unit personnel to gather data and information in advance of retired expert assistance, as well as coordinate with retiree team during and after assessment report (\$150 per client for 200 clients = \$30,000); Estimated value of in-kind labor donated by retired experts (\$400 per individually annually over three years = \$10,000)	\$ 40,000	<i>Pending</i>
Funding History: Approximate MPCA cash and in-kind program investment over the last three years (primarily from the State Environmental Fund).	\$ 270,100	

Project Manager Qualifications/Organization Description

The MPCA is an executive branch state agency that has been protecting our state's air, land, and water since 1967. The MPCA's mission is "Working with Minnesotans to protect, conserve and improve our environment and enhance our quality of life." Comprised of over 900 staff, MPCA possesses significant experience and capabilities across a comprehensive array of disciplines within the environmental field, including working with communities, businesses, and volunteers. The MPCA has the ability to meet legislative expectations for outcomes. In addition to our role as the main environmental regulatory agency, MPCA also has experience in establishing and supporting assistance and outreach programs.

MPCA's Resource Management & Assistance Division will be responsible for successfully carrying out this project. The Division is comprised of experienced professionals who are skilled at assessing the environmental needs of Minnesota businesses and organizations, and crafting cost-effective assistance strategies to accelerate efforts to improve environmental quality. Day to day coordination will be provided by a seasoned MPCA environmental professional assigned to carry out this project.

