

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

Project Title:

ENRTF ID: 132-G

Fighting Carp by Improving Mississippi Access and Awareness

Topic Area: G. Recreation

Total Project Budget: \$ 210,800

Proposed Project Time Period for the Funding Requested: 2 yrs. July 2013 - June 2015

Other Non-State Funds: \$ 0

Summary:

On the Mississippi River, the Minneapolis Park and Recreation Board will install educational signage and design portages to improve river access and enhance awareness of aquatic invasive species.

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Sponsoring Organization: Minneapolis Park and Recreation Board

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Location

Region: Metro

County Name: Dakota

City / Township: Minneapolis

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

PROJECT TITLE: Fighting Carp by Improving Mississippi Access and Awareness

I. PROJECT STATEMENT

Why Here: The Power and Potential of Minneapolis’s Mississippi:

The eleven miles of the Mississippi River in Minneapolis, with the river’s only natural gorge and falls, is an outstanding natural and recreational resource. The St. Anthony Falls and dams in this stretch of river could serve as barriers to aquatic invasive species, preventing their travel north to resource-rich fishing and wildlife areas. If these opportunities are used to halt the advance of the Asian Carp and other invasive species, accommodations such as portages will be necessary to support recreational boating and paddling and fishing in this stretch of the river.

Why Now: Asian Carp are Advancing and Educational Opportunities are High:

With Asian Carp and other aquatic invasive species advancing up the Mississippi River, educating anglers, recreational paddlers and boaters, and the public about the hazards to our environment from these invaders is both urgent and critically important. Interpretive/educational signage both on the river and at river access areas would reach people fishing and boating as well as the general public visiting our Mississippi River. This area offers exceptional potential to attract more anglers and boaters who may not be aware of nearby river access. Educational efforts have the potential of reaching the following:

- Residents in four metro counties hold about ~240,000 recreational boat licenses.
- Mississippi Gorge Regional Park estimated visits is 1,079,000 and Central Riverfront Regional park estimated visits is 1,431,100 in 2010 (Met Council, April 2011)

Project Overview: Education, Measurement and Portage Design a Three-Pronged Strategy:

On the Mississippi River, at a critical gateway to northern Minnesota’s rich fishing and wildlife areas, the Minneapolis Park and Recreation Board (MPRB) and partners will apply a three-prong strategy to fight aquatic invasive species like Asian Carp and build the public understanding essential to protect our waters, shorelands, and other natural resources statewide:

- 1) develop and install signage to enhance awareness of aquatic invasive species, habitat stewardship, and water quality protection, and wayfinding to draw more people to the Mississippi at river access sites, particularly for fishing and boating; and
- 2) measure both changes in public use and understanding of aquatic invasive species prevention; and
- 3) design portages to provide for recreational access without depending on the locks.

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: Educational and Interpretive Signage: On Site and Social Media **Budget: \$40,800**

With private and public partners, the MPRB will develop and implement education tools, designed for on-site signage and social media applications. These riverfront discovery tools will build on information signs currently provided by state and national sources to help establish a comprehensive system that can attract local, regional and international visitors to this renowned river while improving its ecological health. Topics will include aquatic invasive species, fishing, water quality, river safety, natural resource interpretation, and water access system highlights. MPRB will collaborate with partners to achieve consistent signage the Mississippi corridor and especially for new portage routes. The signage that will be developed will be a template that can be replicated by communities along the Mississippi.

Outcome	Completion Date
1. Design and implement educational signage for up to 14 on-site locations and social media	May 2014

PROJECT TITLE: Fighting Carp by Improving Mississippi Access and Awareness

Activity 2: Measuring Access and Awareness

Budget: \$20,000

Measure public understanding of key natural resource issues among riverfront users, before and after project implementation, and measure changes in river access	September 2013; October 2014
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Measuring use and riverfront visitor understanding before and after the signage and online improvements will inform further water access partnerships and demonstrate the project's impact. Our target by 2015 is to increase by 50% the number of people boating on the Mississippi, based on user counts.

Activity 3: Design Portage Routes and Facilities

Budget: \$150,000

With partners, MPRB will design portage routes around Lock and Dam #1 and the St. Anthony locks (Upper and Lower) and plan facilities to serve boaters. These portage routes will serve boaters from Anoka to Hastings and support longer distance experiences. These will provide critical public access to the dramatic, natural gorge, from St. Anthony Falls to the Ford Dam, and outstanding natural resource in the heart of the metropolitan area.

Outcome	Completion Date
1. Evaluate and recommend portage facility options in collaboration with agencies that have landholdings or jurisdictional interest	June 2014
2. Design portage routes and system facilities	June 2015

II. PROJECT STRATEGY

A. Project Team/Partners

National Park Service – Mississippi National River and Recreation Area: Susan Overson, planning Alternative Transportation System and securing federal funding for water access improvements, network signage; David Wiggins, education and interpretation; John Anfinson, natural resource protection.

Department of Natural Resources – Water Access: Paul Purman and Erik Wrede, coordinating on state canoe trail, water access design, and creating water access to mitigate lock closure and improve emergency access, especially in the Lower Gorge (Pool One).

Wilderness Inquiry: Greg Lais, coordinating on education programs for urban youth.

Mississippi Watershed Management Organization: Jenny Winkelman and Lorrie Stromme, partnering on interpretive signage and portage design incorporating habitat stewardship and water quality

Supporting partners: Army Corps of Engineers, University of MN, City of Minneapolis, MNDOT, Above the Falls Sports, Three Rivers Park District, riverfront landowners, river guides

B. Timeline Requirements

The project will be complete by June 30, 2015. Signage design will be complete in 2013, and access measurements and portage recommendations will be completed in 2014, with evaluation and portage design by June 2015.

C. Long-Term Strategy and Future Funding Needs

This project will assist with private and public efforts to create an active water trail network serving millions of people along the Mississippi. This request is expected to leverage other local, state and federal funding that is focused on motorized and non-motorized access, while providing funding for aspects of the water trail system that do not fit well into existing funding sources due to the scope of the portages, additional educational materials or the need to utilize land that is owned or operated by several different agencies (local, state and federal). Later phases of this project will include the construction of the portages and related facilities.

2012-2013 Detailed Project Budget: Fighting Carp by Improving Mississippi Access and Awareness

IV. TOTAL ENRTF REQUEST BUDGET 2 years

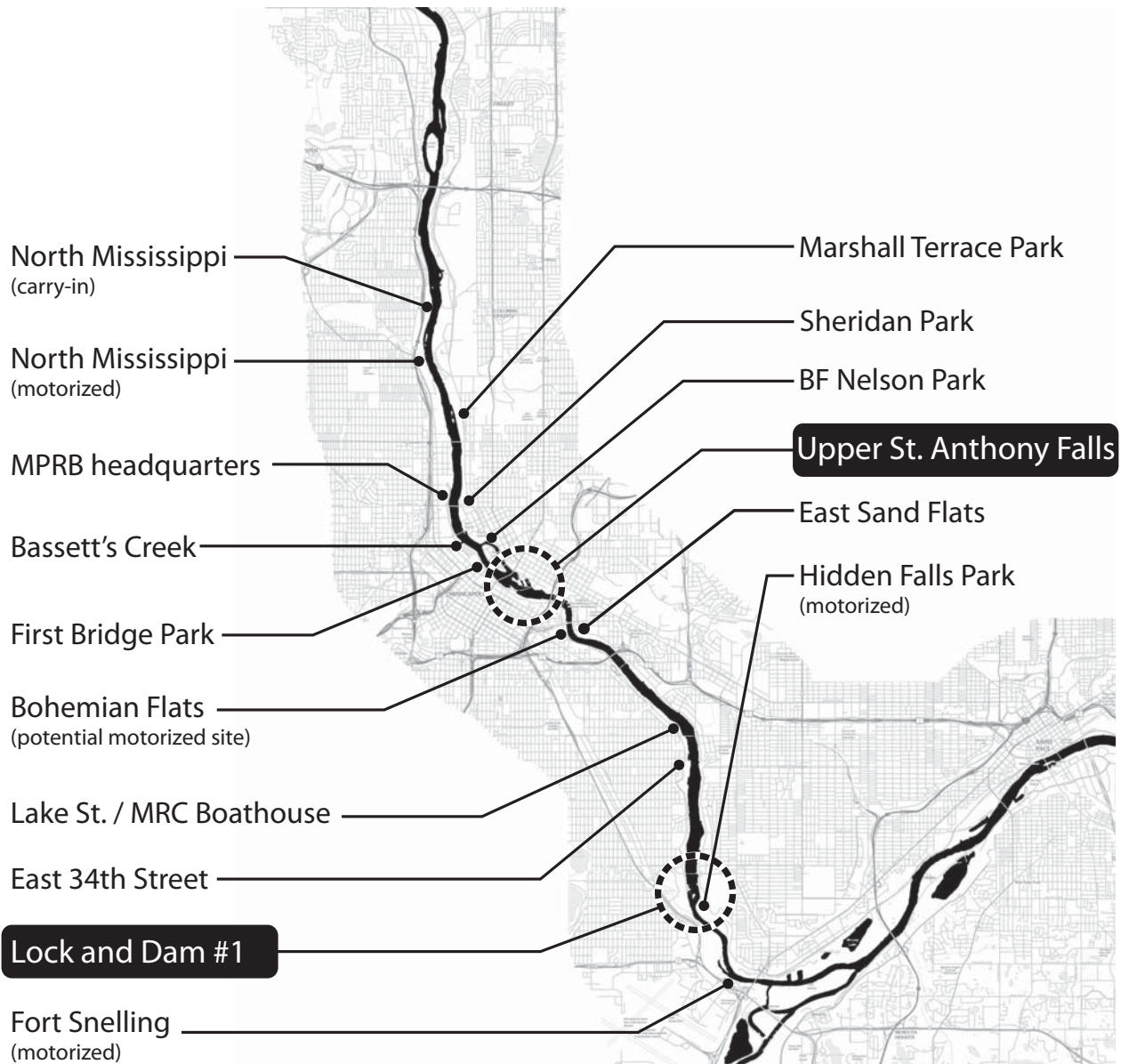
BUDGET ITEM <i>(See list of Eligible and Non-Eligible Costs, p. 11)</i>	AMOUNT
Personnel: <i>In this column, list who is getting paid to do what and what is the % of full-time employment for each position. List out by position or position type - one row per position/position type. For each, provide details in this column on the inputs: i.e., % dollars toward salary, % dollars toward benefits, time period for position/position type, and number of people in the position/position type.</i>	\$ -
Contracts: Portage Route and Facilities Design (Designer)	150,000
Contracts: Web Site and Signage Content (Graphic Designer)	\$ 40,800
Contracts: Research and User Counts (Survey Consultant)	\$ 20,000
Equipment/Tools/Supplies: <i>Equipment will be furnished and installed by Contractor</i>	\$ -
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST	\$ 210,800

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ Being Applied to Project During Project Period:		
National Park Service: Water Access Improvements, Wayfinding, and Water Access System Promotion in Alternative Transportation Plan Implementation	\$ 100,000	Pending
Mississippi Watershed Management Organization: Canoe Access at Marshall Street NE site, with ADA Accessibility; water quality and habitat improvements at various sites	\$ 100,000	Planned
Other State \$ Being Applied to Project During Project Period:		
Department of Natural Resources: Motorized Water Access with Invasive Species Prevention (Pending identification of a mutually agreed upon site); source - State Water Recreation Account	\$ 100,000	Pending
In-kind Services During Project Period: <i>Indicate any in-kind services to be provided during the funding period. List type of service(s) and estimated value. In-kind services listed must be specific to the project.</i>	\$ -	
Project manager, landscape architect, habitat restoration staff		
Educational Programming in Project Area with Urban Wilderness Canoe Area program		
TOTAL Other funding	\$ 300,000	
Remaining \$ from Current ENRTF Appropriation (if applicable):	\$ -	NA
Funding History:	\$ -	NA

Fighting Carp by Improving Mississippi Access and Awareness

- Portage routes
- Water access sites
- Education and interpretation signage opportunities



Project Manager Qualifications – Jennifer Ringold, Manager of Public Engagement & Citywide Planning

This project will require a team that can provide educational context, evaluation skills, and design expertise. As the project manager, I will facilitate the process and develop a staff and consultant team that will include the necessary areas of knowledge, expertise or skill. The following is a summary of key qualifications and examples of related projects.

Project Management: MPRB 2007-2020 Comprehensive Plan

- Involved 100+ co-workers in development of plan and implementation strategies, and managed consultants and industry advisors.

Partner and Agency Collaborations: 2010 National Recreation and Park Association Conference Co-Chair

- Co-coordinated a metro-wide planning team to create educational sessions focused on Minnesota, plan for a new playground as part of a community service project, and secure sponsorships.

Measurement and Community Engagement: Webber Park Master Plan

- Worked with community members and area agencies to develop a new park master plan that will provide a new aquatic facility for the neighborhood.

Organization Description – Minneapolis Park and Recreation Board

With 182 park properties totaling nearly 6,732 acres of land and water, the Minneapolis Park and Recreation Board (MPRB) provides places and recreation opportunities for all people to gather, celebrate, contemplate, and engage in activities that promote health, well-being, community, and the environment. Each year, approximately 18 million visits are made to the nationally acclaimed Minneapolis park system. Its urban forests, natural areas and waters endure and captivate. Its Grand Rounds National Scenic Byway, neighborhood parks, recreation centers and diversified programming have made the Minneapolis park system an important component of what makes Minneapolis a great place to live, play and work.

MPRB Mission:

The Minneapolis Park and Recreation Board shall permanently preserve, protect, maintain, improve, and enhance its natural resources, parkland, and recreational opportunities for current and future generations.

The Minneapolis Park and Recreation Board exists to provide places and recreation opportunities for all people to gather, celebrate, contemplate, and engage in activities that promote health, well-being, community, and the environment.

To learn more about the Minneapolis Park and Recreation Board, visit www.minneapolisparcs.org.